VISUALIZATION



REIMAGINING LAHORE RAILWAY STATION
HERITAGE, IDENTITY & BRANDING POTENTIAL

FRONT VIEW



RIGHT ANGLE VIEW



ADVERTISING SPACES

- Strategic advertising spaces on facades and towers.
- Designed to ensure visibility while preserving the heritage look and feel.



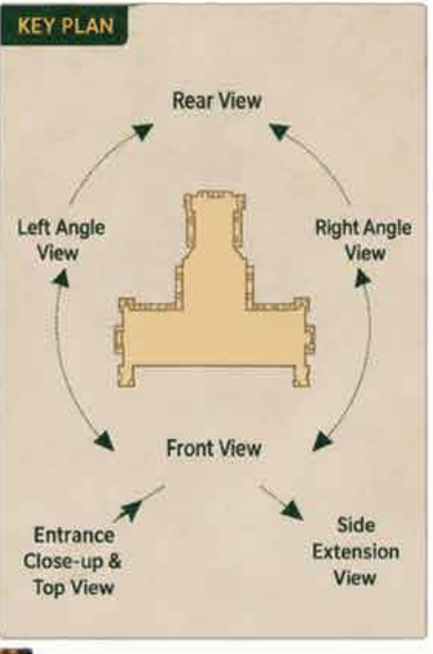
LEFT ANGLE VIEW



REAR VIEW

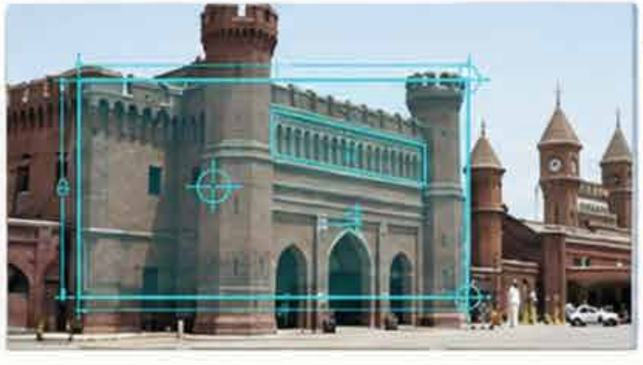


KEY PLAN



MAIN ENTRANCE CLOSE-UP



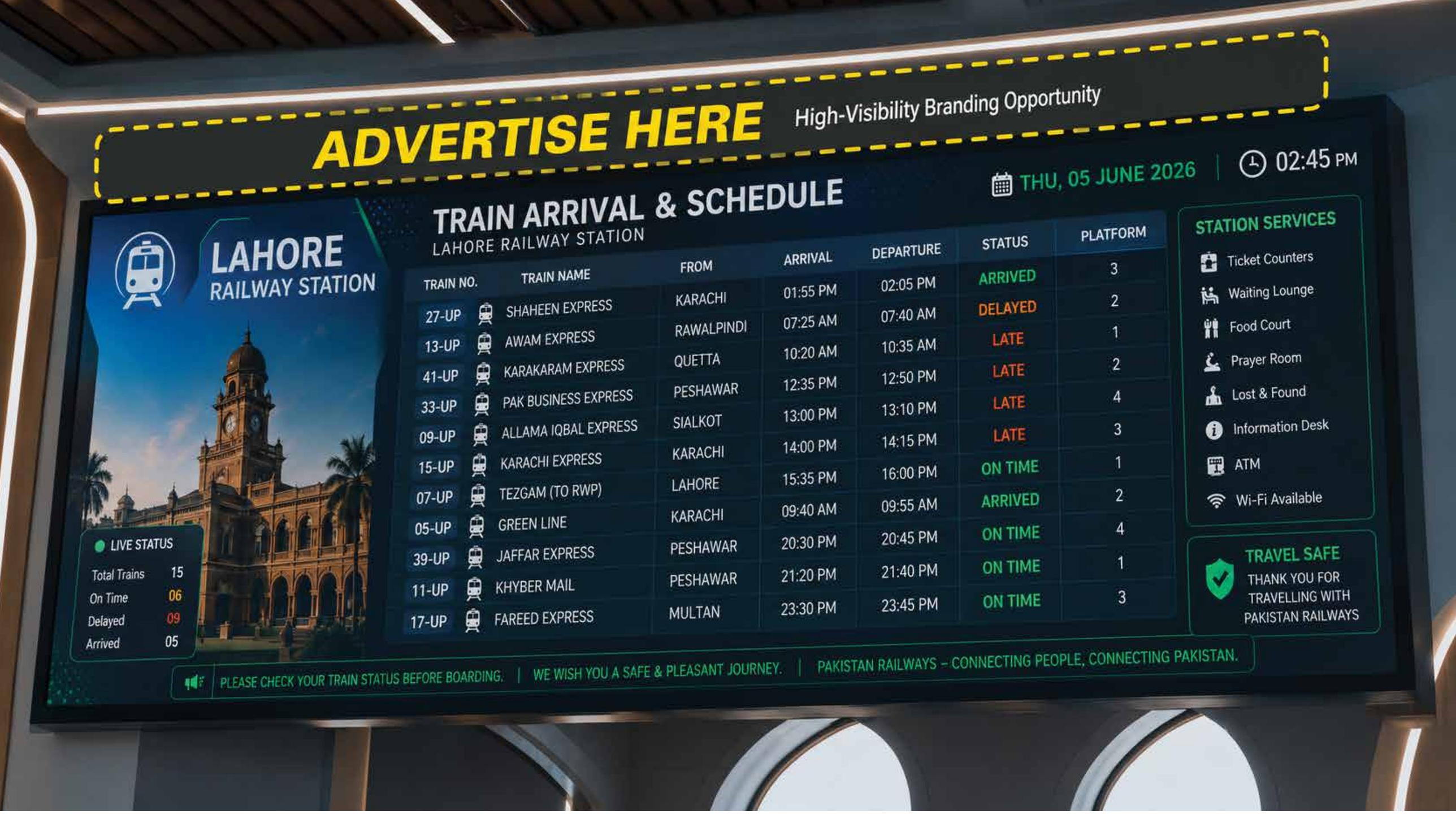


SIDE EXTENSION VIEW

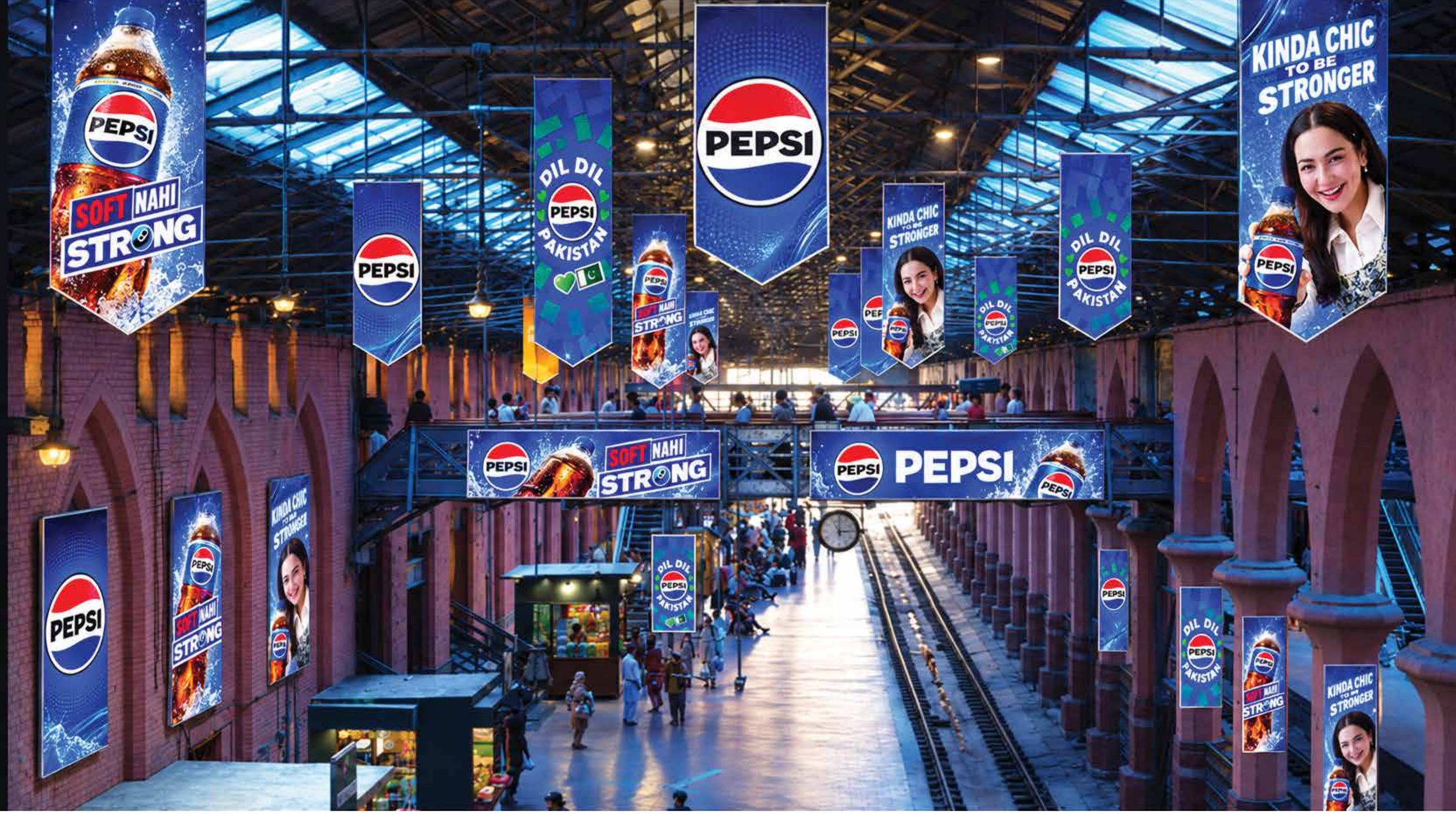


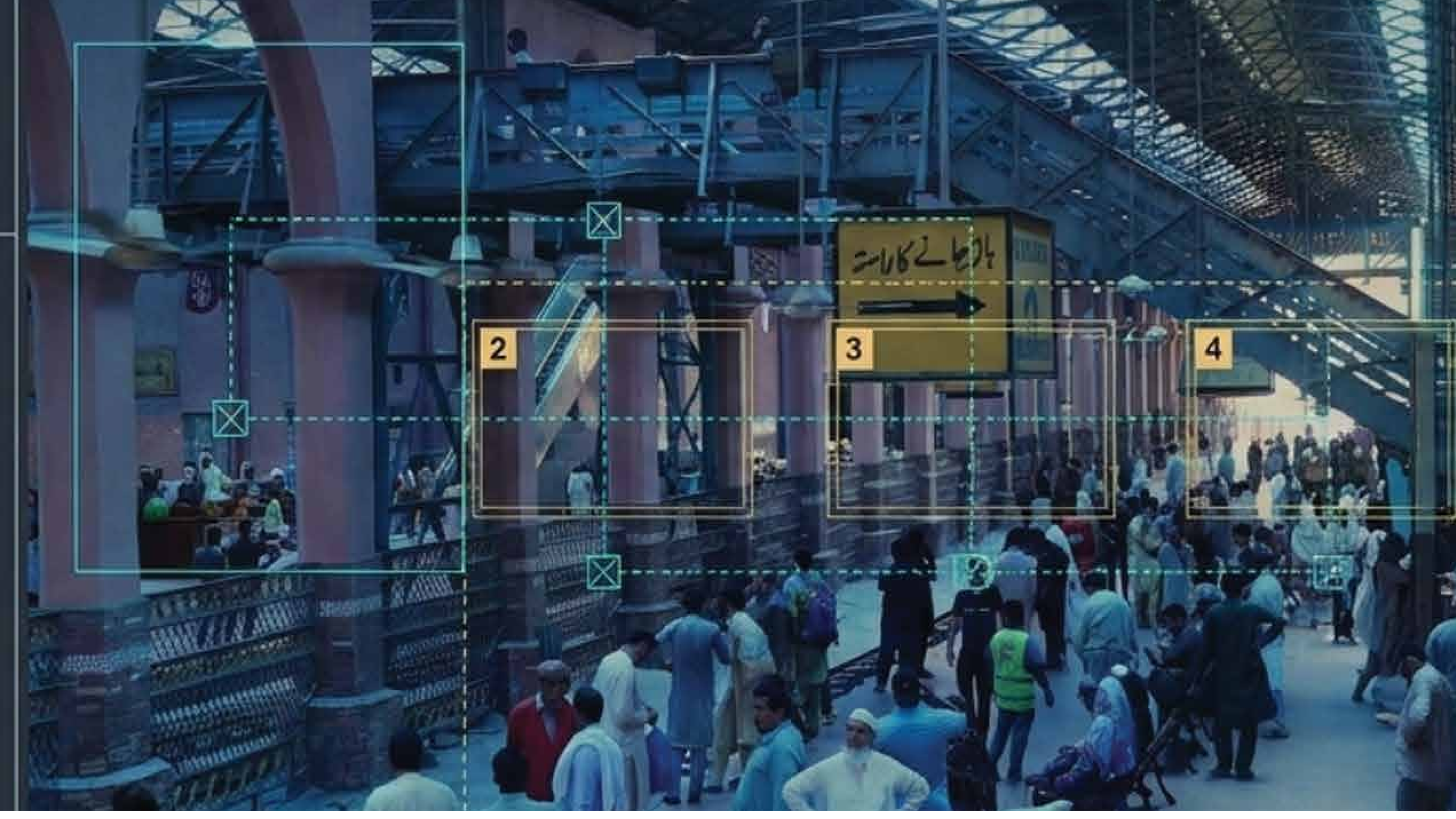


PARKING AREA POLES & STREAMER BRANDING OPPORTUNITIES


ADVERTISE HERE
High-Visibility Branding Opportunity
LAHORE
RAILWAY STATION
TRAIN ARRIVAL & SCHEDULE
LAHORE RAILWAY STATION
THU, 05 JUNE 2026
02:45 PM
TRAIN NO. TRAIN NAME FROM ARRIVAL DEPARTURE STATUS PLATFORM
27-UP SHAHEEN EXPRESS KARACHI 01:55 PM 02:05 PM ARRIVED 3
13-UP AWAM EXPRESS RAWALPINDI 07:25 AM 07:40 AM DELAYED 2
41-UP KARAKARAM EXPRESS QUETTA 10:20 AM 10:35 AM LATE 1
33-UP PAK BUSINESS EXPRESS PESHAWAR 12:35 PM 12:50 PM LATE 2
09-UP ALLAMA IQBAL EXPRESS SIALKOT 13:00 PM 13:10 PM LATE 4
15-UP KARACHI EXPRESS KARACHI 14:00 PM 14:15 PM LATE 3
07-UP TEZGAM (TO RWP) LAHORE 15:35 PM 16:00 PM ON TIME 1
05-UP GREEN LINE KARACHI 09:40 AM 09:55 AM ARRIVED 2
39-UP JAFFAR EXPRESS PESHAWAR 20:30 PM 20:45 PM ON TIME 4
11-UP KHYBER MAIL PESHAWAR 21:20 PM 21:40 PM ON TIME 1
17-UP FAREED EXPRESS MULTAN 23:30 PM 23:45 PM ON TIME 3
LIVE STATUS
Total Trains 15
On Time 06
Delayed 09
Arrived 05
STATION SERVICES
Ticket Counters
Waiting Lounge
Food Court
Prayer Room
Lost & Found
Information Desk
ATM
Wi-Fi Available
TRAVEL SAFE
THANK YOU FOR TRAVELLING WITH PAKISTAN RAILWAYS
PLEASE CHECK YOUR TRAIN STATUS BEFORE BOARDING. | WE WISH YOU A SAFE & PLEASANT JOURNEY. | PAKISTAN RAILWAYS – CONNECTING PEOPLE, CONNECTING PAKISTAN.


Nestlé
Pure Life
Nestlé
Milk Pak
Dairy Cream
Nestlé
Nestlé
EveryDay
Nestlé
EveryDay
Original
خوش ذائقہ، بہترین پانی
Milk Pak
Dairy Cream


PEPSI
SOFT NAHI STRONG
DIL DIL PEPSI PAKISTAN
KINDA CHIC TO BE STRONGER


2
3
4

PREMIUM ADVERTISING SPACES

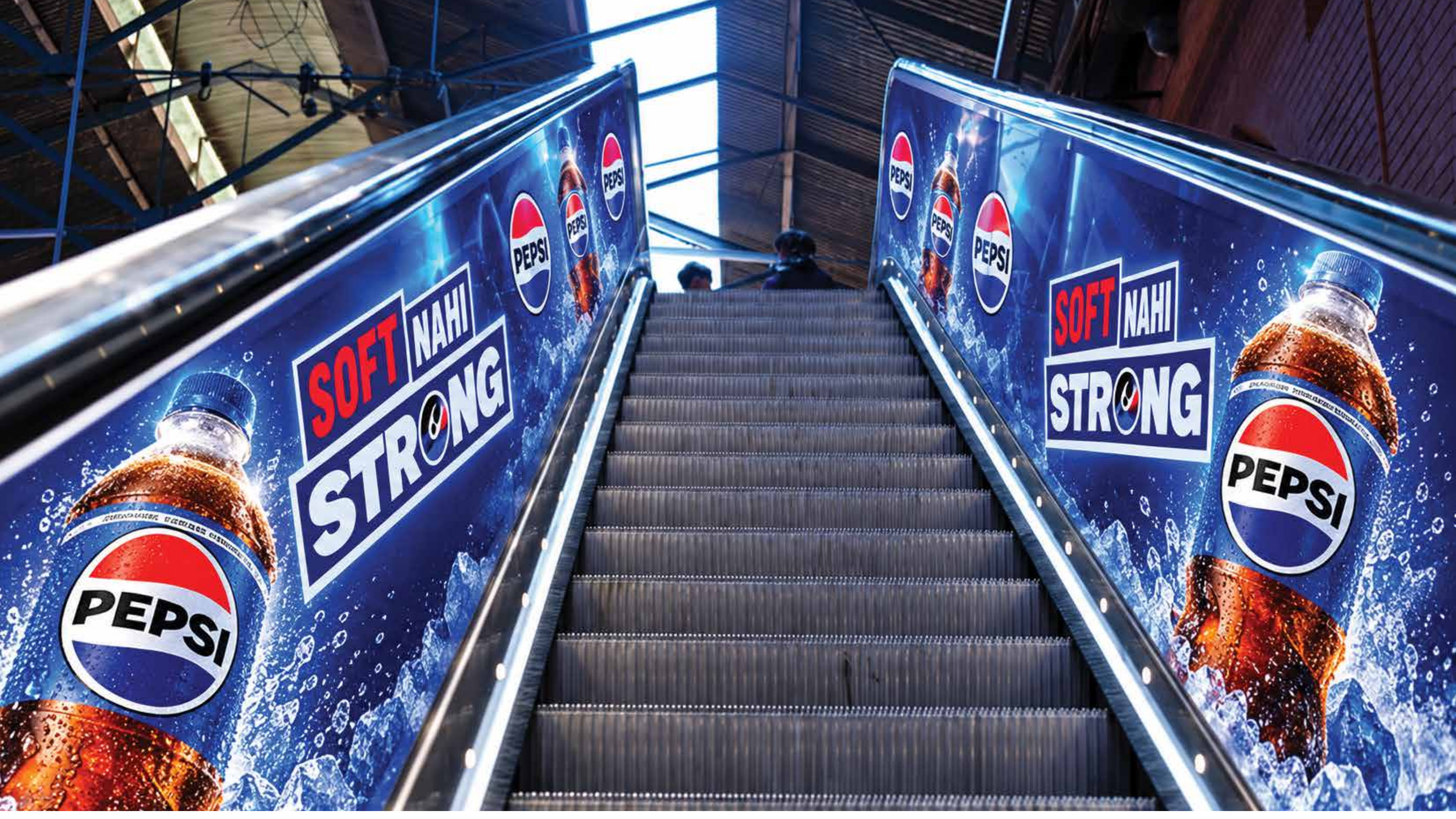
HIGH-VISIBILITY. HIGH-IMPACT.
YOUR BRAND. EVERY STEP OF
THE JOURNEY.

ESCALATOR
SIDE PANELS
(INSIDE)

ESCALATOR
INNER SIDE
PANELS

ESCALATOR
OUTER SIDE
PANELS
(OUTSIDE)


PEPSI
SOFT NAHI
STRONG
PEPSI


SOFT NAHI
STRONG
PEPSI
SOFT NAHI
STRONG
PEPSI

Spatial Bottlenecks: Foot Over Bridges & Escalators

Vertical Movement



Concept: Forced-perspective engagement. Sequential stair-riser wraps form a complete corporate image from the bottom.

Horizontal Movement



Concept: 5 overhead steel-truss arteries bridging the tracks. 100% captive viewership for slow-walking passengers with luggage.

ESCALATOR & BRIDGE BRANDING OPPORTUNITIES

Premium Asset Spotlight: Foot Over Bridges & Escalators





Staircase Media Zone: Sequential Riser Storytelling, Side Panel Series

The Choke Points: 5 Foot Over Bridges (4 equipped with escalators) capture 100% of cross-platform traffic.

360° Immersion: Options include overhead tunnel wraps, side panel series, and sequential stair riser storytelling.

Pillar Network: 60–100 wide masonry arches and pillars across the station allow for repeated, wrap-around visual frequency.

The Smart Station: Digital & Experiential Media



Digital Signage Networks

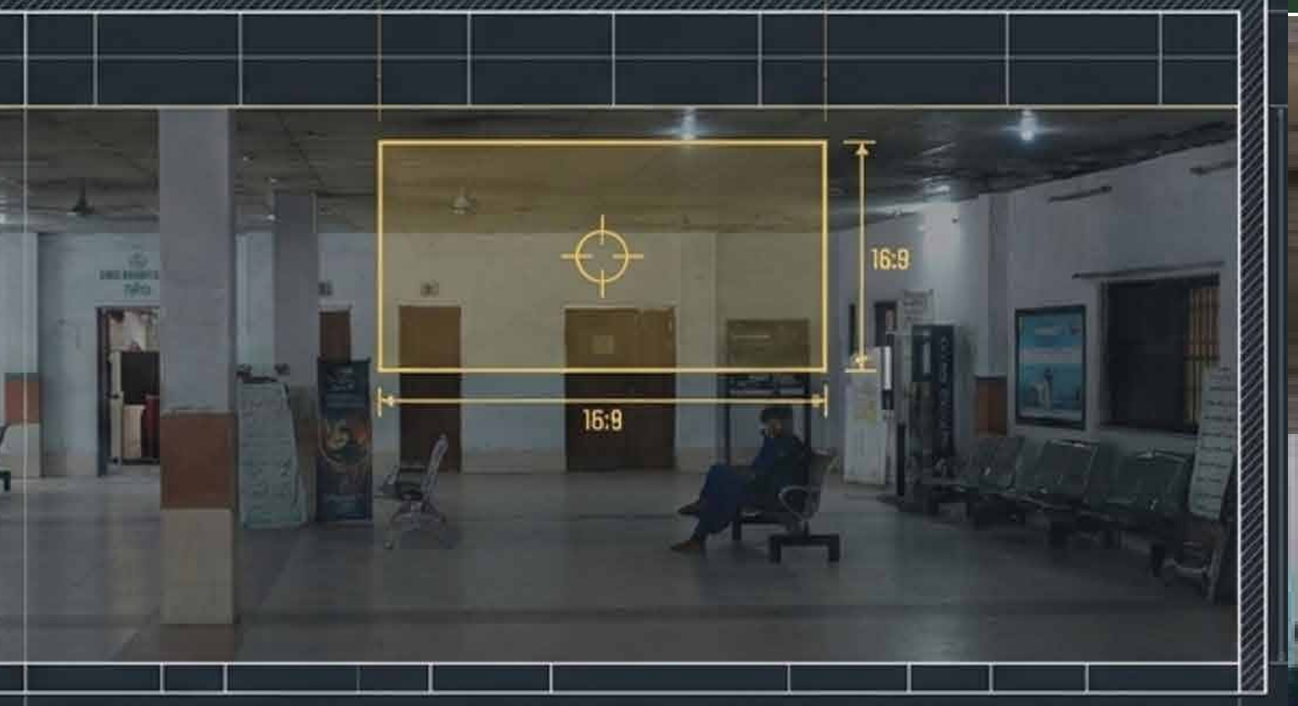
- Strategic placement of 20x10 ft Main LEDs and 8x5 ft Indoor screens.
- Future-proof programmatic loop advertising (PKR 300K - 1.2M/month).

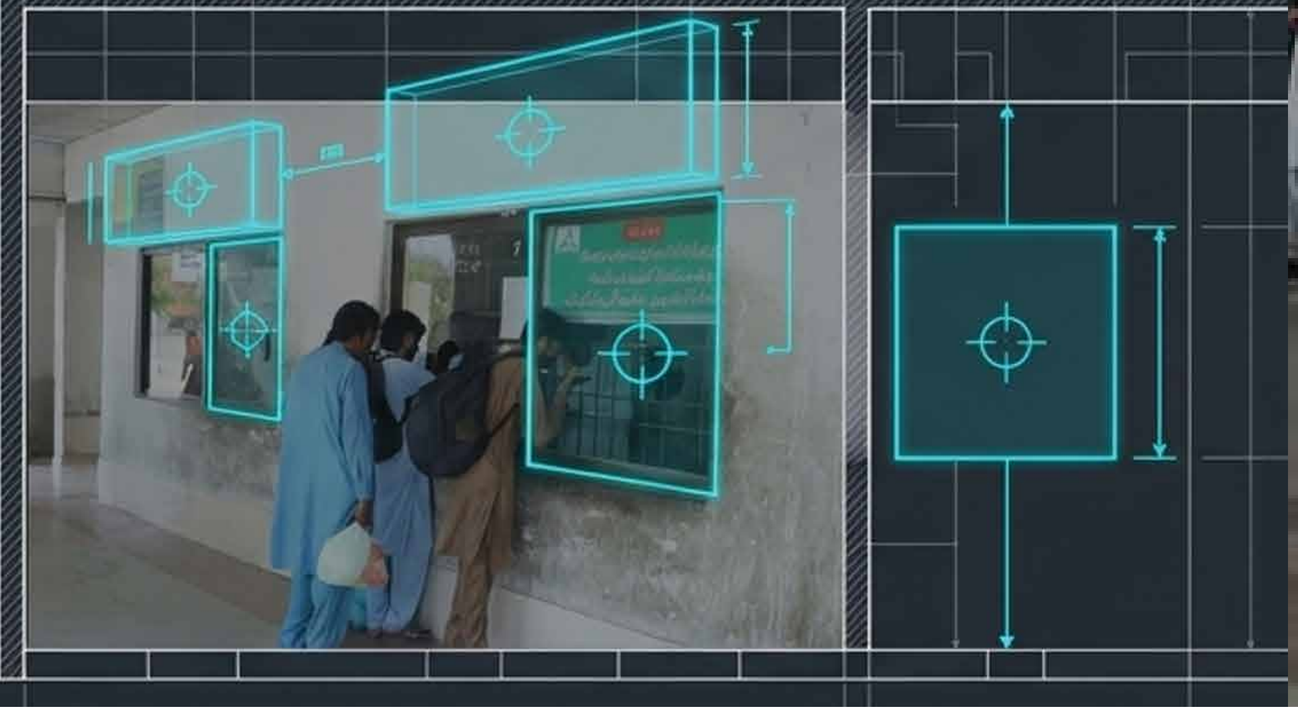
Wi-Fi & App Integration

- Captive portal sponsorships turning 2 hours of free Wi-Fi into direct lead generation.
- StormFiber/PTCL style login branding (PKR 500K - 1M/month).

Interactive Kiosks

- QR engagement systems bridging physical transit with digital commerce.

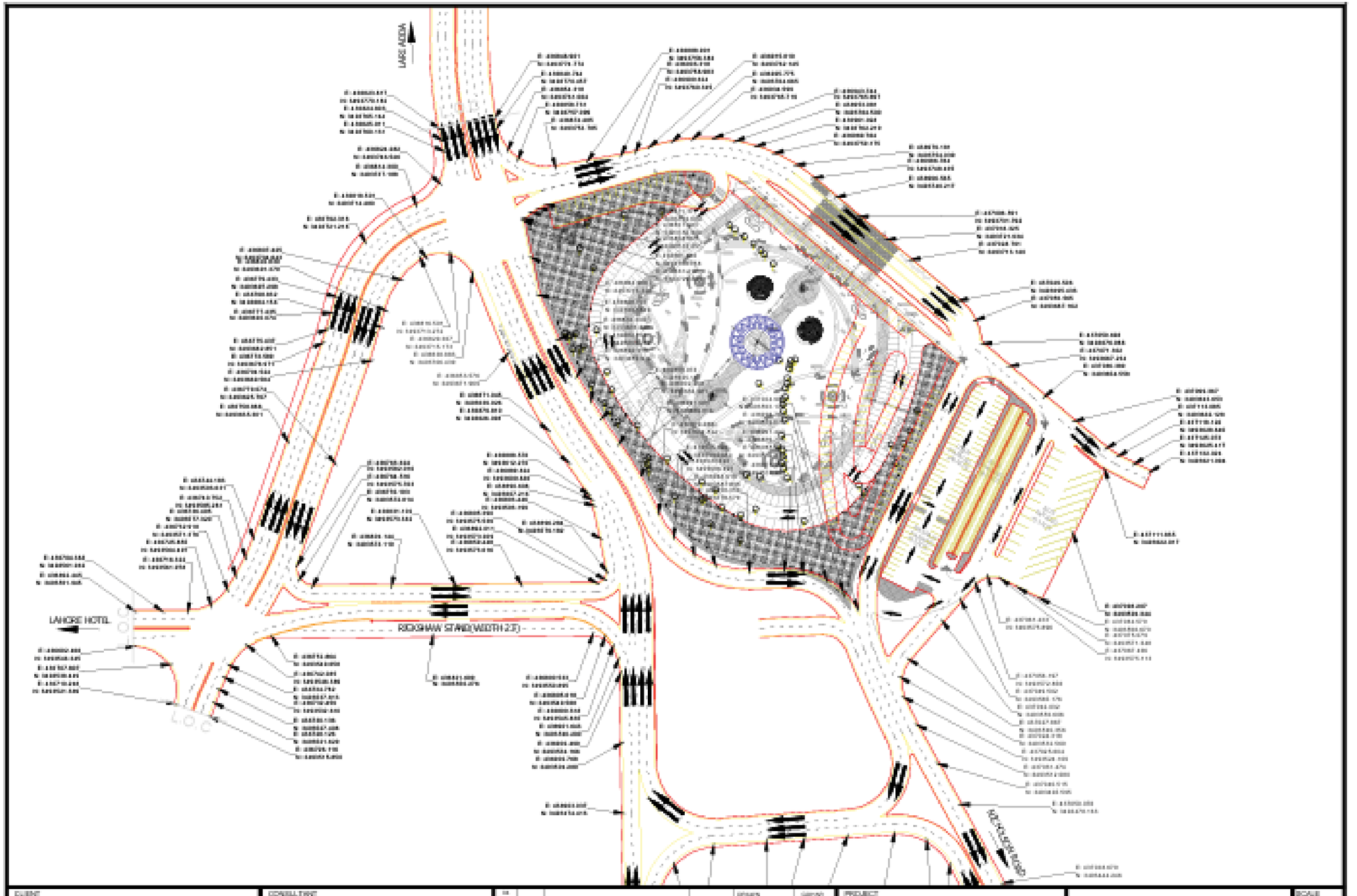

16:9
16:9






RAILWAY TICKET BOOKING
01
LAHORE JN
EXPRESS
02
RAWALPINDI
SHALIMAR EXP
03
MULTAN
GREEN LINE
04
KARACHI CANTT
PAK BUSINESS EXP
05
PESHAWAR
KHYBER MAIL
BOOK YOUR TICKET
Online
Counter
Counter
Mobile App
ATM / Kiosk
SAFE • EASY • RELIABLE
Pakistan Railways
پاکستان ریلوے
BOOK YOUR
TRAIN TICKET
EASY &
CONVENIENT
Online
Counter
Mobile App
ATM / Kiosk
NEXT DEPARTURES
TIME TRAIN DESTINATION PLATFORM
09:30 15 UP KARACHI CANTT 01
10:30 41 UP PESHAWAR 03
11:00 07 UP RAWALPINDI 02
12:00 06 DN LAHORE 01
13:00 13 UP QUETTA
For Online Booking Visit
www.pakrail.gov.pk
ONLINE BOOKING
Fast
Easy
Secure
KIOSK
BOOK
TICKETS
HERE
TRAIN INFORMATION
TRAIN NO. TRAIN NAME FROM TO STATUS
15 UP KARACHI EXP LAHORE KARACHI ON TIME
41 UP KHYBER MAIL RAWALPINDI PESHAWAR ON TIME
07 UP FAISALABAD EXP LAHORE FAISALABAD ON TIME
06 DN GREEN LINE KARACHI LAHORE ON TIME
13 UP QUETTA MAIL PESHAWAR QUETTA DELAYED
Pakistan Railways
Safe Journey, Our Priority
اپنا سفر
آسان بنائیں
آن لائن ٹکٹ بکنگ
www.pakrail.gov.pk


PEPSI
SOFT NAHI STRONG
PEPSI
SOFT NAHI STRONG
PEPSI
KINDA CHIC TO BE STRONGER
DIL DIL PEPSI PAKISTA
KINDA CHIC TO BE STRONGER
PEPSI
SOFT NAHI STRONG
PREMIUM LOCATION
MAXIMUM VISIBILITY
POWERFUL IMPACT
HIGH TRAFFIC
GREAT EXPOSURE
BRAND BOOST



CLIENT	CONSULTANT					PROJECT		SCALE
LAHORE DEVELOPMENT AUTHORITY LAHORE	NATIONAL ENGINEERING SERVICES PAKISTAN (PVT.) LTD.					REMODELING OF RAILWAY STATION AREA INCLUDING IMPROVEMENT/UPGRADATION OF ROAD FROM RAILWAY STATION TO AZADI CHOWK	COORDINATED PLAN	
	HEAD OFFICE: NEEPAI HOUSE, I.C. BLOCK-N, MODEL TOWN EXTENSION, LAHORE, PAKISTAN.						DATE: JANUARY, 2026 / DRAWING No: 3772/102/C/1A006	REV: