

**GOVERNMENT OF INDIA
MINISTRY OF RAILWAYS
(RAILWAY BOARD)**

No. 2016/TG-IV/13/6

New Delhi, Dated 07.06.2018

**The General Managers
All Zonal Railways**

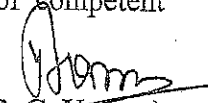
**Sub: Delegation of full powers to General Managers of All Zonal Railways
regarding advertising within stations premises.**

Railway Board had sought to install Rail Display Network (RDN) on station buildings, concourses, platforms, FoBs (excluding circulating areas), under the policy laid down vide Commercial Circular No. 50 dated 11.07.2017. Prior to this, Zonal Railways had been advised to stop all advertisement activities vide letter No. 2016/NFR/Advertising Tender dated 09.08.2016. Owing to restrictions imposed by Board, no additional advertisement revenue was received by the Railways over the past nearly two years.

2. On directions of Railway Board, tendering activity was undertaken by RailTel to roll out RDN. The tender was floated on 17.07.2017 but has been discharged by RailTel in May, 2018. This experience, perhaps, calls for more stakeholder consultations to be held before taking further action in this regard.

3. During this interregnum, to ensure that non-fare revenue from advertising in station premises continues to flow to the Zonal Railways, in partial modification of letter No. 2016/NFR/Advertising Tender dated 09.08.2016, it has been decided that till further advice General Managers of Zonal Railways shall exercise full powers to award advertising contracts of all kinds on station buildings, concourses, platforms, FoBs (excluding circulating areas) based upon local conditions using all modes of advertisements including, but not limited to, video walls, hoardings, digital boards, etc.

These issues with the concurrence of Associate Finance and approval of competent authority of Railway Board.


(P. C. Verma)

**Joint Director (NFR)
Railway Board**

No. 2016/TG-IV/13/6

New Delhi, dated 07.06.2018

Copy to: Principal Finance Advisor, all Indian Railways for information and necessary action.


**For Financial Commissioner
Railway Board.**