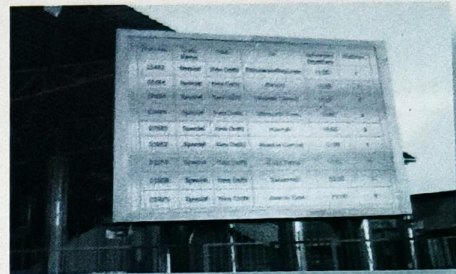
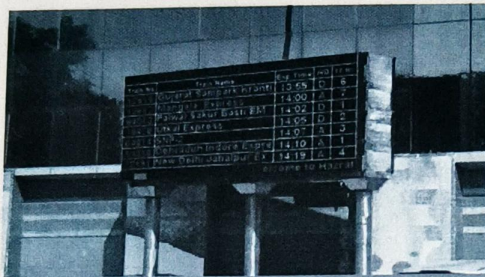


NON-FARE REVENUE MATERIAL FOR NORTHERN RAILWAY WEBSITE

- Non Fare Revenue (NFR) deals with enhancing revenues from Non-Tariff Sources by monetizing railway assets.
- Non-Fare Revenue assets inter-alia mainly covers:
 - Advertisement inside station through digital and non-digital media
 - Advertisement through hoardings outside station (circulating area), at ROB, RUBs, etc.
 - Advertisement on coaches, wagons, locomotive
 - Parking in railway land other than at stations.



- Northern Railway offers NFR assets through e-Auction or tenders by divisions. The prospective bidders may access the link www.ireps.gov.in to see the vacant NFR assets available for e-Auction/Tenders.

- IREPS User Manual link :

<https://www.trial.ireps.gov.in/ireps/upload/resources/User%20Manual%20for%20Contractors%20for%20E-Auction%20for%20Earning-Leasing%20Contracts%20Version%201.0.pdf>

- For further details/queries regarding NFR, the following officers may be contacted in divisions and HQ:

Sr.DCM/DLI	- <u>sr.dcm.ndls@gmail.com</u>	011-23743084
Sr.DCM/FZR	- <u>sr.dcm.fzr@gmail.com</u>	01632-244470
Sr.DCM/LKO	- <u>sr.dcm.lko@gmail.com</u>	0522-2234501
Sr.DCM/UMB	- <u>srdcmumb@gmail.com</u>	0171-2610596
Sr.DCM/MB	- <u>srdcmmb@gmail.com</u>	0591-2412016
CCM/Ctg./HQ	- <u>pamcell.nr@gmail.com</u>	011-23387106
Dy. CCM/HQ	- <u>pamcell.nr@gmail.com</u>	011-23381661
ACM/Plg:&NFR/HQ	- <u>pamcell.nr@gmail.com</u>	011-23381661