

**Dated- 14.1.2020**

## **Press Release**

### **RailTel Ropes in Margo Networks for Content on Demand Service (CoD) in Trains and Stations**

*M/s Margo Network is a subsidiary of Zee Entertainment*

RailTel has selected M/s Margo Network, a subsidiary of Zee Entertainment as the Digital Entertainment Service Provider (DESP) for providing Content on Demand Service in trains and stations. CoD will be available in all Premium/Express/Mail trains and Suburban trains of Indian Railways. The project will be implemented in two years and the provision of content such as movies, shows, educational programs etc. will be made available both in paid and unpaid formats for a contract period of 10 years which includes first two years of implementation.

With an aim to generate more non fare revenue, Railway Board has entrusted RailTel with providing the Content on Demand service to passengers in trains. In this project RailTel will provide various preloaded multilingual content (Movies, Music Videos, General Entertainment, Lifestyle etc) in moving trains through media servers installed in trains. CoD platform will also provide e-commerce/m-commerce services in various domains e.g. travel bookings (cab, bus, train) etc. and provide various innovative solutions in digital marketing domain. With COD, passengers will be able to enjoy uninterrupted free/ Subscription based entertainment service during their train journey despite unstable mobile network in a moving train. Passengers will be able to enjoy high Quality buffer free streaming across personal devices. The content will be periodically refreshed. The High-Quality buffer free streaming of across personal devices will make the journey more entertaining.

Talking about the Project, Sh. Puneet Chawla, CMD/RailTel, said, "The full roll out will be completed within by 2022. The Content on Demand service will not only improve overall passenger experience but at the same time will increase the non-fare revenue through multiple monetization models. The scope covers all 17 Zones of Indian Railways. The earning from the project will be majorly through three streams e.g. Advt. based monetization, Subscription based monetization and E-Commerce/Partnership Services.

A total of approximately 8731 trains which includes 3003 trains (Premium/Mail/Express- to and fro) pan India and 2864 pairs of Suburban Trains (total 5728 trains) have been kept in the scope of the service rollout. Also CoD will be available at all Wi-Fi enabled Railway Stations which has crossed 5563 Railway stations as on date.

#### **About RailTel**

RailTel Corporation a "Mini Ratna (Category-I)" PSU is one of the largest neutral telecom services providers in the country owning a Pan-India optic fiber network covering all important towns & cities of the country and several rural areas. Along with a strong a reliable network of 52000+ RKM of Optic fibre RailTel has two tier III data centers as well, RailTel is at the forefront of providing nationwide Broadband Telecom & Multimedia Network in all parts of the country in addition to modernization of Train operations and administration of network systems for Indian Railways. 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 Govt. of India projects 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 a pioneer in transforming Railway stations into Digital hub by providing public Wi-Fi at major Railway stations. Currently 5560+stations are live with RailTel's RailWire Wi-Fi.