



 **Railways**
Year Book

 **UR**
URBAN
RAILWAYS


ImpressionsIndia

IMPRESSIONS INDIA

A NAME-SETTING BENCHMARK IN RAIL
INDUSTRY MATTERS & JOURNALISM FOR
DECADES



ABOUT US

Impressions India is a **publishing house dedicated** to railway periodicals. The company focuses on providing all the information related to Indian railways, metro systems, and even **non-rail-based** surface transport networks in the country. With over 39 years of experience in the Industry, we have published widely acclaimed magazines including the **Railways Year Book** and the monthly journal **Urban Railways** which are some of the most authentic sources of **railway-related data**, technological updates, zonal information, railways financial reports, **urban mobility** and infrastructure developments in the area.

During our journey and our decades-old partnership with Indian Railways, we have crossed national and international boundaries and gained valuable acquaintances.



Professional tie-ups with Spanish International Rail Forum, IUT, IRT, FICCI, CII, Rail Forum, ASAPP Media, Expo Rail, Metro Rail Asia and Terrapinn



The company participates in various **exhibitions and seminars** and also extends **media support** to leading names in the industry.



OUR PHILOSOPHY



MISSION

To be recognised as a **globally respected** Institution for Rail Industry matters and a **trustworthy Publishing house** dedicated to the dissemination of Rail Industry matters as well as become a highly **informative and authentic publications** about Railways and Metros.



VISION

To **disseminate Rail and Metroes** Industry matters for remedial attention or a way forward and to provide our readers with honest and authentic news with an attempt to **generate serious debates** on nagging issues that are generally getting overlooked.



LEADERSHIP



MS. SUMAN CHOPRA
MANAGING EDITOR

The team at **Impressions India** is headed by the Managing Editor Ms Suman Chopra who had steadily created a niche for the **Railways Year Book** and brought it to the level that it stands at today. She has been the guiding light of Impressions India since its inception. Her **constant endeavour** to provide inclusive and authentic information and data on the **Indian Railways** is fueled by an undisturbed spirit and dedication to bring about positive change.



MR. VIPUL CHOPRA
ASSISTANT EDITOR

Impressions India has reached new heights with the dedicated efforts and high business acumen of **Mr. Vipul Chopra**.

He has a deep **understanding and knowledge** of the subject and utilises his strong analytical and managerial skills to present the readers with crisp, **clear and accurate information**.

ADVISORY BOARD MEMBERS

The highly accomplished Editorial Advisory Board adds remarkable value to the work processes of the company and ensures its smooth functioning at every stage.



Mr. K. C. Jena

Former Chairman of the Railway Board, Former Chairman at the International Union of Railways in Paris. Mr. Jena has also served as the Chairman of the **Global Infrastructure Company** based in London.



Mr. Rajeev Jyoti

Former CEO of L&T, now **Advisor to 'CEO & MD of L&T'** for Railways SBG. Rajeev Jyoti, an Electrical Engineer from IIT, Delhi and PG Diploma in Management from IIM, Ahmedabad, has over three decades of industrial experience with leading MNCs and has been actively involved as an Industry leader.

ADVISORY BOARD MEMBERS



Mr. Rajesh Agrawal

Ex-Mechanical Member RB & being a game changer especially turnaround improvements in Indian Railway **from 2018 to 2020.**



Mr. Vijay Kumar Dutt

IRSEE, Addl. Member Railway Board & Executive Member IET, DEL DLN, Ex. Advisor Kochi Metro & AICT, Bureau of Energy Efficiency & Nuclear Energy Expert



Dr. A K Agarwal

Chairman, River Engineering Pvt. Ltd., Greater Noida. Author of several technical books, recipient of the Udyog Ratna Award, conferred by the Institute of Economic Studies, New Delhi.



OUR PUBLICATIONS: Railways Year Book & Urban Railways

Our Professional Railway Industry
Management Association (PRIMA)
is in the making



Impressions**India**

39th Edition
Railways Year Book
 Vol. XXXIX No. 1

We are Wabtec
 Wabtec is a leading global provider of equipment, systems, digital solutions, and value-added services for the freight and transit rail sectors. Drawing on over 150 years of experience, we are leading the way in safety, efficiency, reliability, innovation, and productivity. Whether it's freight, transit, mining, industrial, or marine, our expertise, technologies, and people – together – are **moving and improving the world.**

www.wabteccorp.com

38th Edition
Railways Year Book
 Vol. XXXVIII No. 1

Moving and improving the world

Our technologies and people are accelerating the future of transportation across the world through a diversified portfolio of Systems, Digital Solutions and Value added Services for Transit and Freight applications.


www.wabteccorp.com
 Phone: +91 (0) 4344 276761 to 276765 Fax: +91 (0) 4344 276035, 276786

Railways Year Book
 ISSN 0970-2865

Railways Year Book

RAILWAYS YEAR BOOK

35th Edition



Railways Year Book

ISSN 0973-2865
Vol. XXXV


**SERVING
INDIAN RAILWAYS &
METROS FOR MORE
THAN THREE DECADES...**

ISO 9001:2015 | ISO 14001:2015 | ISO 45001:2018


Safety

Efficiency




Reliability



www.autometers.com




Autometers Alliance Ltd

Products manufactured with World's best Technology

• Hotel Load Converter	• Key Multiplier	• Driver Display Unit	• Primary Current Sensor
• Static Converter	• Protection Relays	• Active Speed Sensor	• Radio Remote Control System
• Auxiliary Converter	• Electro-pneumatic Contactor	• Pulse Generator	
• Underlying Converters	• Electro-magnetic Contactor	• Diagnostic Display Terminal	
• SMPS Battery Charger	• Electrical Panels	• Event Recorder	
• Vacuum Circuit Breaker	• General Purpose, Wheel Slip & Ground Relays	• Circular Power and Data Connectors	
• Earthing Switch	• Tachograph System	• Vigilance Control Device	
• Master Controller			

Branches: New Delhi • Mumbai • Chennai • Kolkata



**Railways
Year Book**

The Railways Year Book is an **annual journal** that has been in publication since the beginning of Impressions India in 1983.

Registered with the Registrar of Newspapers, Government of India, the Year Book is highly popular among railway officials due to its authentic reports and statistical compilations.



40+ YEARS



15,000+ CIRCULATION

Railways Year Book

Vol. XXXVIII No.1



**Moving
and
improving
the
world**

Our technologies and people are accelerating transportation across the world through a diversified Digital Solutions and Value added Services for Transit a

www.wabteccorp.com

Phone: +91 (0) 4344 276761 to 276765 Fax: +91 (0)

 **Railways
Year Book**

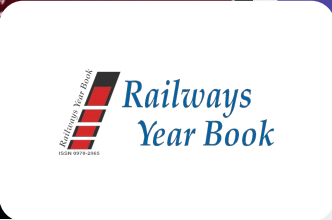
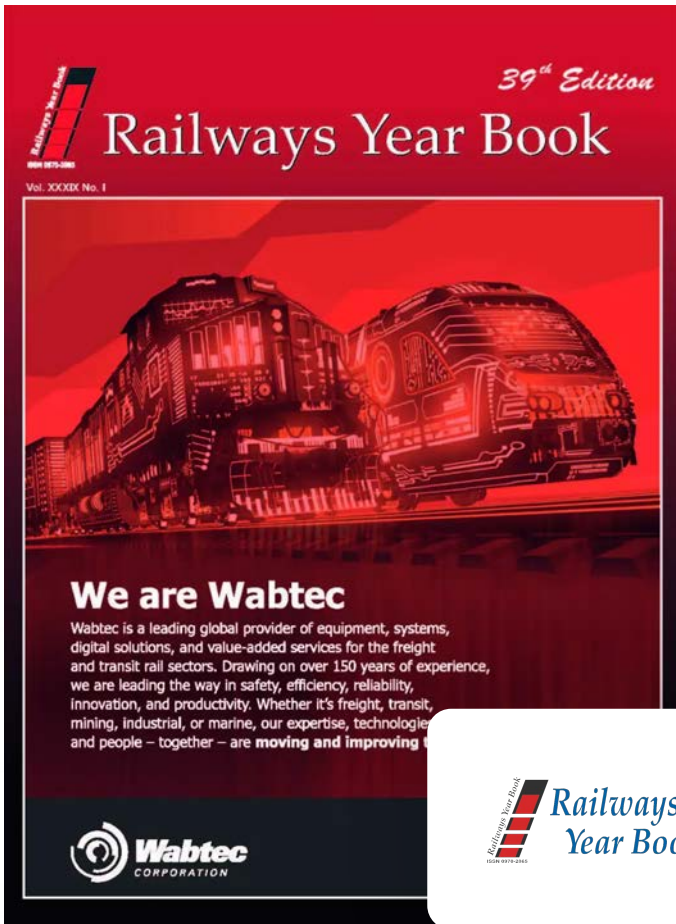
Railways Year Book serves as an extremely **useful guide** for railwaymen and a reliable handbook for up-to-date information across the **entire Railway system in India.**



45,000+ READERSHIP



**REGISTERED
WITH REGISTRAR
OF NEWSPAPERS**



TRUSTED SOURCE OF AUTHENTIC RAILWAY INFORMATION FOR 39 YEARS.

The book **enlists state-of-the-art technologies** with informed articles from experts in an attempt to provide useful insights into the modern and contemporary developments in the railways sector.

Information about **multi-national companies** looking for tie-ups with the railways is regularly published in the journal as an attempt to fill the communication gap between the Indian Railways and the industry by **facilitating domestic and international linkages**. There is a detailed coverage of zones, their divisions and workshops along with information about their **board members, zonal managers and divisional heads** and their **updated contact details**.

Railways Year Book also includes **up-to-date information** about Railway **PSUs, production units, R&D, SPVs besides Metro** and Training institutions in a single volume.



RAILWAYS YEAR BOOK CIRCULATION SPECTRUM

Total Circulation & Readership: Circulation of 15000 + copies and readership of 3 to 4 times of Circulation, estimated at 45000.

	 RDSO Research Design & Standards Organisation						
							
							



Urban Railways

Urban Railways is a **monthly journal** that provides regular updates on issues and policy initiatives related to urban mobility.



7+ YEARS



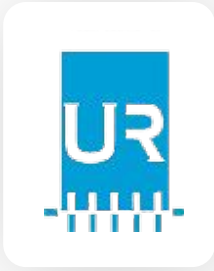
5000+ MONTHLY CIRCULATION



25,000+ READERSHIP

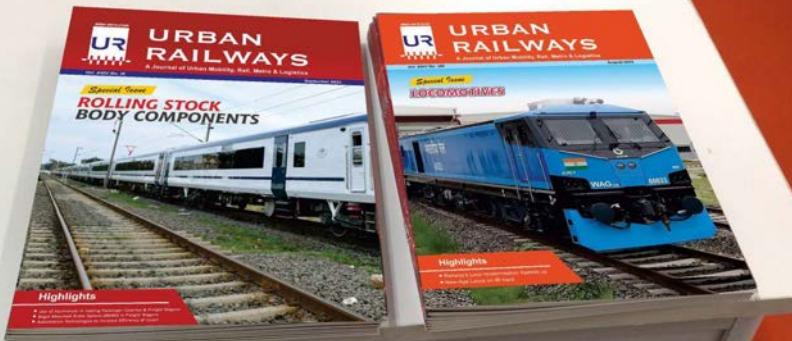
Circulation to Top Officials of Indian Railways, Metro Railway Authorities, Public Sector Enterprises under Ministry of Railways, etc.





URBAN RAILWAYS CIRCULATION SPECTRUM

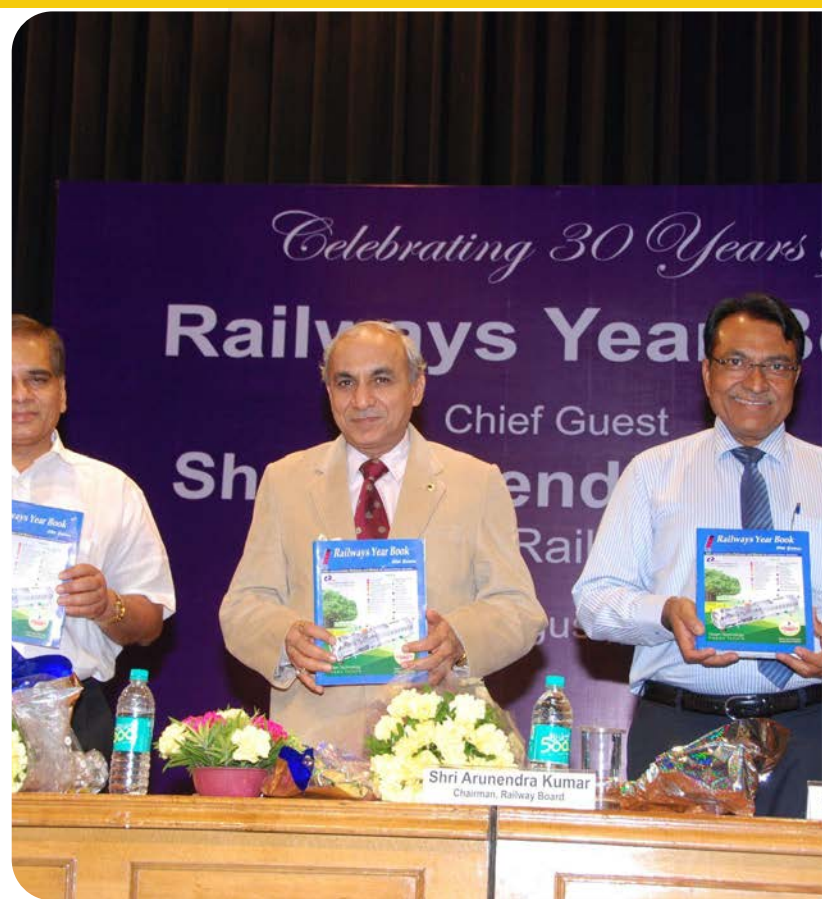
5000+ Copies circulated each month, estimated readership to be 3 to 4 times of the circulated copies, around 25,000.



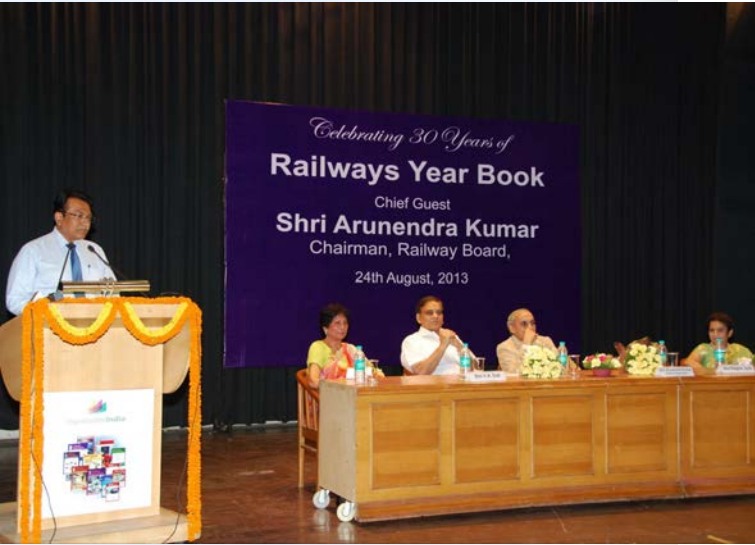
ADVERTISEMENT OPPORTUNITIES

Railways Year Book and Urban Railways have been a trusted source of information and insights in the Railway Industry for over 39 years.

With a **dedicated readership** of passionate railway enthusiasts, professionals, and decision-makers, we offer a unique platform for businesses to reach their target audience effectively. We understand the importance of a **well-placed advertisement** in driving brand awareness and increasing sales. That's why we have **carefully curated a range of advertising options to suit your needs.**



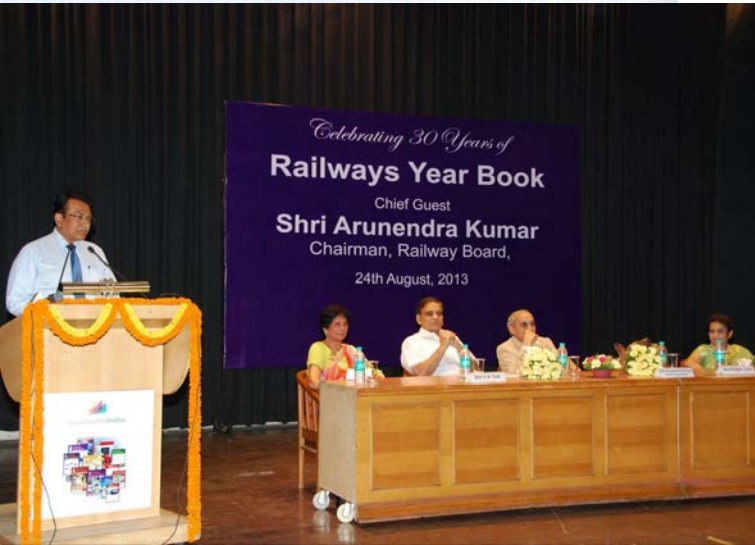
RAILWAYS YEAR BOOK AD OPPORTUNITIES



Advertisement Type	Price (INR)	Size in Cm
Front Cover	7,50,000	17 x 19
Back Cover	4,50,000	18 X 25
Front Inside Cover	4,75,000	16 X 22
First Opening Page	4,25,000	16 X 22
Back Inside Cover	4,00,000	16 X 22
Last Closing Page	3,75,000	16 X 22
BookMark + Middle Pages Double Spread	3,50,000	8 X 16
Double Spread	2,50,000	36 X 24
Section Sponsorship - Technology Update 2	2,00,000	16 X 22
Section Sponsorship - Top Brass 2	2,00,000	16 X 22
Full Page	65,000	16 X 22
Book Jacket with Front & Back Advertisement 2	2,00,000	17 X 19
Ribbon Wrap Directing to Advertisement 2	75,000	16 X 5

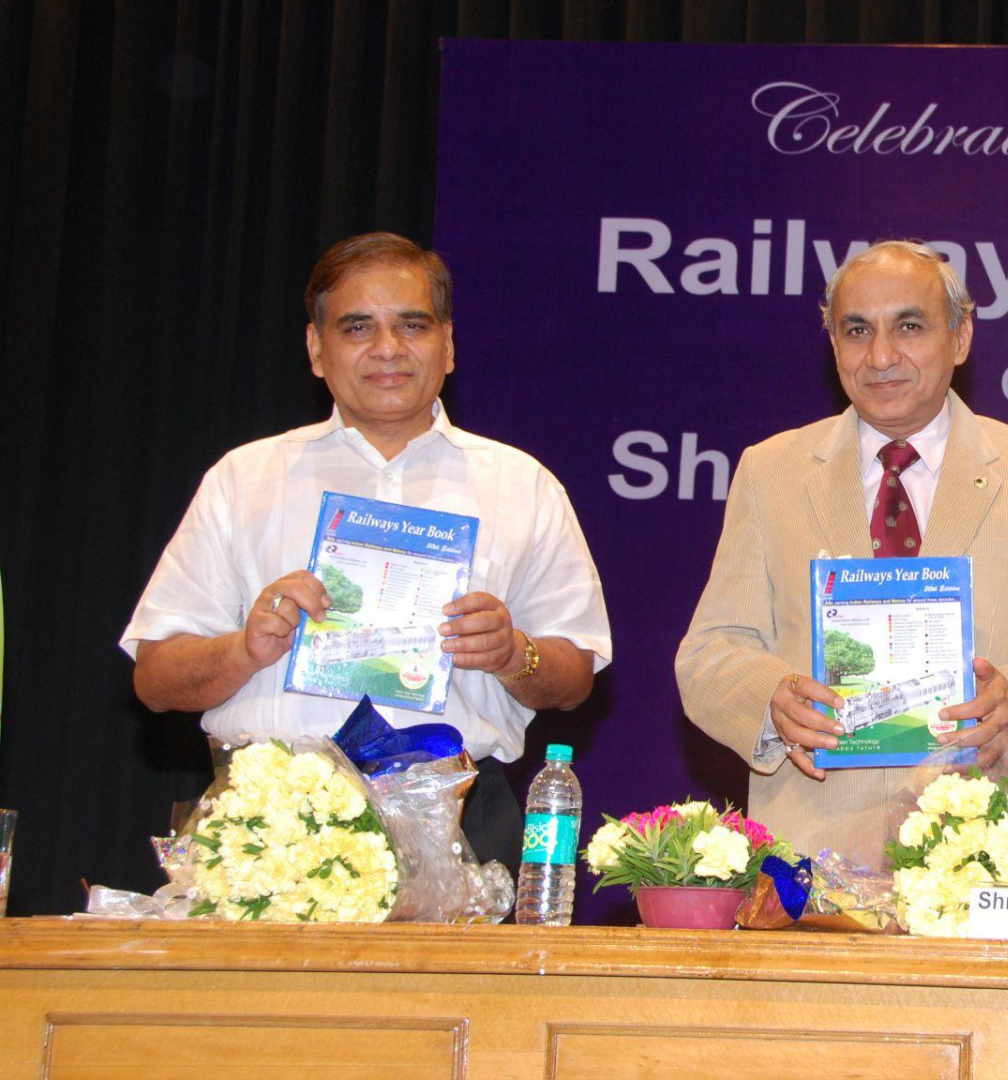
*GST as applicable.

URBAN RAILWAYS AD OPPORTUNITIES



ADVERTISEMENT TYPE	PRICE (INR)	Size in Cm
Front Cover	250,000	21 X 22
Back Cover	225,000	19 X 25
First Opening Page	200,000	19 X 25
Back Inside Cover	175,000	18.35 X 27
Front Inside Cover	150,000	18.35 X 27
Last Closing Page	125,000	19 x 25
Double Spread	100,000	40 x 27
Full Page	60,000	18.35 X 27
Half Page (Portrait)	35,000	9.19 x 27
Half Page (Landscape)	35,000	18.35 X 13.5

*GST as applicable.



Featured Listing

Your Company
Featured among the
top 10 _____ of
2023



BENEFITS

Deliverables

1. **One-page Editorial Review** about the company, along with **Key Person's photograph** in the profile
 2. **Rights for showcasing feature** along with our logo on your website and other branding material
 3. **One full page of the color Ad** which will be going along with the profile of your company.
 4. **Certificate of honor**
 5. **Award Trophy/ Memento**
 6. **2 printed copies of the magazine** where your company's profile is published.
-

COST: Rs. 1,50,000 + 5% GST

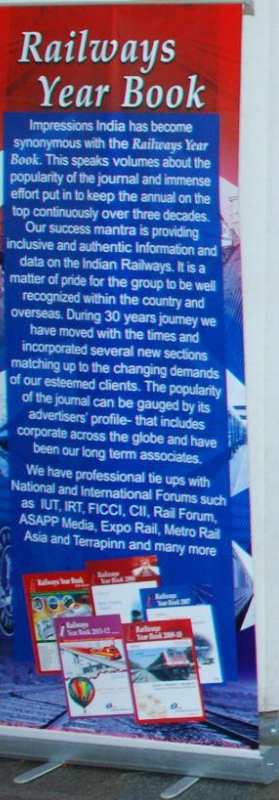


BENEFITS

Deliverables

1. **One-page Editorial Review** about the company, along with **Key Person's photograph** in the profile
 2. **Rights for showcasing feature** along with our logo on your website and other branding material
 3. **Certificate of honor**
 4. **Award Trophy/ Memento**
 5. **2 printed copies of the magazine** where your company's profile is published.
-

COST: Rs. 1,10,000 + 5% GST



BENEFITS

Deliverables

1. **One-page Editorial Review** about the company, along with **Key Person's photograph** in the profile
2. **Rights for showcasing feature** along with our logo on your website and other branding material
3. **Certificate of honor**
4. **2 printed copies of the magazine** where your company's profile is published.

COST: Rs. 90,000 + 5% GST



BENEFITS

Deliverables

1. **One-page Editorial Review** about the company, along with **Key Person's photograph** in the profile
2. **Rights for showcasing feature** along with our logo on your website and other branding material
3. **2 printed copies of the magazine** where your company's profile is published.

COST: Rs. 60,000 + 5% GST

EMINENT ADVERTISERS

					
					
					 <small>HYT ENGINEERING COMPANY PVT. LTD.</small>
					

Railways Year Book has a robust circulation ensuring your advertisement enjoys wide exposure and is seen by a substantial number of potential customers.



Visibility & Exposure, Benefits

A unique opportunity to propel your brand to new heights – advertising in our publications.



Focused Audience: Railways Year Book boasts a readership that comprises railway enthusiasts, industry experts, and decision-makers. Your advertisements will reach an audience that is deeply engaged and committed to all things railways.



INDUSTRY AUTHORITY

We have been at the forefront of railway journalism for the past 39 years, establishing ourselves as a trusted source for industry news, insights, and developments. Associating your brand with our publication will elevate your status as an authority in your field.



GLOBAL REACH

Our readership extends beyond borders. With a distribution network that spans across the globe, your message will reach not only a local audience but also a global one, opening up new opportunities for your brand.



DIGITAL SYNERGY

Complement your print ad with a digital presence. Our online platforms, including a website, social media, and email newsletters, provide additional channels to engage with our audience.



TRACK RECORD OF SUCCESS

Many advertisers have experienced substantial growth in brand recognition and sales through our magazine. We have a portfolio of success stories that demonstrate the tangible benefits of advertising with Railways Year Book.

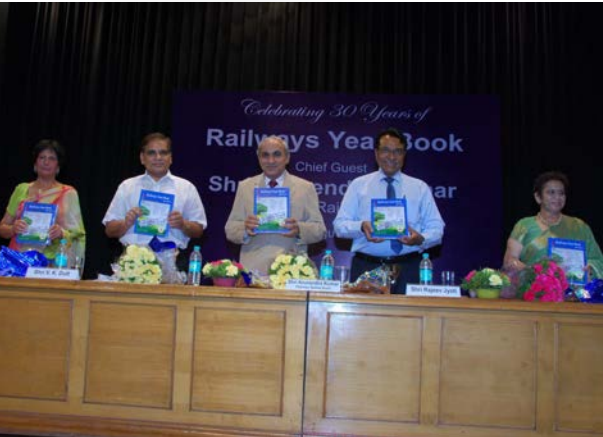
MEDIA PARTNERS IN PRESTIGIOUS EVENTS

Impressions India has garnered professional acquaintances with some of the eminent organisations in the Indian Railway Industry.



PAST GLIMPSES





The Railway Industry is on the move, and this is your chance to hop on board and ride the wave of opportunities. We would love to discuss how we can tailor an advertising package that aligns perfectly with your business goals.

CONTACT US



40/162, Lower Ground Floor, Chittaranjan
Park, New Delhi, Delhi 110019

011-46539699

9811073916

info@impressionsindia.in



**The Chartered
Institute of Logistics
and Transport - India**

OUR ACCOUNT DETAILS

Railways Year Book

VENDOR BANK ACCOUNT NAME: RAILWAYS YEAR BOOK

BANK ACCOUNT NUMBER: 000383900000577

TYPE OF ACCOUNT: CURRENT

BANK NAME: YES BANK LTD.

IFSC CODE: YESB0000003

MICR CODE: 110532002

SWIFT CODE: YESBINBBDEL

PAN NUMBER: ADCPC1152E

URBAN RAILWAYS

VENDOR BANK ACCOUNT NAME: URBAN RAILWAYS

BANK ACCOUNT NUMBER: 000383900000612

TYPE OF ACCOUNT: CURRENT

BANK NAME: YES BANK LTD.

IFSC CODE: YESB0000003

MICR CODE: 110532002

SWIFT CODE: YESBINBBDEL

PAN NUMBER: ADCPC1152E

GENERAL TERMS & CONDITIONS

- Since **Advertisement Opportunities are limited**, the association will be done on a first come first serve basis.
- All payments for advertisements are to be **made in advance**.
- The **final allotment** of the advertisement category will be **confirmed on receipt and realization** of full payment.
- The advertiser shall **provide promotional material** desired by them for promotion.
- **Company Logo in Vector format** and complete name along with style set will be required for acknowledging through promotional material.
- Advertisements once done are strictly non-refundable.
- All transactions are subject to **Delhi Jurisdiction**.

