



**Office of the Principal Chief Commercial Manager
South Central Railway, Ministry of Railways, Government of India
Rail Nilayam, Secunderabad-500025 (Telangana)**

No: C.432/Mktg/P/PCET/Vol.II

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Sr.DCM/SC, BZA, GTL, HYB, NED, GNT

Sub: Marketing meets for Leasing of Parcel Cargo Express Trains
(PCETs) on round trip basis – reg.

1. The comparative statement of revenue generated through transportation of parcel traffic (except Kisan Rail) for the year 2022-23 vis-à-vis is tabulated below:
(Rs. In Crores)

Segment	SC Divn		BZA Divn		GTL Divn		HYB Divn		NED Divn		GNT Divn	
	2021-22	2022-23	2021-22	2022-23	2021-22	2022-23	2021-22	2022-23	2021-22	2022-23	2021-22	2022-23
Parcel Traffic (excl Kisan Rails)	45.08	54.49	25.55	22.58	41.48	38.32	9.63	7.16	5.99	6.09	5.22	3.60

2. On analysis of the above data, it is observed that the revenue generated by SC and NED Divisions through parcel transportation (excluding Kisan Rail traffic) have shown an increase of 21% and 2% respectively over the previous year whereas there has been a decrease of 12% (BZA Division), 8% (GTL Division), 26% (HYB Division), 31% (GNT Division) in the revenue generated in parcel segment compared to the previous year.

3. Taking into consideration the fact that train operations have been restored back to pre-COVID levels, a detailed analysis has to be made by the divisions which have shown negative growth. The areas which have contributed to the decline in parcel revenue should be identified and corrective action should be undertaken in order to improve the parcel earnings in the current financial year. Moreover, in order to divert the parcel traffic movement existing road transport to rail transport, aggressive marketing should be done by Divisions.

4. During the meeting, discussions of the following points may be ensured:

- Understanding the present market condition and requirements of major customers (existing and potential) dealing with logistics
- Identification of potential O – D pairs for running PCETs.

- Identification of Express trains running with coaches' less than standard formation in order to propose for attachment of Parcel Vans.
- Impressing upon potential customers the latest guidelines issued by Railway Board vide Commercial Circular 68 of 2023 regarding One-way leasing of VPs by JPP Parcel specials.
- Aggressive marketing for leasing out of SLRs which are yet to be leased out.
- Any other issues relevant to respective divisions.

The above mentioned issues are only indicative and not exhaustive. Divisions may include any other points for improvement in parcel business and revenue.

5. The outcome of the meeting may be shared with Headquarters for taking appropriate action in commencing operations of Parcel Cargo Express Trains (PCETs). Detailed report may also be sent to this office by 24/04/2023 for obtaining necessary approvals.



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For Principal Chief Commercial Manager