

GOVERNMENT OF INDIA
MINISTRY OF RAILWAYS
(RAILWAY BOARD)

No. 2012/TGIV/13/6

New Delhi Dt. 20/03/2012

Chief Commercial Managers
All Indian Railways

Subject: Utilization of LED display boards at stations for Commercial Publicity

At present Zonal Railways have installed 90 LED based True colour Train display boards at Major Railway stations to disseminate passenger information. These LED display boards also have features of displaying videos which can be commercially exploited for advertisement purposes through variety of ways namely;

- Using of full board when there is no train to display
- Using partial board in case number of trains to display are not many
- Use of board for passenger information and advertisement alternatively.

Mysore Division of south Western Railway has already made a beginning in this regard. It has, therefore, been decided that all Railways should exploit the full potential of LED based True Colour Boards provided at stations, for Commercial advertisement purposes whenever these Boards are not used for display of Railway information.

Keeping in with the extant policy, Zonal Railways should ensure that in future, LED based True colour Train Display Boards, which have the potential for earning revenue through advertisements, are installed and utilized through Commercial publicity route. Instructions in this regard already exist under Commercial Circular No. 36 of 2006 and the subsequent circulars thereon.

Plans. Mysore Pan
20/3/2012

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(R.C.Pandey)
Deputy Director, Traffic General-II
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Stamp: RAILWAY BOARD
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Signature
21/3/12