भारत सरकार / Government of India
रेल मंत्रालय / Ministry of Railways
(रेलवे बोर्ड) / (Railway Board)

No. 2016/NFR/1/MA Vinyl Wrapping
E-office no. 3187588

New Delhi
Dated: 02.05.2023

The General Managers, all Zonal Railways; and
Metro Railway, Kolkata

(Commercial Circular No. 08 of 2023)
(In addition to Commercial Circular No. 08 of 2021)

Subject: **Reduction in the time period (current contract period) of vinyl wrapping from one year, in order to facilitate short term campaigns and branding of locomotives by Government departments / agencies / PSUs / constitutional bodies / statutory bodies – regarding**

References: (i) Commercial circular no. 08/2021 (letter no. 2016/NFR/1/MA Vinyl Wrapping dated 02.08.2021).

(ii) This office's Commercial circular no. 5/2017 and letter no. 2017/NFR/3/1 dated 10.01.17, CRB's letter to GM/ZRs No. 2016/NFR/20/5 dated 13.10.18, and commercial circular nos. 57 & 58/2019, letter nos. 2016/NFR/Vinyl Wrapping/1 dated 29.08.19 & 13.11.19.

(iii) EDME/Chg./Railway Board's letter no. 98/M/(C)/137/8 Vol. (I) dated 13.09.2018.

(iv) EDEE (RS)/Railway Board's letter no. 2003/Elec.(TRS)/440/4 dated 09.07.2019.

Indian Railways is committed to facilitate outreach efforts of Government departments / agencies / PSUs / constitutional bodies / statutory bodies. In order to enhance revenue from non-fare sources and incentivize Government departments / agencies / PSUs / constitutional bodies / statutory bodies to use mobile assets, **"Reach through Rail"** initiative is being popularized. Accordingly, modifications to Commercial Circular no. 08 of 2021 and letter no. 2003/Elec.(TRS)/440/4 dated 09.07.2019 as below have been made in consultation with Mechanical (Coaching), Electrical (Rolling Stock) and Finance Directorates of Railway Board.

2. Modifications/additions with respect to vinyl wrapping and loco branding by Government departments / agencies / PSUs / constitutional bodies / statutory bodies:

(a) Flexibility in time period of vinyl wrapping from one year to 45 days to facilitate short term campaigns by Government departments / agencies / PSUs / constitutional bodies / statutory bodies and pro-rata reduction of rates:

Table 1

Period and publicity charges for vinyl wrapping to be paid by Government departments / agencies / PSUs / constitutional bodies / statutory bodies Rates per rake (in ₹ lakh) (exclusive of GST)								
	1 Year		**06 months**		**03 months (90 days)**		**45 days**	
	EMU, MEMU, DEMU	**Other coaching trains**	**EMU, MEMU, DEMU**	**Other coaching trains**	**EMU, MEMU, DEMU**	**Other coaching trains**	**EMU, MEMU, DEMU**	**Other coaching trains**
Below window	25	50	12.5	25	6.25	12.5	3.12	6.25
Full vinyl wrapping	50	100 (1 crore)	25	50	12.5	25	6.25	12.5

Table 2

Cost of printing and wrapping of vinyl, removal and restoration charges for vinyl wrapping to be paid by Government departments / agencies / PSUs / constitutional bodies / statutory bodies (in addition to the above publicity charges, as per applicability) Rates per coach (in ₹) (exclusive of GST)								
SN	RDSO specification of vinyl (Latest Revision)	Approx. cost of printing and wrapping of vinyl per coach	Approx time for wrapping on full coach	Approx cost for removal of vinyl for full coach	Approx time for removal of vinyl from full coach	Approx cost of restoration for full coach (950 sq. ft.) if originally vinyl wrapped	Approx cost of restoration for full coach (950 sq. ft.) if originally PU painted	Approx cost of restoration for full coach (950 sq. ft.) if originally enamel painted
1	RDSO/2010/CG/08 (for long term application i.e. more than 01 year)	1,40,274	01 day	16,833	½ day	1,40,274	84,164	35,068

SN	RDSO specification of vinyl (Latest Revision)	Approx. cost of printing and wrapping of vinyl per coach	Approx time for wrapping on full coach	Approx cost for removal of vinyl for full coach	Approx time for removal of vinyl from full coach	Approx cost of restoration for full coach (950 sq. ft.) if originally vinyl wrapped	Approx cost of restoration for full coach (950 sq. ft.) if originally PU painted	Approx cost of restoration for full coach (950 sq. ft.) if originally enamel painted
2	RDSO/2006/CD-13 Option –B (for above 06 months and up to 01 year)	1,40,274	01 day	16,833	½ day	1,40,274	84,164	35,068
3	RDSO/2008/CD-13 Option A(for up to 06 months)	1,23,441	01 day	16,833	½ day	12,344*	12,344*	12,344*
4	In case of below the window vinyl wrapping, the restoration charges shall be 75% of the aforementioned rates stipulated for full coach vinyl wrapping.							

*In cases where only restoration of surface is required / re-application is not required.

(b) Branding of locomotives at the exterior portion of side walls of locomotives by Government departments / agencies / PSUs / constitutional bodies / statutory bodies:

Table 3

Period, publicity charges, removal and restoration charges for loco-branding to be paid by Government departments / agencies / PSUs / constitutional bodies / statutory bodies Rates per loco (in ₹ lakh) (exclusive of GST)		
Period	Publicity charges	Removal and restoration charges
6 Months	₹ 05 lakh per loco	₹ 01 lakh per loco
1 Year	₹ 10 lakh per loco	

Any expenditure towards branding of the loco shall be borne by Government departments / agencies / PSUs / constitutional bodies / statutory bodies.

(c) A Committee comprising Sr. DCM and Sr. DME/Sr. DEE will be responsible for approving the theme and layout of the advertisement in order to ensure aesthetics, cultural sensitivities and non-infringement of mandatory signages, logos and other standard demarcations, etc.

(d) Zones are also advised to make pro-active efforts in getting long term contracts.

3. The above modifications to Commercial Circular No. 08/2021 have the approval of Members (O&BD, T&RS and Finance) and Chairman & CEO, Railway Board.

This is issued with the concurrence of the Finance Directorate of Ministry of Railways.

Director ME (Coaching)	**Executive Director EE (RS)**	**Director (Marketing & BD)**
Railway Board	**Railway Board**	**Railway Board**

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Copy to:

1. Dy. Comptroller and Auditor General of India (Railways), RN 224, Rail Bhavan, New Delhi.
2. PFAs of all Zonal Railways.
3. Directors General of Audit, all Indian Railways.

For Member Finance, Railway Board

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Copy to:

1. PCCMs, all Zonal Railways and PCOM, Metro Railway, Kolkata for information and necessary action.
2. PCMEs and PCEEs, all Zonal Railways for information and necessary action.
3. Chairman & CEO, Member (O&BD), Member (T&RS), Member Infrastructure and Member Finance Railway Board for kind information.
4. Advisor/MR, EDPG/MR and OSD/MR for kind information.
5. PS/MR, PS/MoSR (D) and PS/MoSR (J) for kind information.
6. EDME/Coaching and EDEE (RS) for kind information.
7. DG (PR), ED/IP for information.

Director (Marketing & BD)
Railway Board