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Axis wins 2 year marketing contract for Indian Railways

Indiantelevision.com Team

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MUMBAI: The Indian Railways have awarded the exclusive marketing rights to Axis Ad-Print-Media for a period of two years on a tender basis.

As per the contract, Axis Ad-Print-Media, the print media company, will advertise on railway tickets and reservation charts.

The new railway tickets will now become multicolour and will have advertising and branding printed on them.

Axis Ad-Print-Media ( India) Ltd director Pradeep Gupta said, "We at Axis have always believed that innovation is a way of life. And keeping this very thought as the core of our actions, we have always believed in doing things differently. The 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 of the ticket holder. I am confident that this media will be well appreciated and noticed by the masses."



Initially the tickets will be issued for long distance journey at all reservation counters of Central Railway, Mumbai, which will soon be replicated in other Zones.

The Railways have also converted the reservation charts to multi colour, having branding/advertising opportunities. These charts will be pasted on every coach giving details of the seat numbers and names of the passengers, states an official release.

Apart from this the upper class passengers will now get their tickets in newly designed envelopes which will also have ads printed on them.

Gupta further added, "Our Medium is marketable on an All-India level with foolproof distribution to actual consumers. Our Medium has already been well accepted by leading FMCGs and Corporates. Hindustan Lever, P&G, Garnier, Idea Cellular, Pfizer, Ranbaxy, Oriental Bank of Commerce, Wipro are some of the advertisers who have done their activity in our medium. We are poised for a quantum leap in extending the current line of business to other locations."

Axis which is also handling marketing contracts for electricity bills of Maharashtra, Gujarat, Madhya Pradesh and Andhra Pradesh and HP LPG bills, specialises in specialises in printing multi-colour computer stationary.

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