



दक्षिण रेलवे/**SOUTHERN RAILWAY**
चेन्नै मंडल/**CHENNAI DIVISION**

No.PUB/MAS/2022/01/16

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प्रेस विज्ञप्ति / PRESS RELEASE

**3-DAY PHOTO EXHIBITION SHOWCASING FRIEGHT & PARCEL
INTIATIVES AT CHENNAI CENTRAL**

Chennai Division of Southern Railways has opened a 3-day exhibition photo gallery showcasing the achievements of Business Development Units at the New Concourse of Puratchi Thalaivar Dr. M.G. Ramachandran Central Railway Station on 28.01.2022. The gallery will be kept open for three days for public view, i.e., from 28.01.2022 to 30.01.2022.

This gallery highlights the various new streams of traffic captured and incremental revenue generated through the concerted efforts of Business Development Unit (BDU) such activities as Freight, Parcels and Commercial Publicity. It is noteworthy that Chennai Division generated an additional revenue of Rs. 39 crores from these initiatives which included capturing of new traffic like heavy machinery by M/s. Schwing Stetter from Walajabad, Paddy from Doravarichatram, Chemical Manure from Ranipet, Carbon Black and Edible Oil from Royapuram, etc. The accomplishments made through Parcel Cargo Express trains was also highlighted apart from multiple commercial publicity activities such as Promotional kiosks of BYJU's, advertising on exterior and interiors of train coaches by M/s. Nippon and Levista etc.

Shri. Ravi Valluri, Principal Chief Commercial Manager, Southern Railway Shri. Ganesh DRM, Chennai Division and Shri. S.Subramanian ADRM III and other officials of the Chennai Division visited the exhibition and inspected the exhibits.

Enquiries regarding various freight/parcel schemes and commercial publicity handled by Business Development Units of Chennai Division can be made by interested customers through the dedicated BDU helpline number 6374713242 and email: bduchennai@mas.railnet.gov.in.

Sd/-

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चेन्नै मंडल/Chennai Division

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