



Dated 22.4.2022

Press Release

Indian Railways to have Display screens at foot-over bridges, platforms, waiting rooms and concourses at Railway stations referred as Railway Display Network (RDN).

RailTel is executing RDN Project for Indian Railways and has now floated tender for this purpose.

Under the RDN Project, there will be installation of approximately 65000 display screens at around 2000 station.

The information to be displaced will include information related to train arrival, departure, train running status, platform, passenger amenities, passengers' security and safety, emergency messages and messages related to Disaster Management, infotainment and social messages for engaging passengers etc.

With 22 million passengers daily being transported on Indian Railway Network from over seven thousand railway stations, there is a significant opportunity for generating non-fare revenue for Indian Railways through display of advertisement on these screens by utilizing huge footfalls at Railway stations.

RDN will meet the Rail travelers' requirement of integrated and comprehensive information related to all aspects of journey and will also additionally help generate non-fare revenue for Indian Railways. Sh. Puneet Chawla, CMD, RailTel.

RailTel a Mini Ratna Central Government PSU under Ministry of Railways has taken up the execution of the mega project of passenger amenity for Indian Railways namely "Installation of Centralized, Networked & Smart Display screens referred as Railway Display Network (RDN) at foot-over bridges, platforms, waiting rooms and concourses at Railway stations. RailTel has set the process in motion by recently floating a tender to select suitable RDN business associates for this purpose of installation of approximately 65000 display screens at around 2000 stations (All A1,A,B,C &D category stations). It is targeted to be installed in the next two years after the award of contract. The project will be implemented and managed by RailTel through selected RDN Business Associate (s) over a period of 10 years which may be extended for another 5 years on mutually acceptable terms and conditions.

The information to be displaced on these large screens and video walls will include information related to train arrival, departure, train running status, platform, passenger



रेलटेल कॉर्पोरेशन ऑफ इंडिया लिमिटेड (भारत सरकार का उपक्रम)

RailTel Corporation of India Ltd. (A government of India Enterprise)

www.railtelindia.com

amenities, passengers' security and safety, emergency messages on SOS basis and messages related to Disaster Management, infotainment and social messages for engaging passengers etc. The information can be audio/video/social media/live/recorded messages.

Indian Railways transports approximately 22 million passengers daily on its network from over seven thousand railway stations spread across the country. Hence, there is a significant opportunity for generating non-fare revenue for Indian Railways through display of advertisement on these screens by utilizing huge footfalls at Railway stations. RDN is planned to be built and operated on a self-sustainable model with no capital investment by Indian Railways.

In addition, a mobile application will also be developed. The mobile app would complement the RDN and enhance the utility and benefits of RDN. Mobile application is expected to aid the passenger experience across the journey. Passenger will receive all railway related information along with specific content to enhance their experience. Various ancillary support services pertaining to transportation, healthcare, hotels etc. may be offered through the mobile app to provide an all-encompassing experience.

Talking about it, Sh. Puneet Chawla, Chairman & Managing Director, RailTel said, "Integrated and comprehensive information related to all aspects of journey is a big passenger amenity for Rail travellers. RDN will meet this requirement in a big way. The proposed RDN is expected to revolutionize the information to Railway users through the next generation centralized, connected display network at Railway stations. The proposed display network will be versatile i.e. any information source to any display device, show context awareness and give the relevant information to the Railway users from the most appropriate source. Moreover, it will provide an important opportunity for generating non-fare revenue through advertisement for Indian Railways. RailTel as a nodal agency will implement and manage the RDN system.

About RailTel:

RailTel, a "Mini Ratna (Category-I)" Central Public Sector Enterprise under Ministry of Railways, is one of the largest neutral telecom infrastructure providers in the country owning a Pan-India optic fiber network covering several towns & cities and rural areas of the country. Along with a strong a reliable network of 61000+ RKM of Optic fibre, RailTel has two MeitY empaneled tier III data centers as well. With its Pan India high capacity network, RailTel is working towards creating a knowledge society at various fronts and has been selected for implementation of various mission-mode projects for the Government of India in the telecom field. RailTel offers a bundle of services like, MPLS-VPN, Telepresence, leased line, Tower Co-location, Data center services etc. RailTel is also working with the Indian Railways to transform railway stations into digital hub by providing public Wi-Fi at railway stations across the country and total 6100 stations are live with RailTel's RailWire Wi-Fi.



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For more details,
sucharita@railtelindia.com