



Ministry of Railways

Revenue Through Branding

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In order to earn revenue through sources other than fare, Indian Railways has set up a Non-Fare Revenue Directorate in the Railway Board to explore avenues for increasing earnings. The Budget Estimate for 2017-18 through advertising has been kept as ₹2000 crore. This will entail revenues from Out of Home advertising, Mobile assets advertising, Rail Display network, App based cabs, Monetization of soft assets, ATMs and various innovative and unsolicited proposals.

The produce of any manufacturer/service provider can be sold on the train or platforms after due process and procedures are followed.

This Press Release is based on the information given by the Minister of State for Railways Shri Rajen Gohain in a written reply to a question in Lok Sabha on 26.07.2017 (Wednesday).

AKS/MKV/ENS/PM

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