



PAKISTAN RAILWAYS

Headquarter Office, Lahore

Branding Policy Guidelines for Corporate sector/Agencies/Free Lancers for Branding at Pakistan Railways Network

These guidelines are prepared to invite Corporate sector/Agencies/Freelancers to join hands with Pakistan Railways in "Commercialization and Beautification of Pakistan Railways" initiative. Advertisers will be offered rates for various type of branding activities at diversified places at the Railway stations across the country.

2. Agencies/Freelancers will have to register themselves first in order to apply for any branding site. They will have to submit registration form available on the website of Pakistan Railways along with all documents on the following address:

Chief Marketing Manager

Pakistan Railways, Headquarter office, Lahore

Tel: 042-99201665

Corporate sector including National and Multinational firms who want to market their own product/service are exempted from the registration process.

3. After registration, and receipt of registration letter by Pakistan Railways, Agencies/Free Lancers can apply for any branding site.

4. Agencies/Freelancers will act on behalf of their Client and Pakistan Railways will sign a tri-party agreement which will include Client, Agency and Pakistan Railways. The media agency who has rented a site will be offered 10% flat discount on the business offered. Roles and responsibilities of each part will be clearly spelled out and the agency referral fee will also be specified in the agreement and will be adjusted from the payment of site. The payment of referral fee will be paid proportionately from each installment paid by the applicant after deducting from the monthly installment.

5. Corporate entities/ who rent the branding site for six months will be given 10% flat discount on the rent offered and if the branding site is rented for one year or more 20% flat discount will be given on the rent offered. This discount will also be applicable in case the branding site is offered through agency.

6. Following proposed opportunities are available for branding:

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

Waiting Rooms	Shades on Stations
Platforms of Stations	Reservation Offices
Parking at Stations	Digital Screens on Platforms & in Parking
Consumer Connect Activities at Stations etc.	Train Time Table Electronic Board
	Any other Innovative Idea

7. Following rates will be charged for each type of branding activity:

S.No	Medium	Size		Qty	Monthly Rental	Description
		H	W			
1	SMD - Digital Media Screen	20	60	1	Rs. 400,000/ net of all applicable taxes	Digital Media Screen 30sec video spots. Digital Video required from Client to run on Digital Media Screens. Digital Videos for Railways Public Awareness Safety Campaigns on FOC basis to create General Public Awareness Schedule of Arrival/Departure of Trains from that particular Station can also be displayed to create more visibility about it.
2	SMD - Digital Media Screen	15	45	1	Rs. 300,000/ net of all applicable taxes	Digital Media Screen 30sec video spots. Digital Video required from Client to run on Digital Media Screens. Digital Videos for Railways Public Awareness Safety Campaigns on FOC basis to create general Public Awareness Schedule of Arrival/Departure of Trains from that particular Station can also be displayed to create more visibility about it.
3	SMD - Digital Media Screen	10	20	1	Rs. 200,000/ net of all applicable taxes	Digital Media Screen 30sec video spots. Digital Video required from Client to run on Digital Media Screens. Digital Videos for Railways Public Awareness Safety Campaigns on FOC basis to create General Public Awareness Schedule of Arrival/Departure of Trains from that particular Station can also be displayed to create more visibility about it.
4	Bridge Panel	10	100	2	Rs. 300,000/ net of all applicable taxes	Branding on Bridge Panels both sides with Iron frame four sided along with panaflex skin mounted
5	Bogie Branding			1	Rs. 500,000/ net of all applicable taxes	Two sides bogie branding with Vinyl (high quality printing with lamination). Full year Bogie Branding Rate @Rs. 275,000/net of all applicable taxes Per Month Per Bogie as approved in the 15th SMC Meeting held on July 14th, 2021.
6	Tuck Shop/Vendor Shop Branding	10'	10'	1	Rs. 40,000/ net of all applicable taxes	Branding on Shop as per Client requirement. Pakistan Railways will facilitate in connecting the clients with vendors and will charge the Rental for Branding Visibility. Material will be used for branding are Oil Paint, Vinyl, Buntings etc.

7	Stall Activity - Standard Kiosk(Not for selling of any product that contradicts the existing vending policy)			1	Rs. 60,000/ net of all applicable taxes	Stall Activity will be done in the premises of Railway Station Premises. Location will be decided on mutual understanding with the client. 2 Promoters, 1 Supervisor will be allowed to conduct/monitor this activity.
8	Wall Painting	10	30	1	Rs. 150/net of all applicable taxes Per Square Feet	Oil Paint Hand Painting with Stencils (per Sq. ft.) as per Client specification within the premises of Railway
9	Entrance and Exit Gate Branding - Actual Dimensions			1+1	Rs. 1,000,000/ net of all applicable taxes	Branding of Entrance and Exist Toll Gate walls, pillars and room with oil paint and vinyl pasting as per client's specification. Branding will cover both sides of entrance and exit gates.
10	Backlit Signs Roof Hanging	6	3	1	Rs. 30,000/ net of all applicable taxes	Backlit Signboards hanging on the roof. Clients can place their messages through these signs at Waiting Area, Arrival and Departure area on Stations Platforms, Ticket/Reservation Counters, etc.
11	Backlit Signs Floor Standing Vertical	3	6	1	Rs. 30,000/ net of all applicable taxes	Backlit Signboards standing on the floor inside Station premises. Clients can place their messages through these signs at Waiting Area, Arrival and Departure area on Stations Platforms, Ticket/Reservation Counters, etc.
12	Backlit Pole Signs	3	6	1	Rs. 30,000/ net of all applicable taxes	Backlit Pole Signs outside and inside Railway station premises. Clients can place their messages through these signs at Waiting Area, Arrival and Departure area on Stations Platforms, Ticket/Reservation Counters, Parking etc.
13	Flex Banners with wooden frame	4	10	1	Rs. 30,000/ net of all applicable taxes	Digital Panaflex printing and mounting on the wooden frame. Placed inside and outside of the Railway Station premises. Entrance Wall, Exit Wall, Waiting Area, Departure Area, and Arrival Area.
14	Waiting Rooms Branding Actual Sizes will vary with Category-			1	Rs. 500,000/ net of all applicable taxes	Waiting Rooms Branding will include consumer connect activities, wall branding, standees, product displays/dispensers, product sampling. The Waiting Rooms provide an opportunity to Brands to engage these captive customers while they are waiting for their respective Trains.

	wise based on Footfall					
15	Pillars Branding/ Cutouts Product Cutouts Standard Size			1	Rs. 30,000/ net of all applicable taxes	Pillars will be branded with lassani sheets pasted with vinyl and lamination with Product/Brand Cutouts of Standard Sizes. Platform Poles, Parking Poles can be branded through Product Cutouts
16	Pedestrian Bridge Panel Branding on both sides of the Bridge			1	Rs. 300,000/ net of all applicable taxes	Pedestrian Bridge Panels on both sides will be Branded. Pedestrian Bridge is used for connecting Platforms and it is a foot-over bridge with high visibility from both the platforms of Stations.
17	Umbrella with Printing			1	Rs. 30,000/ net of all applicable taxes	Branded umbrella placed at outside area. Coolie standing area, parking area, ticket reservation area. This Umbrella Branding will have high visibility and utility in the Summer months which lasts for around 8 to 9 months of the year.
18	Karachi Cantt; Station Front Lit Boards at the Entrance on Right and Left Hand Side	8	19	1	Rs. 100,000/ net of all applicable taxes	Backlit Signboards standing on the floor inside Station premises. Clients can place their messages through these signs at Waiting Area, Arrival and Departure area on Stations Platforms, Ticket/Reservation Counters, etc.
19	Streamers within the Premises of Karachi Cantt: Station	6	3	1	Rs. 30,000/ net of all applicable taxes	Backlit Pole Signs outside and inside Railway station premises. Clients can place their messages through these signs at Waiting Area, Arrival and Departure area on Stations Platforms, Ticket/Reservation Counters, Parking etc.
20	Streamers within the Premises of Karachi Cantt: Station Lahore Station	4	10	1	Rs. 30,000/ net of all applicable taxes	Digital Panaflex printing and mounting on the wooden frame. Placed inside and outside of the Railway Station premises. Entrance Wall, Exit Wall, Waiting Area, Departure Area, and Arrival Area.

21	Front Lit Double Sided Boards at the Entrance on Right and Left Hand Side - Total Quantity 2	13. 5	3	1	Rs. 50,000/ net of all applicable taxes
22	Front Lit Board adjacent to Waiting Room at the Entrance Area - Total Quantity 2	10	22	1	Rs. 100,000/ net of all applicable taxes
23	Board on Pillars and Poles at different locations	8.5	4,5	1	Rs. 50,000/ net of all applicable taxes
24	Board above the Arches on Left and Right Side of Platform 1&2	4	18	1	Rs. 100,000/ net of all applicable taxes
25	Front Lit Double Sided Boards at the Entrance on Right and Left Hand Side - Total Quantity 2	3.5	9	1	Rs. 50,000/ net of all applicable taxes
26	Front Lit Boards on Station	10	22	1	Rs. 40,000/ net of all applicable taxes

	Platforms Total Quantity 2				
27	Front Lit Boards on the Sides of Main Arch of Lahore Railway Stations at the Entrance on Platform No. 1	15	7	1	Rs. 150,000/ net of all applicable taxes
28	6 Front Lit Boards on Arches at the Left and Right Sides of Lahore Railway Stations at Platform No. 1	10	5	1	Rs. 80,000/ net of all applicable taxes
29	Front Lit Boards at different locations of Stations	5	16	1	Rs. 100,000/ net of all applicable taxes
30	Main Front Lit Board at the entrance of Lahore Railway Stations above Walk Through Gates	4	25	1	Rs. 150,000/ net of all applicable taxes

	Rawalpindi Station				
31	Front Lit Double Side Board at the main Corridor	3	7	1	Rs. 60,000/ net of all applicable taxes
32	Plain Board in the main hall	2	7	1	Rs. 40,000/ net of all applicable taxes
33	Front Lit Boards at Left and Right Hand Side of the Entrance	7	4.7	1	Rs. 30,000/ net of all applicable taxes
34	Boards at the Wheel Chair Way at the Entrance	7	5	1	Rs. 30,000/ net of all applicable taxes
35	Monthly Rental Vinyl at the Entrance	1.7 5	6	1	Rs. 20,000/ net of all applicable taxes
36	Front Lit Boards at Left Near ABL ATM	2.6	18.3	1	Rs. 50,000/ net of all applicable taxes
37	Back Lit Double Side Board on Station Platform	5	3	1	Rs. 30,000/ net of all applicable taxes
38	Double Sides Hanging Board in the Station Corridor	3	7	1	Rs. 30,000/ net of all applicable taxes
39	Front Lit	3	10	1	Rs. 30,000/

	Board at the Exit				net of all applicable taxes	
40	Back Lit Double Side Board on Station Platform Shed	5	3	1	Rs. 30,000/ net of all applicable taxes	
41	Front Lit Board in Main Platform Shed near Stairs	2	9.6	1	Rs. 30,000/ net of all applicable taxes	
42	Front Lit Double Side Board on Station Platform Shed	2	3	1	Rs. 20,000/ net of all applicable taxes	
43	Back Lit Double Side Board on Pillars of Station Platform Shed	3	5	1	Rs. 30,000/ net of all applicable taxes	
44	Front Lit Board in Main Platform Shed End Corner	4	5	1	Rs. 30,000/ net of all applicable taxes	
45	Front Lit Side Board on Station Reservation Counter Left and Right Hand Side	5.2	6.2	1	Rs. 30,000/ net of all applicable taxes	
46	Front Lit Double Side Board on Information	4.8	5.7	1	Rs. 30,000/ net of all applicable taxes	

	Counter of Station					
47	Front Lit Board at the Entrance	10	20	1	Rs. 100,000/ net of all applicable taxes	
48	Front Lit Board on Main Hall of Station	5.7	12	1	Rs. 60,000/ net of all applicable taxes	

8. All the interested parties will submit the application form available on the website Pakrail.gov.pk and can also be accessed from the office of Chief Marketing Manager, Pakistan Railways, for each site along with proposed site location and pay order amounting to Rs. 50,000/- in favor of FA & CAO /Revenue for each site applied for at the following address:

Chief Marketing Manager
Pakistan Railways
Headquarter office
Lahore.

Tel:042-99201665

Email: cmmhqpr@gmail.com

The above pay order will not be required in case the publicity board is rented for less than a month. In this case the actual payment will be made in full in advance before execution of the work.

9. On receipt of application, the case will be processed to respective division for submitting site plan and processing of NOC for subject site based on the operational requirements.
10. On receipt of NOC and site plan from concerned division, award letter will be issued.
11. The applicant will have to submit, 10% performance security within 15 days of the receipt of the award letter in favor of FA&CAO/Revenue to the office of Chief Marketing Manager, Pakistan Railways, headquarter office, Lahore which will be refunded/adjusted at the time of completion of the term of the branding. The above performance security will not apply in case of publicity board is rented for less than a month and instead the actual payment will be made in advance before execution of the work.
12. The applicant firm will be responsible for erection of the billboards and related cost.

13. In case of electric installation, the applicant firm will have to pay the electrical bill at the respective station.
14. Divisional commercial officers of the respective divisions will be the focal persons for branding activity.
15. No publicity boards shall be erected in a way that create hurdles to the regular flow of traffic
16. All publicity boards shall be of standard size as mentioned in clause-7 above.
17. Indemnity bond will be furnished by the applicant indemnifying Pakistan Railways against any loss of property /life caused due to the applicant's publicity board and the applicant's liability to compensate all such loss as per law.
18. The amount of monthly rent will be made at the respective station and copy will be endorsed to FA&CAO/REV, Pakistan Railways, Headquarter office, Lahore.
19. The applicant will not install any indecent/inappropriate content on the publicity board or structurally unsafe publicity board. However, PR reserve the right to remove such board or direct the concerned applicant to modify the structure or content.
20. Pakistan Railways may withdraw any of its approval granted for any publicity board in the public interest. However, the payment of such publicity board will be refunded to the extent of time so elapsed.
21. The rates given for various advertisements are subject to revision and the applicant is bound to pay such extra charges if increased across the board.
22. If more than one party opts for the same location, the applicant offering the higher rate will be awarded the site.
23. The allocation of site will be done on first come first serve basis to ensure transparency in the allocation of sites
24. The contract will be awarded for a maximum period of one year.
25. If the party intend to get publicity board for a period less than a month, the amount will be calculated as under:
Monthly rate/30*No. of days for which publicity board is required.

Forward and join
Pakistan Railways
Quetta, Balochistan



PAKISTAN RAILWAYS

Headquarter Office, Lahore

Application form for STATION BRANDING IN PAKISTAN RAILWAYS

1.	Name of firm	
2.	Address of the firm	
3.	Contact number	
4.	Focal person	
5.	Whether corporate entity or Media agency/Freelancer	
6.	NTN number (Please attach NTN certificate).	
7.	Station at which branding site is required	
8.	Period for which branding site is required.	
9.	Approximate location of the site (Site map to be enclosed)	
10.	Type of branding applied for	
11.	Size of the branding site	
12.	Rates to be quoted	

I hereby agree with the terms and condition as detailed in the policy guidelines.

Signature and stamp of the Authorized representative of the firm



PAKISTAN RAILWAYS

Headquarter Office, Lahore

Registration form for STATION BRANDING IN PAKISTAN RAILWAYS BY AGENCIES/FREELANCERS

1.	Name of firm	
2.	Address of the firm	
3.	Contact number	
4.	Focal person	
6.	NTN number (Please attach NTN certificate).	
7.	Financial strength (Last financial year bank statement required)	
8.	Experience in the relevant field(Proof of working with national/multinational firms required)	
9.	Human resources employed	

I hereby agree with the terms and condition as detailed in the policy guidelines.

Signature and stamp of the Authorized representative of the firm