

Annexure - A

VISION

Commercial Department focuses on marketing and sales of railway services, traffic development, customer satisfaction, and revenue collection. Its vision is to be a leading provider of transportation solutions, while its mission is to optimize the utilization of railway assets and enhance customer experience. Key objectives include maximizing revenue, promoting rail travel and freight, improving service quality, and ensuring efficient operations.

Vision: The Commercial Department aims to be a leader in providing high-quality, customer-focused transportation services. This includes both passenger and freight services, with a focus on efficiency, reliability, and safety.

Mission: The department's mission is to optimize the utilization of railway assets and resources to achieve its vision. This involves actively marketing the railway's services, developing traffic, and ensuring customer satisfaction.

Key Objectives:

Revenue Maximization:

Increasing earnings from both passenger and freight traffic through effective marketing and sales strategies.

Traffic Development:

Attracting new customers and retaining existing ones by offering competitive fares, efficient services, and attractive packages.

Service Quality Improvement:

Enhancing the overall passenger experience through better amenities, cleanliness, and timely services at stations and on trains.

Efficient Operations:

Working with other departments to ensure smooth train operations, timely delivery of goods, and efficient handling of customer complaints.

Customer Satisfaction:

Prioritizing customer needs and feedback to improve services and build positive relationships with the public.

Safety and Security:

Maintaining a safe and secure environment for passengers and goods during transit.

Cost Optimization:

Ensuring efficient use of resources and minimizing costs to enhance profitability.

Innovation:

Adopting new technologies and innovative solutions to improve services and efficiency.