

“Good potential for advertisement in Southern Railway”

Special Correspondent

CHENNAI: There is enormous potential in Southern Railway for advertisement and the advertisers can make use of it for their benefit as well as for the organisation, said Neenu Ittyerah, Chief Public Relations Officer, Southern Railway here on Friday.

Addressing members of the Advertising Club here, Ms. Ittyerah said revenue from commercial advertising for Southern Railway had been on the rise for the last five years and the administration wanted to increase it further by opening more avenues for advertisement.

She said opportunities were available for advertising in major stations and trains, which were transit points for hundreds of people, who spent 15 minutes to 48 hours in them. There

were unexplored areas such as booking counters at stations, and entire passenger trains. The demand for advertising on suburban trains had been very high.

The administration was offering the concept of branding of trains where on board services would be part of the contract.

The administration was also focussing on letting out space in closed circuit TVs and LCDs which were being seen by thousands of people. Advertisers could make use of freight wagons to exhibit their advertisements on their sides.

Closed circuit rakes of open wagons had regional exposure whereas covered wagons had the potential of national exposure. She appealed to advertisers to use their skills and innovation to advertise their products in railways without affecting its identity.