

**GOVERNMENT OF INDIA
RAILWAYS
LOK SABHA**

UNSTARRED QUESTION NO:3264
ANSWERED ON:06.09.2007
ADVERTISEMENT ON PASSENGER RESERVATION SYSTEM
Deora Shri Milind Murlu

Will the Minister of RAILWAYS be pleased to state:

- (a) whether the Railways have decided to print advertisement on Passenger Reservation System (PRS) tickets;
- (b) if so, the details thereof and reasons therefor;
- (c) the revenue likely to be generated from the said move;
- (d) the terms and conditions that have to be complied with by the advertisers;
- (e) if so, the details thereof; and
- (f) the time by which the said scheme is likely to be introduced?

Answer

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

- (a) to (c): Yes, Sir. Railways have decided to print commercial advertisements on Passenger Reservation System (PRS) tickets in order to generate additional earnings through commercial publicity. It is presently not feasible to estimate the revenue likely to be generated from this scheme.
- (d) & (e): The message through advertisements should not be socially offensive and should be in keeping with public morality. Advertisements regarding intoxicants, cigarettes, bidis & other tobacco products are strictly prohibited.
- (f): The scheme has already been introduced.