

opportunity cost and the damage it creates to the entire eco-system. Take the RDN (Railway Display Network) tender, for example, which had the right intention, but terrible execution by the concerned authorities. Their ever changing and inconsistent stance has shaken the confidence of many vendors, investors and stakeholders in the industry. Not a single installation has taken place in the last couple of years and the commuters have had to suffer with depleting infrastructure and it has taken Indian Railways backwards by 4 years.

Looking ahead, my only submission to the railway authorities is to truly take a collaborative approach and incorporate consistent and long-term focused policies that create confidence amongst the stakeholders in the eco-system.

Do you see railway media becoming as attractive as airport media or even metro media, in the coming years?

Absolutely, it is not a question of 'if', it is a question of 'when'. There are a lot of similarities in the attributes of railways and the other transit verticals mentioned. Railway media like airport media / metro media is in a controlled environment. The basic operating procedures are similar across the entire country which offers massive scale. Railways is largely insulated from state policy changes and offers a uniform pan-India opportunity. With the government taking the upgradation of infrastructure at railways on a war footing, the railway media is well positioned to grow exponentially. •