

**GOVERNMENT OF INDIA
RAILWAYS
LOK SABHA**

UNSTARRED QUESTION NO:3276
ANSWERED ON:14.12.2006
REVENUE FROM ADVERTISEMENTS
Reddy Shri Karunakara G.

Will the Minister of RAILWAYS be pleased to state:

- (a) whether there is ample scope for earning revenue through advertisements by letting out rail space;
- (b) if so, how much money has been generated by the Railways during the last two years from advertisements; and
- (c) the steps being taken to generate more revenue from advertisements?

Answer

MINISTER OF STATE IN THE MINISTRY OF RAILWAYS (SHRI R. VELU)

(a): Yes, Sir.

(b): Rs. 50.21 crore & Rs. 78.09 crore were earned in 2004-05 & 2005-06 respectively through commercial advertisements on railways.

(c): A scheme of giving bulk advertisement rights for an entire division and train to a single firm has been adopted on pilot project basis to generate more revenue. Zonal Railways have also been advised to exploit areas like tickets, announcements, etc.