

GOVERNMENT OF INDIA  
MINISTRY OF RAILWAYS  
RAILWAY BOARD

No. 2016/NFR/Vinyl Wrapping/1

Dated: 29.8.2019

The General Manager  
Northern Railway  
New Delhi

C. C. No. 57/2019

Sub: Fixed rate for advertisement on exterior and interior of coaches for Government Ministries/ Department/ Organizations - as a special case to commemorate the 550<sup>th</sup> birth anniversary of Shri Guru Nank Dev Ji.

In CRB's DO letter No. 2016/NFR/20/5 dated 13.10.2018, instructions were issued to General Managers to permit Government Ministries/ Departments/ Organizations to issue social messages/advertisements at a fixed rate of Rs. 25 lakhs per year per rake for EMU/DMU/MEMU and Rs. 50 lakhs per year per rake for other coaching trains.


2. To commemorate the 550<sup>th</sup> birth anniversary of Guru Nanak Dev ji, as a special case, one time permissions have been granted by the Board for Government Ministries/ Departments for:

- (i) Exterior vinyl wrapping of one or more coaches of EMU/DMU/MEMU at the rate of Rs. 1.5 lakhs per coach per year.
- (ii) Exterior vinyl wrapping of one or more coaches of Mail/Exp trains at the rate of Rs. 2 lakhs per coach per year.
- (iii) Displaying advertisement inside EMU/DMU/MEMU coaches at the rate of Rs. 400 per sft per coach per year.
- (iv) Displaying advertisement inside coaches of Mail/Exp trains at the rate of Rs. 6000 per sft per coach per year.

3. The instructions given in para-2 above are exclusively for this occasion only.

4. This issues with the approval of Board and concurrence of Finance Directorate of Ministry of Railways.

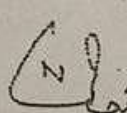
Kindly acknowledge the receipt of this letter.

  
( P. C. Verma )  
Joint Director/NFR  
Railway Board

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Copy to: PFA, all Indian Railways - For information and necessary action.

  
29.8.19  
For Financial Commissioner  
Railway Board

Copy to: General Managers, all Zonal Railways (except N.Rly) - for information and necessary action.

Ministry of Railways