

GOVERNMENT OF INDIA
MINISTRY OF RAILWAYS
RAILWAY BOARD

No. 2016/NFR/7/2/CoD Policy

Dated: 11.7.2019

All General Managers
Indian Railways

CMD, RailTel, Gurugram

(Commercial Circular No. 32 of 2019)

Sub: Re-entrusting of Bid Process Management of Content on Demand policy issued vide CC No. 01/2017 dated 10.1.2017 to RailTel.

Ref: (i) Railway Board's letter No. 2017/NFR/12/1 and CC No. 01/2017 dated 10.1.2017.
(ii) CRB's DO letter No. 2016/NFR/20/5 dated 12.7.2018.
(iii) Railway Board's letter No. 2016/NFR/7/2 dated 20.8.2018.
(iv) Railway Board's letter No. 2018/NFR/47 and CC No. 50/2018 dated 12.9.2018.

1. Content on Demand policy was issued by NFR Dte vide Ref (i) above with the objective to detail the various conditions to monetize entertainment based services on trains and stations. RailTel was the nodal agency responsible for bid process management. Subsequently, due to discharge of CoD tender on 2.7.2018, the bid process management by RailTel was discontinued and given to Zonal Railways vide CRB's DO letter dated 12.7.2018.

2. Zonal Railways have not been able to make much progress with regard to implementation of CoD, perhaps, as it requires bandwidth with network connectivity across all stations, fiber network, experience in managing complex technology solutions and creation of value in collaborative manner. Moreover, content can be delivered in a secure fashion only in an app environment and apps cannot have divisional or zonal boundaries as this impairs user experience and critical mass of downloads cannot happen for the platform effect to kick in.

3. Hence, Board (M/S&T, MT, FC & CRB) have decided to re-entrust RailTel with bid process management of CoD and discontinue the same by Zonal Railways with immediate effect. Accordingly, references to CoD policy and its implementation in CC 50 of 2018 dated 12.9.2018 and CRB's DO letter dated 12.7.2018, will be applicable only for contracts awarded and implemented by Zonal Railways prior to the issue of these instructions i.e. 11.07.2019.

3.1 In case of CoD, if Zonal Railways have already issued LoA, prior to the date of issue of these instructions i.e. 11.07.2019, Zones shall go ahead with implementation. Accordingly, RailTel shall not implement CoD in trains where Zonal Railways have already issued LoA.

3.2 Revenue sharing arrangement between IR and RailTel 85:15 i.e. given in CC No. 01/2017 dated 10.1.2017 stands modified to 50:50 between Indian Railways and RailTel.

4. This issues with the concurrence of Finance Directorate of Railway Board.


(P.C. Verma) 11.7.19

Joint Director/ NFR
Railway Board

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Copy to:

Principal Financial Adviser, Indian Railways for information and necessary action.


For Financial Commissioner
Railway Board