

भारत सरकार GOVERNMENT OF INDIA
रेल मंत्रालय MINISTRY OF RAILWAYS
रेलवे बोर्ड (Railway Board)

No.98/M(C)/137/8 Vol.(I)

New Delhi dated 13.09.2018

Principal Chief Mechanical Engineer,
All Zonal Railways.


Sub: Commercial Publicity – Advertisements on exterior of MUTP – Phase-II rakes (Bombardier Rakes) over Mumbai Suburban section.

The policy regarding vinyl wrapping for advertisement purposes was issued by Railway Board vide Commercial Circular no.5 of 2017 (letter no.2017/NFR/3/1 dated 10.01.2017). Zonal Railways have raised certain issues with reference to exterior vinyl wrapping of main line coaches. The issues have been examined in Railway Board and the following has been decided:

- 1) Painting on Rolling Stock for the purpose of advertisement cannot be permitted. Vinyl wrapping of train exterior can be permitted as per RDSO's extant specifications for all Rolling Stock. Vinyl wrapping of Rolling Stock windows and doors cannot be permitted as these would affect the view of passengers. Further, vinyl wrapping in both AC and Non-AC coaches, EMU, MEMU and DEMU is to be permitted only on the area under the windows of the side walls as indicated by hatched portion in the enclosed drawing. This will ensure that the information provided on the Rolling Stock remains clearly visible. This will provide a continuous strip of advertisement across the train length which will be aesthetically pleasing.
- 2) For advertisement on interiors of Rolling Stock, the scheme adopted by Delhi Metro, wherein location and the manner of fitment of advertisements has been standardized which permits easy replacement of advertisement, is to be adopted. This will ensure that on replacement of advertisement, no damage to the interior surface occurs. Locations are to be standardized across divisions/zones so that coach scheme for the interior does not vary in case Rolling Stock get shifted from one depot to another. Standardised fixing arrangement will be provided on Rolling Stock interior so that contractor only needs to bring his advertisement and place it in the slot.
- 3) Vinyl wrapping can be permitted on Rolling Stock due POH also subject to the provision that in case some work is to be carried out on the exterior of the Rolling Stock during POH, vinyl wrapping shall be removed by the workshop. Re-wrapping in such cases will have to be undertaken by the concerned contractor at her own cost.
- 4) Change of advertisement may be permitted during the contract period. After the completion of the contract, the Rolling Stock shall be restored back to their original condition after removal of the vinyl wrap both from inside as well as outside. Any damage to the surface will have to be restored by the concerned

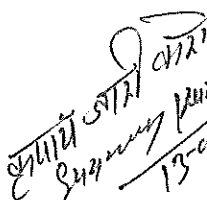
contractor as per Railway's specifications at her own cost to the satisfaction of Sr.DME or his representative. For this purpose, adequate security deposit is to be maintained by the contractor with the railways.

- 5) The mechanism to determine the date of validity of advertisement and restoring the Rolling Stock to its original condition after expiry of the validity period are to be clearly spelt out. It will be the responsibility of the Commercial Department to ensure that such mechanism exists and the Rolling Stock is restored to its original condition after the expiry of the advertisement contract. The security deposit or any other form of guarantee of the contract is to be released only after certificate of no damage to Rolling Stock surface has been obtained from the concerned Sr.DME.
 - 6) The contract to be managed by the Commercial Department. However, advertisement plan, methodology of execution, location for pasting advertisement, etc. are to be finalized in consultation with PCMEs in Zonal headquarters and concerned Sr.DMEs in Divisions.
 - 7) Due diligence should be shown in selection of advertisement content so that the same conforms to statutory provisions and does not in any way compromise the overall Rolling Stock/train aesthetics or appears offensive or undignified in any manner.
2. The above issues have also been advised to T&C Dte. of Railway Board for incorporation in the revised policy. Zonal Railways may keep the above points in consideration while dealing with the subject.
 3. This issues with the approval of MRS.


13/9/2018

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13-9-2018

