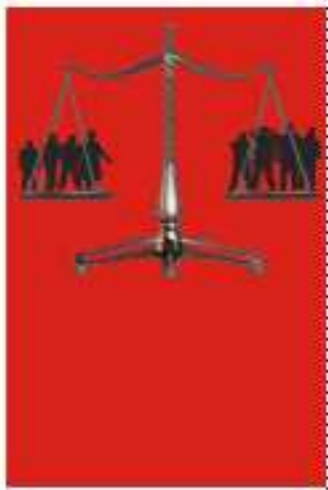




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VIEWERSHIP UPDATE  
Week 29  
10 Jul-16 Jul

**BIG 92.7 FM**  
The **ONLY** Radio station to win among 106 Indian entries  
India's No. 1 FM Station

Need creative images with **Indian faces?**

**Axis wins contract for marketing Indian Railways**  
June 16, 07  
[exchange4media Mumbai Bureau](#)

Axis has won the marketing duties for the Indian Railways. They have awarded its exclusive marketing rights to Axis for a period of two years. The account was handed over to Axis after taking into consideration the agency's expertise and proven performance in printing multi-coloured computer stationery.

With this initiative, the long-distance journey tickets have been revamped. They will be multi-coloured, and will even become a means to generate advertising revenue; the tickets will carry advertisements on both its sides.

Besides this, the reservation charts will also be multi-coloured, and will have opportunities for corporates to place ads and carry out branding on these charts too. These charts will be pasted on every coach, giving details to passengers about their seat numbers and names.

Upper-class passengers will get tickets in newly designed envelopes. These envelopes will also have branding or sampling opportunities.

Pradeep Gupta, Director, Axis Ad-Print-Media (India) Ltd, said, "We have always believed that innovation is a way of life. Keeping this much thought as the core of our actions, we have always believed in doing things differently. Rail ticket advertising is our latest innovation. It is designed in such a way that the ad appears directly on the railway reservation tickets, ensuring guaranteed attention from the ticket holder. I am confident that this media will be well appreciated and noticed by the masses."

The agency has also been involved with carrying out marketing options in the past through the electricity bills of Maharashtra, Gujarat, Madhya Pradesh and Andhra Pradesh, and HP LPG gas bills on an all-India basis.

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Radio Speak

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