



PAKISTAN RAILWAYS

Headquarters Office, Lahore

ADVERTISEMENT FOR AGENCIES/CONSULTANTS/FREELANCER REGISTRATION TO ASSIST FOR GENERATING BRANDING REVENUE FOR PAKISTAN RAILWAYS

Pakistan Railways is embarking upon a Transformation journey and it is part of Prime Minister Imran Khan's resolve to improve the performance of key national institutions. There are several key initiatives being taken at Pakistan Railways to improve its performance and make it a commercially viable entity and generating revenue through Branding is one of those initiatives. Some of the potential avenues for Branding and consumer connectivity are;

| Potential Avenues for Branding | Potential Avenues for Branding |
|----------------------------------------------|-------------------------------------------|
| 300 Commercial Railway Stations | Benches on the Platforms |
| Trains for Branding Outside and Inside | Pedestrian Bridges on Stations |
| Railway Crossings across the country | Foot over bridges and Underpasses |
| Waiting Rooms | Shades on Stations |
| Platforms of Stations | Reservation Offices |
| Parking at Stations | Digital Screens on Platforms & in Parking |
| Railway Colonies | Train Time Table Electronic Board |
| Consumer Connect Activities at Stations etc. | Any other Innovative Ideas |

Pakistan Railways is inviting Agencies/Consultants/Freelancers to come forward and join hands with Pakistan Railways and help us in generating Branding Revenue for Pakistan Railways. We have developed Registration Guideline for registering Agencies (Outdoor, Media, Creative etc.)/Consultants/Freelancers to assist Pakistan Railways in reaching out to corporate sector. These agencies/consultants/freelancers will be registered with Pakistan Railways and will be paid 10% Service Charges/Referral Fee as per market standard norms when they help in generating revenue for Branding Opportunity at Pakistan Railways. Registration Guidelines along with rates for Branding are available at Pakistan Railways website <https://www.pakrail.gov.pk/> and agencies/consultants/freelancer fulfilling the Registration criteria by submitting an application to the undersigned along with the required documents.

Agencies/Consultants/Freelancers who are interested to register with Pakistan Railways are requested to contact with the undersigned for further details during working hours between 9:00am to 4:00pm and get themselves registered after fulfilling the established criteria.

Chief Marketing Manager
Pakistan Railways Headquarter, Lahore
Cell. 042 – 9920 1665



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ADVERTISEMENT CALL FOR CORPORATE SECTOR TO EXPLORE THE BRANDING OPPORTUNITY AT PAKISTAN RAILWAYS NETWORK

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Pakistan Railways is inviting Corporate Sector to come forward and advertise their Brands at Pakistan Railways wide spread network having 300 Commercial Stations spread around the country with 70 Million Consumers who pass through Railways Network per annum. Some of the potential avenues for Branding and consumer connectivity are;

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| Consumer Connect Activities at Stations etc. | Any other Innovative Ideas |

Companies Representatives interested to explore the Branding Opportunity at Pakistan Railways are requested to contact with the undersigned for further details regarding, stations, passengers, foot fall data for different Railway Stations etc. during working hours between 9:00am to 4:00pm. Application forms along with rates for Branding are available at Pakistan Railways website www.pakrail.gov.pk

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