

COMMERCIAL DEPARTMENT
VARANASI DIVISION

DIVISIONAL PERFORMANCE WITH TARGETS

Traffic & Earnings (2024-2025) : ACHIEVEMENTS

Head	Upto March – 2025						
	Target for 2024-25	Year 2022-23	Year 2023-24	Year 2024-25	% Var. 22-23	% Var. 23-24	% Var. Target
No. of Passenger (In Million)	42.45	40.99	45.41	56.11	36.89	23.56	32.18
Passenger Earning (In Crore)	1215	1009.67	1134.22	1224.82	21.31	7.99	0.81
Other Coaching Earning (In Crore)	66.94	55.43	61.94	67.64	22.03	9.20	1.05
Goods Earning (In Crore)	57.32	78.32	45.51	62.89	-19.70	38.19	9.72
Sundry Earning (In Crore)	15.15	11.09	10.76	20.26	82.69	88.29	33.73
TOTAL EARNING (In Crore)	1354	1154.51	1252.44	1375.62	19.15	9.84	1.60

Commercial Sundry earning :- Mar./25

TILL MARCH/25

Details	till March/25						
	Target for 2024-25	Year 2022-23	Year 2023-24	Year 2024-25	% Var. 22-23	% Var. 23-24	% Var. Target
NFR (Advt. +ATM)	2.85	1.01	1.63	2.93	190.10	79.75	2.81
Catering	6.00	4.29	5.5	6.75	57.34	22.73	12.50
Parking	5.40	2.78	4.9	6.02	116.55	22.86	11.48
Retiring Room	0.84	0.13	0.76	0.82	530.77	7.89	-2.38
Other Sundry earning (Pay & Use)	--	0.65	0.78	0.8	23.08	2.56	--
Total	15.09	8.86	13.57	17.32	95.49	27.63	14.78

Highlights and achievement under NFR activity

❑ Out of Home contract -

- First time, E-auction awarded for OOH for whole section (DRGJ – BHLP) it includes 15 small stations of the division. Earning Rs. 4 Lakh yearly.
- OoH Advt. contract on level crossing gate (BUI stn.) given through e-auction. Yearly Earning Rs. – 1 lakh.
- Ooh contract at BUI(Rly. Crossing) & BTT is finalized. Yearly Earning – 01.5 Lakh.

❑ Vinyl Wrapping contract -

- Vinyl Wrapping on 15159/60 is given through e auction. Yearly Earning Rs. – 14 Lakh.

❑ RDN(Digital Display contract -

- Contract awarded through E-auction for establishment and operation of LED TV screen at 04 stations of the division. Earning Rs. 8 Lakh yearly.
- Contract awarded through E-auction for Video wall at 06 stations(CPR,SV,AMH,BUI,DEOS & GCT) of the division. Earning Rs. 18 Lakh yearly.
- 04 Glow ball tower contract was allotted through e - auction with yearly revenue of Rs. 05 Lakh 85 thousands.

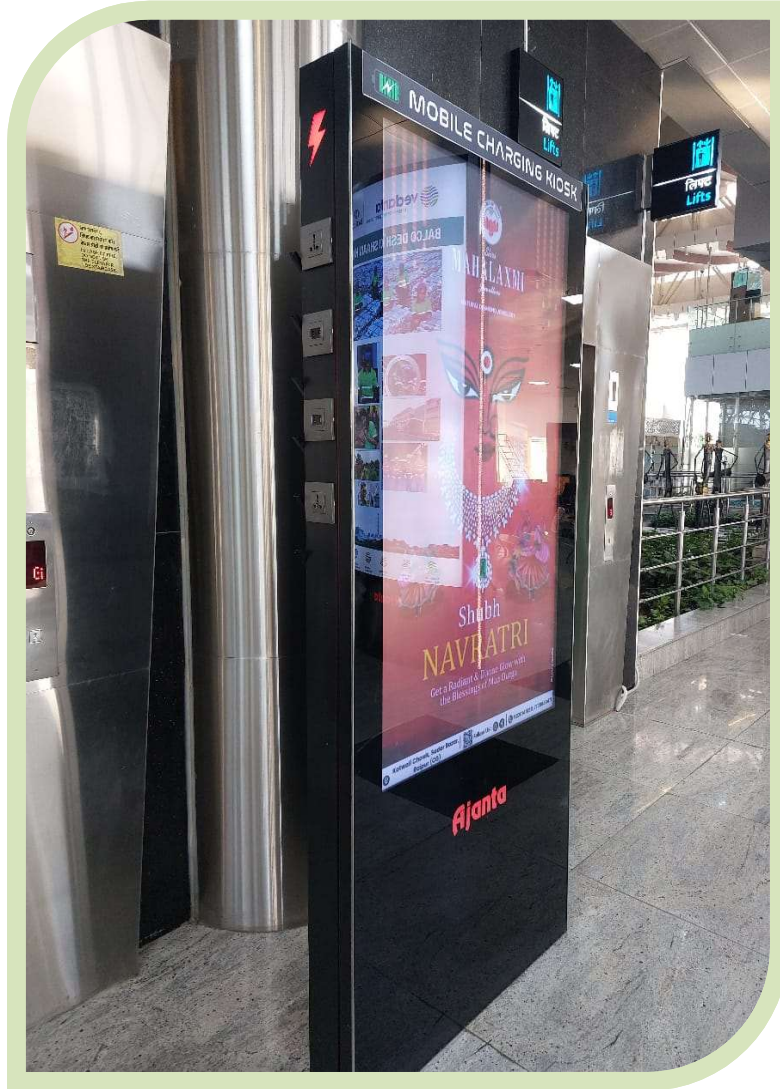
- ❑ Digital Mobile Charging Kiosk, a new asset created in E-auction where passengers would be able to charge their mobile phones free of charge and with an aesthetic space for advertisement. Similar kiosks are present in airports. Revenue Rs 1.25 Lakh.

Highlights and achievement under NFR activity



LED Video Wall

Highlights and achievement under NFR activity



Mobile Charging Kiosk

Highlights and achievement under NFR activity

- ❑ E-auction of outsourcing of waiting room at Banaras station(PF No.-1 side) was awarded Earning Rs. 5 Lakh yearly.
- ❑ Luggage Wrapping contract given through e-auction in BSBS station for which revenue is Rs. 9 Lakh/ year.
- ❑ 2 ATM allotted through e auction at DEOS and SV with licensee fees of Rs. 2 Lakhs.
- ❑ E auction for Train Side Vending is conducted on 20.04.2024. offer received of Rs. 36 Lakh yearly.
- ❑ Outsourcing of Operation and maintenance of 8 Retiring rooms and 2 dormitories by IRCTC with yearly revenue of Rs. 35 Lakh is finalized.
- ❑ Catering Contract - Total 44 Catering & 12 MPS e auction conducted & finalized. Yearly earning Rs. 55 Lakh.
- ❑ E-auction for Sleeping Pod at Banaras station was conducted 30.04.24. Offer received of Rs. 45 Lakh Yearly.
- **NINFRIS**
 - COOLIEWALE mobile App for help passengers in booking porters at PRRB, JI, BSBS stations. LOA issued on 19.04.24. App launched at Banaras station.
- **Others -**
 - New rail coach restaurants are being planned at Siwan & Mau station.
 - E-auction for Relaxation chair at BSBS & BCY stations is conducted & offer received but party not operate the contract.
 - E-auction for Battery operated cart at 06 stations conducted on 19.10.24. No offer received. Again e-auction will be planned in APR./25.
- **ATM** - E auction for 24 locations was conducted on 09.11.2024 in which no offer received.

