

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

No. 2012/TGIV/11/40

New Delhi Dt. 22/04/2013

The General Managers,  
All Zonal Railways.

**COMMERCIAL CIRCULAR No.31/2013**

**Sub: Commercial Publicity Contract – Reserve Price and Rate of  
escalation on Licence Fee- reg.**

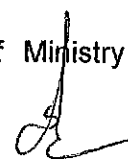
Railways were advised to give Bulk Advertising Rights on entire Railway Division and the guidelines in this regard have been issued vide Commercial Circular No.36/2006.

The above provisions were modified vide Commercial Circular No.90/2006 that in case no response is received for bulk advertisement rights for the entire division, cluster of stations or a station as a whole may be given for bulk advertisement rights. For large stations, where it is experienced that it is not possible to give the entire station on bulk advertisement rights, the station may be divided into convenient zones.

While issuing the provisions contained in para 4 of the Commercial Circular No.70/2012 relating to the reserve price, the word Cluster of stations/station/zones of a station has not been included.

Accordingly, in supercession of para-4 of Commercial Circular No.70/2012, it is clarified that the Reserve Price for the first year should be 1.5 times the highest annual commercial publicity earnings of the entire division /cluster of stations/station/zones of a station during any of the preceding three financial years. However, the provision regarding enhancement of licence fee in the second, third, fourth & fifth year by a uniform rate of 10% over that of the previous year mentioned in commercial circular no.70/2012 will remain unchanged. The other provisions contained in Commercial Circular No.90/2006 will continue to be applicable.

This issues with the concurrence of Finance Directorate of Ministry of Railways.



(Dr. S.K.Ahirwar)  
Director Traffic Commercial (G)  
Railway Board.

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1. FA&CAOs, All Zonal Railways
2. Director (Audit), All Zonal Railways



for Financial Commissioner, Railways

Copy to: Chief Commercial Managers, All Zonal Railways.