RAWALPINDI RAILWAY STATION

EST. 1881 // SADDAR, RAWALPINDI

PrismX
MEDIA & COMMUNICATION

PREPARED FOR

REDAMCO Pakistan

BRANDING & COMMERCIALIZATION ASSESSMENT

A transit-media and commercialization assessment of Pakistan Railways' 1881 heritage gateway to the capital region.

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// 01 — EXECUTIVE SUMMARY

A Captive, Constantly Refreshing Audience

This assessment reviews the branding, advertising and commercialization potential of Rawalpindi Railway Station — prepared for REDAMCO Pakistan.

15,000

Total daily passengers (published estimates)

32

Daily train movements (16 Up / 16 Down)

20–60 MIN

Dwell time range per train

1.8–2.5M

High-quality advertising impressions per year

“Unlike a roadside billboard reaching the same repeat commuters, a railway station is a continuously refreshing audience engine.”

THE AUDIENCE FUNNEL — FROM FOOTFALL TO OPPORTUNITY-TO-SEE

15,000 Total daily passengers → **~10,000** Daily movement through high-traffic zones → **7,000+** Captive / visible audience in high-dwell zones

// 01 — EXECUTIVE SUMMARY

“New Eyeballs Every Hour”

Railway advertising follows a fundamentally different audience model than roadside billboards.

	CITY BILLBOARDS	RAWALPINDI RAILWAY STATION
Audience composition	Mostly repeat commuters	**Continuously changing passengers**
Frequency pattern	Same audience every day	**New audience every train**
Exposure duration	Limited dwell time	**Long dwell time (20–60 minutes)**
Exposure type	Drive-by exposure	**Walking, waiting, shopping, boarding**
Touchpoints	Single viewing angle	**Multiple touchpoints across the journey**
Audience reach	Mostly local audience	**National audience**
Engagement	Passive exposure	**Active engagement opportunities**

// 01 — EXECUTIVE SUMMARY

A National Catchment, Not a Local One

Passengers arrive from and depart to dozens of cities across Pakistan every day — a wider reach than a mall or city billboard.

MAJOR ROUTES SERVED

Lahore	Peshawar
Karachi	Multan
Faisalabad	Wazirabad
Hyderabad	Quetta
Sargodha	Attock
Shorkot	Khanewal

STRATEGIC LOCATION ASSESSMENT

- The heritage station sits set back from the primary road network, enclosed within Pakistan Railways' operational boundary
- Facade visibility from surrounding roads is limited — the site cannot rely on passing vehicular traffic like a roadside billboard
- Commercial value lies almost entirely in captive passenger audiences rather than incidental city exposure
- Station media engages people already inside the transport environment, where they dwell longer and are more receptive to communication

The Station in Numbers

AT A GLANCE

- Est. 1881
- 5 platforms (3, 4, 5 busiest)
- 2 Foot Over Bridges
- Peak footfall: 1 PM – 7 PM
- Free WiFi (3-hour session)

FACILITIES

- 2 ticketing halls + 1 reservation hall
- 3 economy waiting halls + 1 business hall
- 1 CIP lounge (Unicorn Lounge)
- 29 contracted kiosks / tuck shops
- 6 electronic vending machines
- 3 Nayatel mobile charging booths
- 1 ATM

KEY SERVICES CALLING HERE

Pakistan Express	Tezgam
Khyber Mail	Jaffar Express
Shah Hussain Express	Rawal Express
Subak Raftar	Subak Khuram
Rawalpindi Passenger	Green Line (VIP)

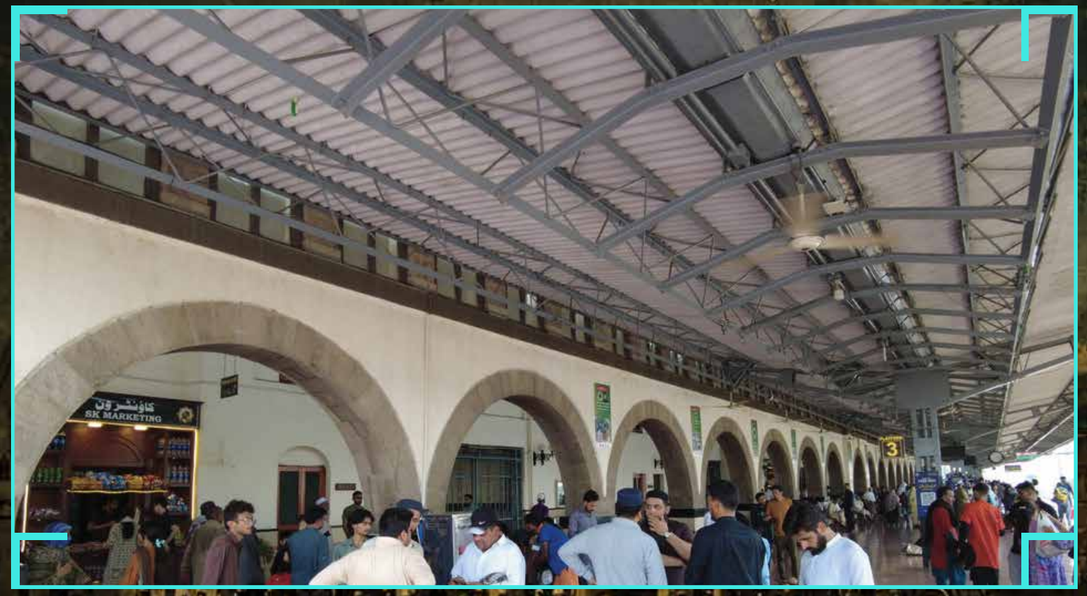
Core corridor: Lahore ⇄ Rawalpindi ⇄ Rehman Baba / Wazirabad via Faisalabad, Shorkot & Khanewal

Sample Departure Schedule

Illustrative afternoon departure window, based on the station's own indicator board — every line is a fresh audience wave.

TRAIN	SCHEDULED	STATUS
Karachi Express	12:30	On Time
Faisalabad Express	13:00	On Time
Awam Express	13:20	On Time
Tez Gam Express	13:40	On Time
Bakh Khair Express	14:30	On Time
Millat Express	14:45	On Time
Khyber Mail	—	On Time
PAX Business Express	15:45	On Time

144 Years of Unclaimed Brand Equity



Rawalpindi Railway Station main facade, Anglo-Indian / Victorian brick and sandstone.

Forecourt garden and entrance approach.

A Station That Carried History

- **1857** — Original route surveyed as part of the Punjab Northern State Railway, planned to connect Lahore and Peshawar
- **1881** — Station opens — yellow sandstone and brick masonry, arched entries, three gates (passengers, baggage, VVIP), and a three-part layout of passenger, freight and office wings
- **1919** — Afghan King Amanullah Khan travels through en route to sign a treaty with the British viceroy
- **1947** — Integrated into Pakistan Railways at Independence
- **1965** — Political rally stop for Fatima Jinnah
- **1989** — Benazir Bhutto's Karachi-to-twin-cities rail rally

Branding should preserve heritage through reversible, non-invasive media formats.

Sources: Wikipedia; The Express Tribune; Dawn; Zameen.com

Station Footprint & Infrastructure

Physical scale and modernization status — the hard numbers behind the heritage.

1,800 FT x 150 FT

Platform length x width (5 passenger platforms)

11

Total tracks (passenger + freight)

ML-1

Strategic corridor location

180+

CCTV cameras (“Safe & Smart Station” standard)

DIRECT CONNECTIVITY

Karachi	Lahore	Quetta	Peshawar	Multan

Direct services connect Rawalpindi to five of Pakistan's largest metropolitan and provincial centres, positioned on the ML-1 mainline corridor.

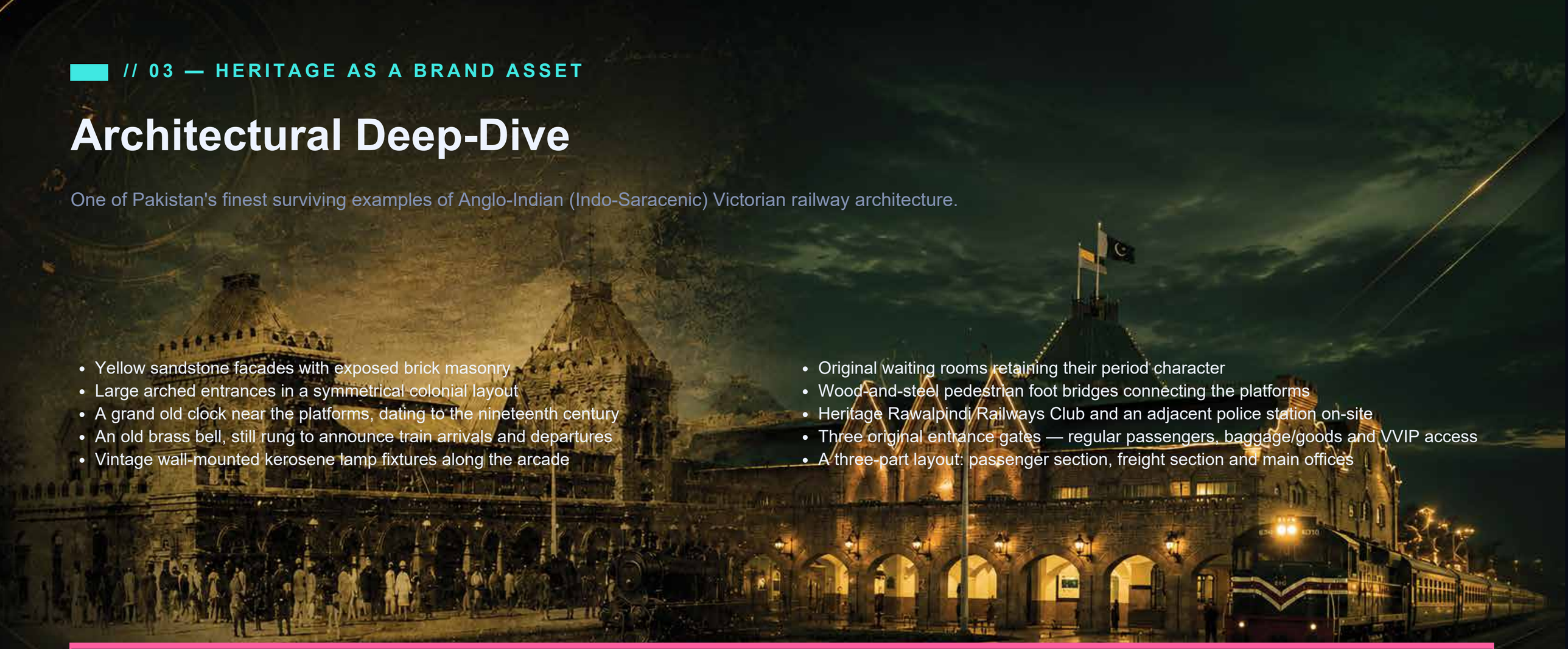
MODERNIZATION STATUS

- 180+ CCTV cameras ensuring digital screen and passenger safety
- “Safe & Smart Station” standard with modern CIP lounges
- Free WiFi and digital passenger information displays
- Modernized security screening at all entrances

// 03 — HERITAGE AS A BRAND ASSET

Architectural Deep-Dive

One of Pakistan's finest surviving examples of Anglo-Indian (Indo-Saracenic) Victorian railway architecture.



- Yellow sandstone facades with exposed brick masonry
- Large arched entrances in a symmetrical colonial layout
- A grand old clock near the platforms, dating to the nineteenth century
- An old brass bell, still rung to announce train arrivals and departures
- Vintage wall-mounted kerosene lamp fixtures along the arcade

- Original waiting rooms retaining their period character
- Wood-and-steel pedestrian foot bridges connecting the platforms
- Heritage Rawalpindi Railways Club and an adjacent police station on-site
- Three original entrance gates — regular passengers, baggage/goods and VVIP access
- A three-part layout: passenger section, freight section and main offices

HERITAGE-SENSITIVE BRANDING PRINCIPLE

Rather than competing with these heritage elements, branding should complement them. Arches should never receive vinyl wrapping — indirect lighting and architectural illumination enhance the structure, while digital media concentrates in modernized passenger circulation zones.

// 04 — METHODOLOGY

Six Lenses Used in This Assessment

Each lens is scored against what a passenger, visitor or advertiser actually encounters at the station.

Visual Identity

Logo, livery, colour, materials, heritage fabric condition

01

Wayfinding

Signage clarity, language, typography, consistency

02

Digital Presence

Website, app, ticketing, social, connectivity

03

Passenger Experience

Facilities, service touchpoints, comfort, safety

04

Media Opportunity

Indoor, outdoor, digital, OOH & DOOH potential

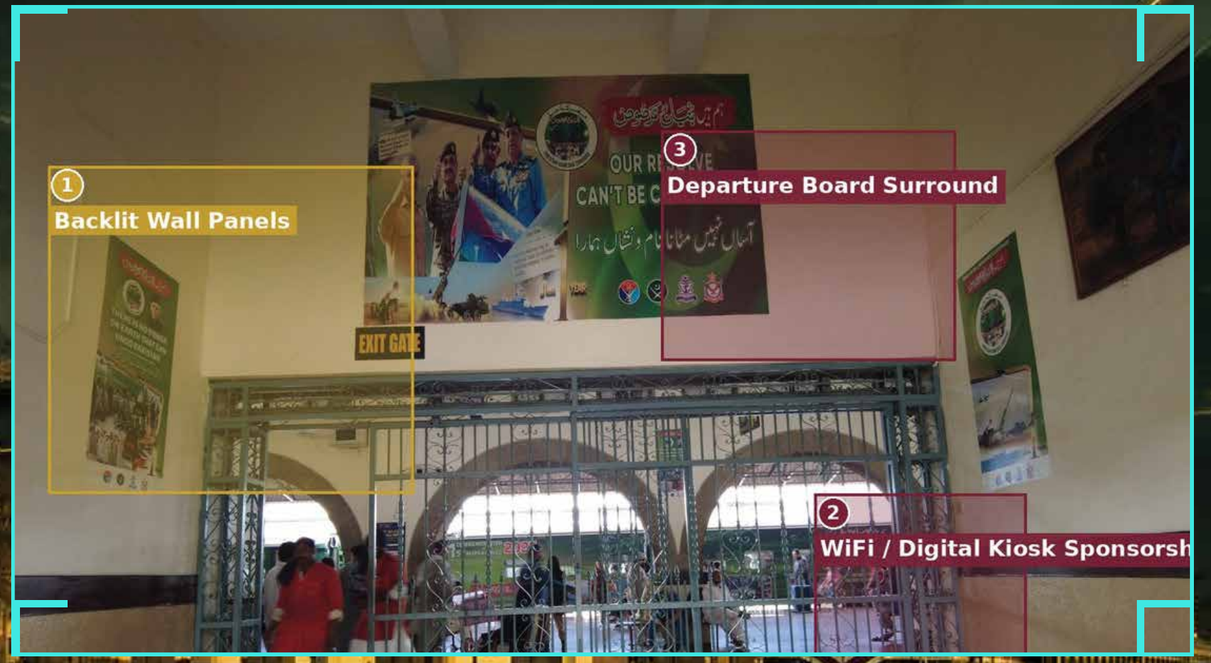
05

Commercialization

Revenue models, zoning, delivery & governance

06

What's On the Ground Today

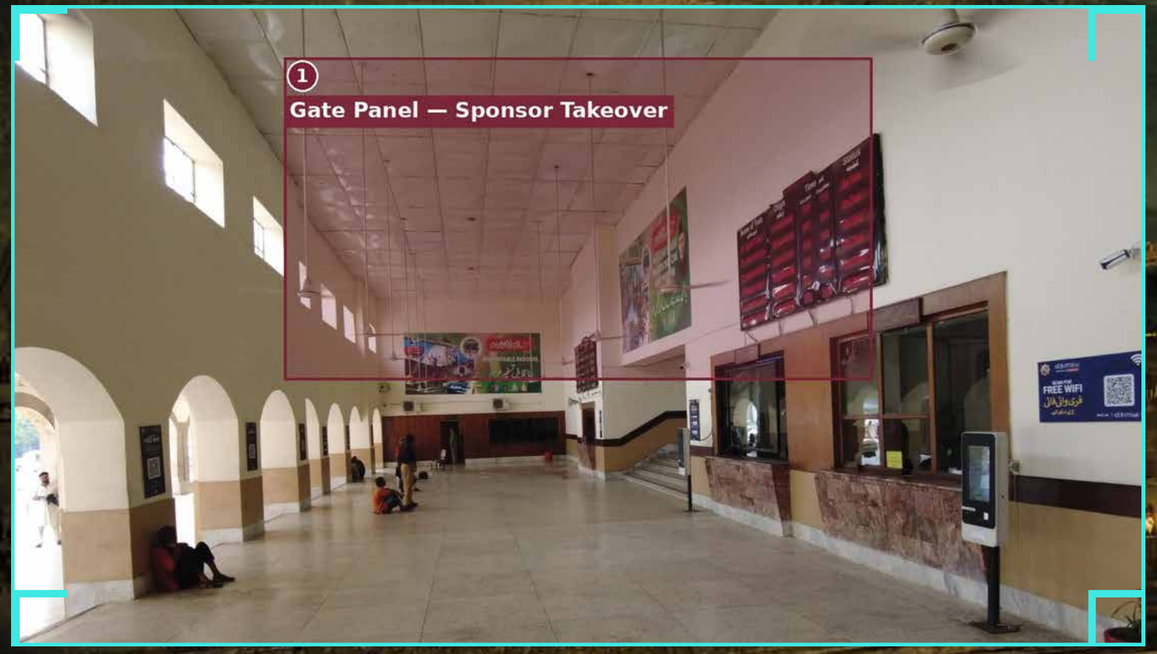


The CIP lounge already carries its own name — "Unicorn Lounge" — a live example of unmanaged sub-

National PR emblem & livery	Applied system-wide; no station-specific mark for a flagship heritage stop.
Signboards & fascia	Hand-painted, printed vinyl and enamel plates coexist in different fonts and colours.
Unofficial sub-brands (e.g. Unicorn Lounge)	Proof of latent demand for naming rights, done without a masterplan.

Prime Wall Space, Spent on the Wrong Message

Large-format posters occupy the station's best sightlines — today they carry public messaging, not wayfinding or revenue.

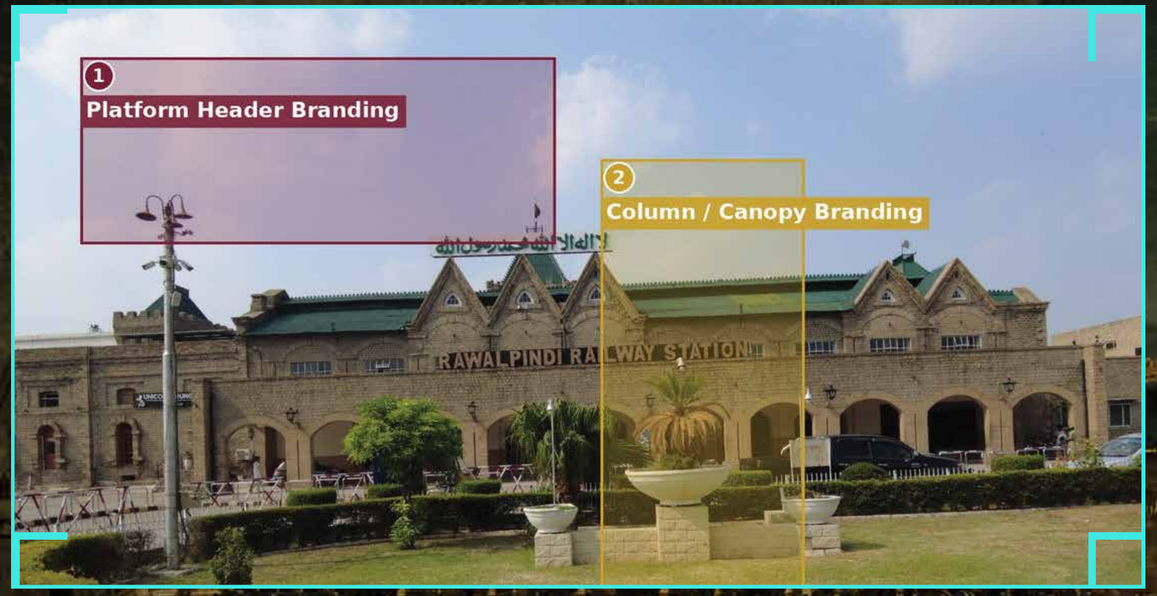


Exit gate: a full-height poster panel sits above the main flow of departing passengers — prime Tier 1 real estate.

Platform 3 concourse: kiosk signage and the platform number board sit close together, with no shared design system.

- Platform numbers present but sized and mounted inconsistently
- No consolidated directory of halls, lounges, kiosks or exits for first-time visitors
- High-visibility wall and gate panels currently carry public-awareness messaging rather than wayfinding or sponsor content

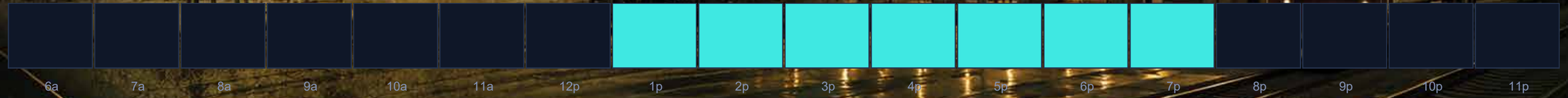
The Physical Brand Experience



Platform header and column/canopy surfaces framing every arrival — the daily audience-refresh moment.

Railway Royal Restaurant, one of the concourse's contracted F&B outlets — branded fridges, snacks and drinks already in place.

PEAK FOOTFALL WINDOW



1 PM – 7 PM sees the heaviest concentration of station users — the highest-value window for staffing, retail readiness and time-based DOOH creative.

// 06 — PASSENGER EXPERIENCE

Passenger Journey & Impulse Triggers

Four zones, four psychological states, four distinct commercial opportunities.

ZONE 1

Entry Gate & Security

STATE

High Alert

OPPORTUNITY

First Impression — Gate Wraps

ZONE 2

Ticket & Waiting Hall

STATE

High Idle Time

OPPORTUNITY

Brand Affinity & Repetitive Exposure — Backlit Panels

ZONE 3

Retail Corridors

STATE

Pre-Travel Preparation

OPPORTUNITY

Direct Sales & Interaction — Branded Kiosks

ZONE 4

Platform Boarding

STATE

Final Dwell

OPPORTUNITY

Last-Minute Impulse Buy — Streamers, Snack Booths

// 07 — MEDIA & ADVERTISING ASSETS

Branding Opportunity Map

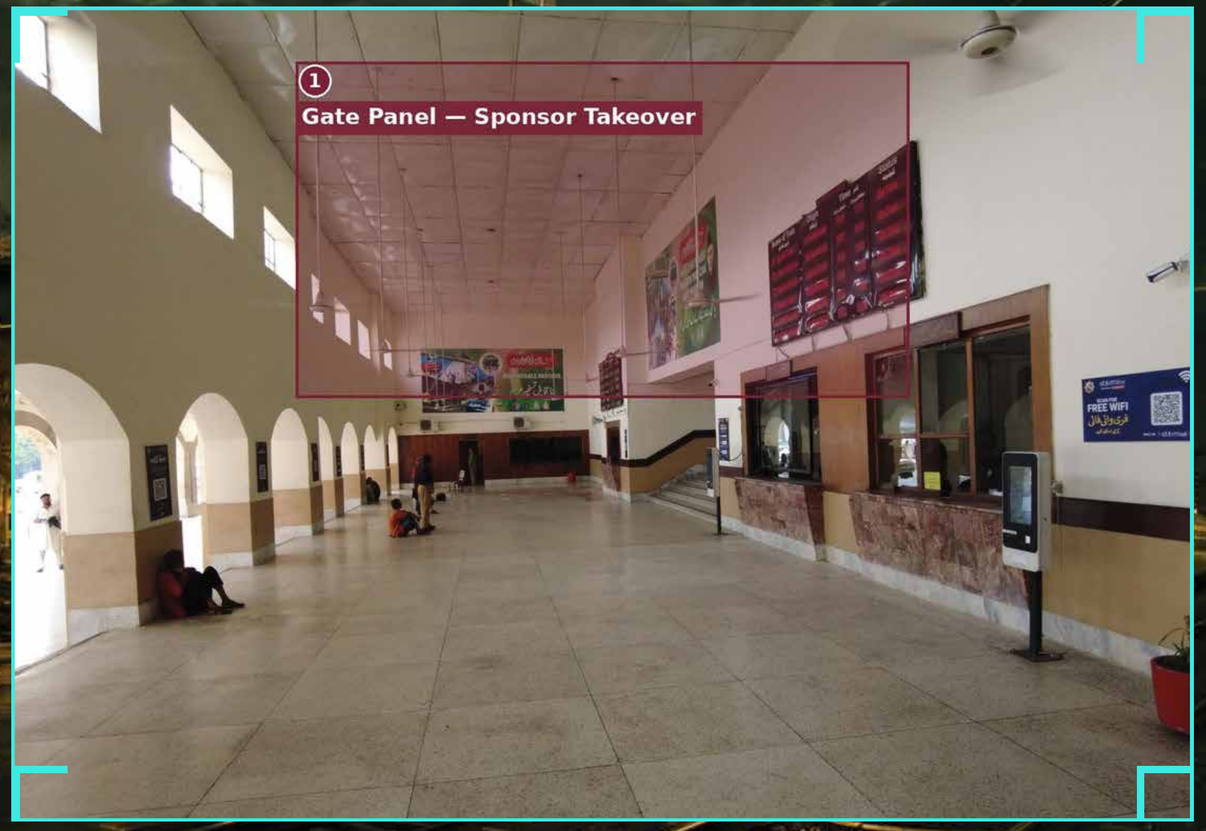
Every zone below exists today, unbranded. Markups show where each tier of media sits on the real station fabric.

TIER 1 — PREMIUM

TIER 2 — MID-FREQUENCY

TIER 3 — MASS REACH

Main facade: gateway arch and roofline identified as gateway-branding and illumination-sponsorship zones.



Exit gate: an existing full-height poster panel is a ready Tier 1 sponsor takeover — same wall, same sightline.

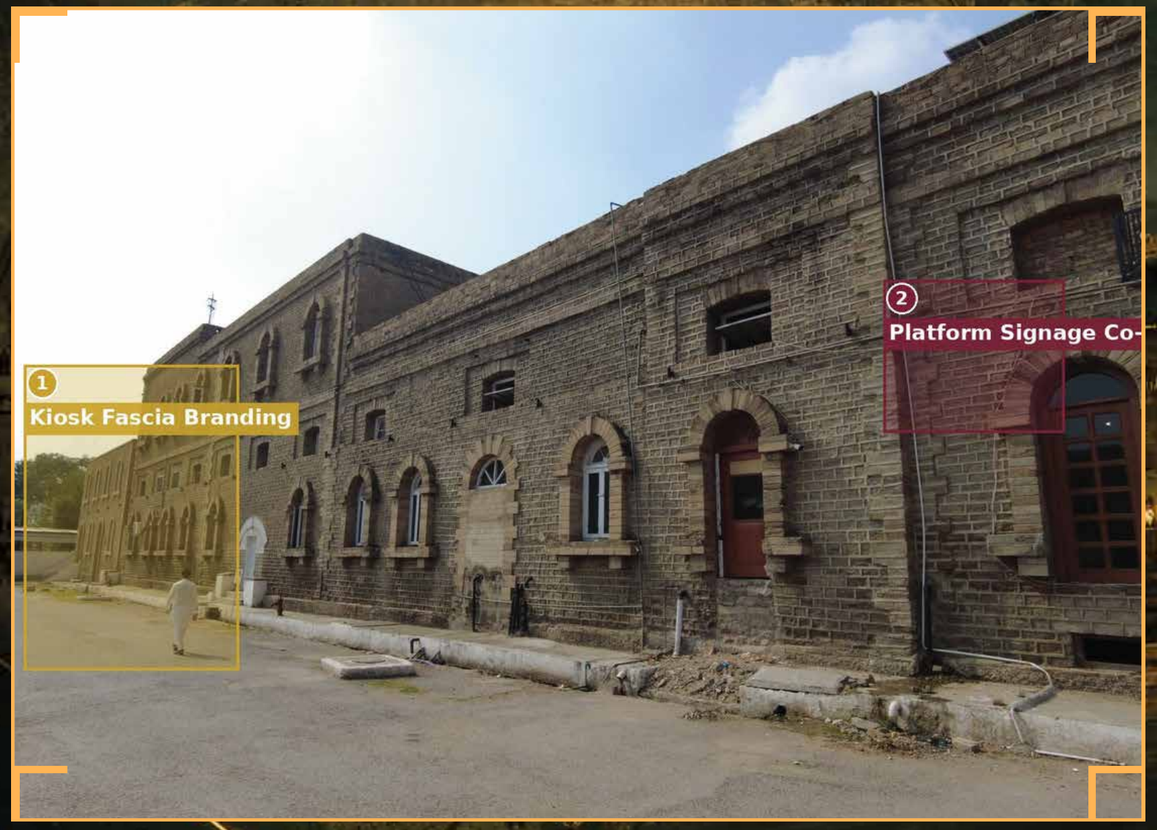
Branding Opportunity Map — Platforms & Retail

The same walk-through, one level down: platform surfaces and the retail corridor.

TIER 1 — PREMIUM

TIER 2 — MID-FREQUENCY

TIER 3 — MASS REACH



Platform 3 concourse: kiosk fascia and the platform number board are two separate zones today, with no shared design system.

Tuck Shop No. 04 fascia — ready for coordinated naming-rights branding.

A “USE ME” dustbin — the everyday Tier 3 fixture that adds up across 150+ assets.

// 07 — MEDIA & ADVERTISING ASSETS

Tier 1 — Premium & Anchor Assets

18–22

estimated premium assets

High-visibility, high-dwell formats commanding premium rates.

- Main entrance gateways
- Waiting hall naming rights
- CIP lounge sponsorship
- LED screens
- WiFi sponsorship (captive portal)
- FOB wraps (x2 Foot Over Bridges)
- Business hall naming rights
- Platform header branding
- Digital information displays
- Charging zone sponsorship

Tier 2 & Tier 3 — Everyday Inventory

TIER 2 — MID / HIGH-FREQUENCY

60+ ASSETS

- Backlit panels & LED pillars
- Ticketing & reservation halls
- Platform canopies
- Pillar & column wraps
- Retail corridor branding
- Stair graphics, streamers & ceiling banners
- Queue barriers & floor graphics
- Kiosk fascia & information desks
- Charging booth & ATM surrounds

TIER 3 — MASS REACH

150+ ASSETS

- Bench branding
- Dustbin branding
- Directional signage sponsorship
- Glass vinyl & window graphics
- Retail stickers & fascias
- Branded kiosks
- Seat covers
- Utility enclosure wraps
- Fence & railing graphics
- Gate stickers

A real Tier 3 fixture.

Backlit, Streamer & Seasonal Campaign Strategy

BACKLIT PANEL SIZES

- 6 x 4 ft — pillars, corridors
- 8 x 4 ft — hall walls, FOB entries
- 10 x 5 ft — platform headers, halls
- Edge-lit / double-sided options for high-traffic pinch points

STREAMER & CEILING BANNER STRATEGY

- Suspended and ceiling banners along concourse and platform circulation
- Pole banners at entrances and forecourt
- Walkway and platform streamers timed to peak footfall (1–7 PM)

SEASONAL CAMPAIGN CALENDAR

Ramadan	Eid	PSL	Independence Day	Winter

Rotating seasonal creative keeps Tier 2/3 inventory fresh, giving advertisers a recurring reason to book without changing physical fixtures.

Brand Categories & Retail Concepts

PRIORITY ADVERTISER CATEGORIES

F&B / FMCG

Biscuits (Peek Freans, LU, Sooper), candies & chocolates (Hilal, Cadbury, Mayfair), snacks (Kolson, Lays), tea (Tapal, Lipton, Vital), cold drinks (Coca-Cola, Pepsi), juices, dairy & ice cream (Nestlé, Olper's)

Personal Care

Beauty creams, deodorants, oral & hygiene care

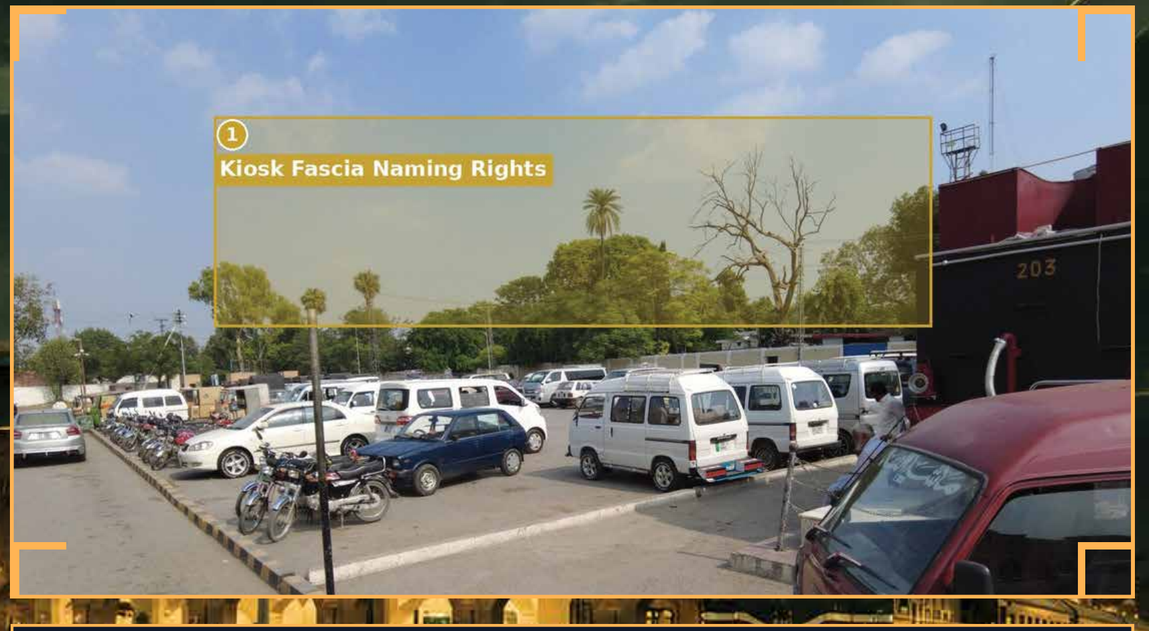
Telecom & Electronics

Smartphone brands, Jazz / Zong / Telenor / Ufone, Nayatel / PTCL, consumer electronics

Public Sector

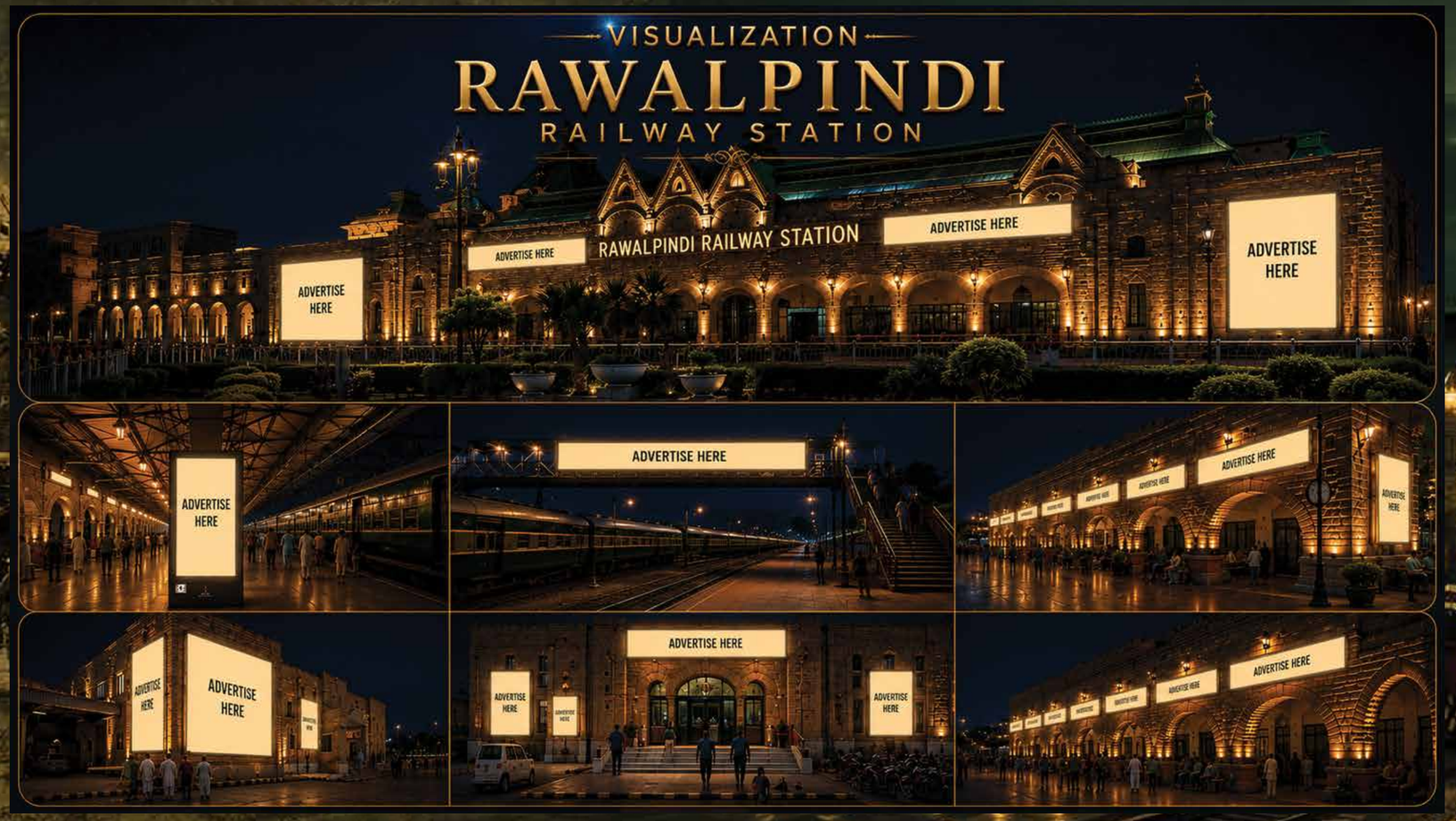
Public awareness / government campaigns, NADRA, health & vaccination drives

Brand names are illustrative examples of category leaders commonly advertised in Pakistani transit and retail media — not confirmed partners.



Illustrative branded-kiosk concepts: Tapal Tea Point · Coca-Cola/Pepsi Refresh Zone · LU Snack Corner · Hilal Candy Hub

Visualization Concepts



Visualization Concepts — Platform & Retail

Digital information displays, premium kiosk branding and platform-level DOOH concepts.

Departure hall: digital information display integration

Premium branded kiosks: FMCG and telecom category concepts

Platform-level backlit and SMD screen concept

Foot Over Bridge and platform signage concept

Naming Rights Opportunities

Unicorn Lounge already shows this happening informally. A managed programme turns instinct into structured revenue.

- Waiting hall naming rights
- Business lounge naming rights
- Family lounge naming rights
- Platform naming rights
- Foot Over Bridge naming rights
- WiFi network naming rights
- Charging zone naming rights
- Digital screen network naming rights
- Station map sponsorship
- Information desk sponsorship
- Clock tower illumination sponsorship
- Heritage gallery naming rights

// 08 — COMMERCIALIZATION STRATEGY

Plugging Into a National Commercial Engine

REDAMCO already runs this model at national scale. Rawalpindi's opportunity is to apply it to a landmark, high-footfall station.

Rs 88.8bn

Pakistan Railways total revenue, FY23–24

Rs 7.57bn

Generated by leasing 6,000+ acres of railway land

Rs 15.21bn

Freight revenue since July 2024

Revenue Sharing

Operator/agency manages media or retail space and remits a share of takings

Licensing & Leasing

Fixed-term concessions for retail, F&B, kiosks and storage

Branding & Sponsorship Rights

Exclusive category rights — e.g. sole beverage or telecom partner

Joint Ventures / SPVs

Larger-footprint projects co-developed with a private partner

REIT / Long-Term Leasehold

For adjacent land parcels, aligned with REDAMCO's real-estate strategy

Benchmark — Lahore's Playbook

Pakistan Railways has already proven it can execute at pace: Lahore Junction's 2025 transformation is a working precedent.

- Airport-style passenger lounges
- Food courts and modern retail
- Escalators and upgraded circulation
- Digital train-tracking app for passengers
- Retail activated on Platforms 2, 4 and 5
- Modernized security and screening

Rawalpindi's differentiator: layer heritage-led branding and a commercialization masterplan on top of a facility upgrade — not just replicate the Lahore fit-out.

International Benchmarks

Heritage rail stations worldwide have been commercialized without losing their historic character.

London St Pancras

Retail arcade and champagne bar built into a restored Victorian train shed.

Grand Central, New York

Beaux-Arts terminal combining a dining concourse and retail without altering the historic hall.

Tokyo Station

Underground retail city (“GranSta”) beneath a preserved early-1900s red-brick facade.

Berlin Hauptbahnhof

Multi-level glass concourse with retail integrated into a purpose-built modern structure.

Rani Kamalapati, Bhopal

India's first PPP-redeveloped station — airport-style lounges, food courts, retail, serving 30,000+ daily users.

Zurich HB

Underground “Shopville” retail level beneath the historic main hall, one of Switzerland's busiest retail addresses.

The Transit Media Advantage

Rawalpindi Railway Station vs. traditional highway OOH, side by side.

	TRADITIONAL HIGHWAY OOH	RAWALPINDI RAILWAY STATION
Exposure duration	3–5 seconds (drive-by)	**20–60 minutes (active dwell)**
Surface type	Single surface (flat board)	**Multi-touchpoint (digital, static, retail)**
Audience pattern	Repeat commuters	**Hyper-local zoning vs. national cross-section**

BOTTOM LINE

Transit media eliminates audience saturation while extending brand exposure time by over 1,200% compared to a highway billboard.

Rate Card & Valuation

Advertising value at transit hubs is driven not by total footfall, but by visible and dwell-based audience exposure.

ESTIMATED VALUE

PKR 5M+

per month, at full tiered-inventory activation

- Driven by 80–90% high occupancy rates
- FMCG-led demand across Tier 1–3 inventory
- Seasonal campaign cycles (Ramadan, Eid, PSL, Independence Day)
- 7,000+ daily captive audience

COMPARATIVE RATE LOGIC BY TIER

Tier 1 — Premium & Anchor

Highest rate band

Naming rights, DOOH, gateway wraps, VIP lounges — priced for exclusivity and long-term category lock-in.

Tier 2 — Backlit & Corridor

Core revenue engine

6x4 / 8x4 / 10x5 ft backlit panels at 80–90% target occupancy — predictable, repeatable monthly revenue.

Tier 3 — Mass Reach

Volume-based rate band

Benches, dustbins, floor graphics, queue barriers — lower unit rate, sold at high volume across 150+ touchpoints.

Commercial Zoning Map

ZONE	PRIMARY ASSETS	TIER	DELIVERY MODEL
Main Entrances & Approach	Gateway branding, hoardings	**Tier 1**	Branding & Sponsorship
Foot Over Bridges (x2)	FOB wraps, stair graphics	**Tier 1/2**	Licensing & Leasing
Ticketing & Reservation Halls	Backlit panels, wall branding	**Tier 2**	Revenue Sharing
Waiting Halls & CIP Lounge	Naming rights, sponsorship	**Tier 1**	Branding & Sponsorship
Platforms (3, 4, 5 busiest)	Platform headers, LED/DOOH, canopies	**Tier 1/2**	Revenue Share + JV
Retail Corridor (29 kiosks)	Branded kiosk fascia, pillar wraps	**Tier 2/3**	Licensing & Leasing
Forecourt & Parking	Vehicle-stand branding, hoardings	**Tier 2/3**	Licensing

Station forecourt and vehicle parking — zoned as a Tier 2/3 outdoor licensing opportunity.

Priority Matrix — Revenue Potential vs Time-to-Launch

Delivery & Governance Model

Ministry of Railways

Policy and approval authority

REDAMCO

Lead commercialization arm — execution & real estate

Station Management

Day-to-day operations & quality control

Private Media & Retail Partners

Delivery, fit-out and ongoing service

DELIVERY PROCESS

1

Feasibility & Heritage Clearance

2

RFP / Tender (PPRA — single-stage, two-envelope)

3

Contract & SLA

4

Revenue Share / Monitoring

REDAMCO leads commercialization end-to-end, with Ministry sign-off on policy and heritage clearance, and Station Management responsible for day-to-day quality control.

// 09 — SWOT ANALYSIS

Where the Brand Stands Today

STRENGTHS

- Iconic 1881 Indo-Saracenic / Victorian architecture, largely intact
- Central Saddar location beside Raja Bazaar
- 15,000 daily passengers; 32 daily train movements
- Rich political and royal history to draw on

WEAKNESSES

- Inconsistent signage typography and materials
- No station-specific sub-brand within Pakistan Railways
- 29 kiosks operate without a unified fascia standard
- Tier 1/2/3 media inventory largely unbranded and unmonetised

OPPORTUNITIES

- Heritage tourism and photography draw
- Unified Tier 1/2/3 media programme, REDAMCO-led
- Naming rights already emerging organically (e.g. Unicorn Lounge)
- Lahore Junction proves Pakistan Railways can execute fast

THREATS

- Encroachment and congestion around Saddar / Raja Bazaar
- Competition from road and air travel
- Chronic underinvestment across Pakistan Railways
- Heritage fabric constrains invasive media formats

Six Brand & Revenue Gaps Worth Fixing

1	**One national livery, zero local distinction**	Pakistan Railways' system-wide identity doesn't flex to let a landmark station look like a landmark.
2	**The architecture is the brand — but it isn't lit, labelled or leveraged**	The clock tower, sandstone facade and Foot Over Bridges could anchor the whole identity, and currently don't.
3	**Untapped Tier 1/2/3 inventory**	Most premium, mid-tier and everyday assets — from FOB wraps to dustbins — remain unbranded.
4	**No naming rights monetized, despite proven demand**	Unicorn Lounge shows halls will brand themselves organically; there's no framework capturing that value.
5	**29 kiosks, no unified standard**	Contracted tuck shops carry major F&B brands already but with no coordinated fascia design.
6	**No REDAMCO-aligned zoning or rate card yet published**	Without a published zoning map and rate card, commercial conversations happen ad hoc rather than systematically.

A Three-Phase Roadmap

0–6 MONTHS

Quick Wins

- Create a station-wide branding masterplan
- Implement heritage-sensitive guidelines (reversible, non-invasive fixings)
- Standardize fascia design across the 29 contracted kiosks
- Pilot a coordinated backlit panel network in ticketing/reservation halls

6–18 MONTHS

Build

- Monetize naming rights: waiting halls, CIP/business lounge, FOBs
- Introduce a digital DOOH network on platforms and concourse
- Publish a REDAMCO-aligned zoning map and rate card
- Roll out branded kiosk concepts across F&B categories

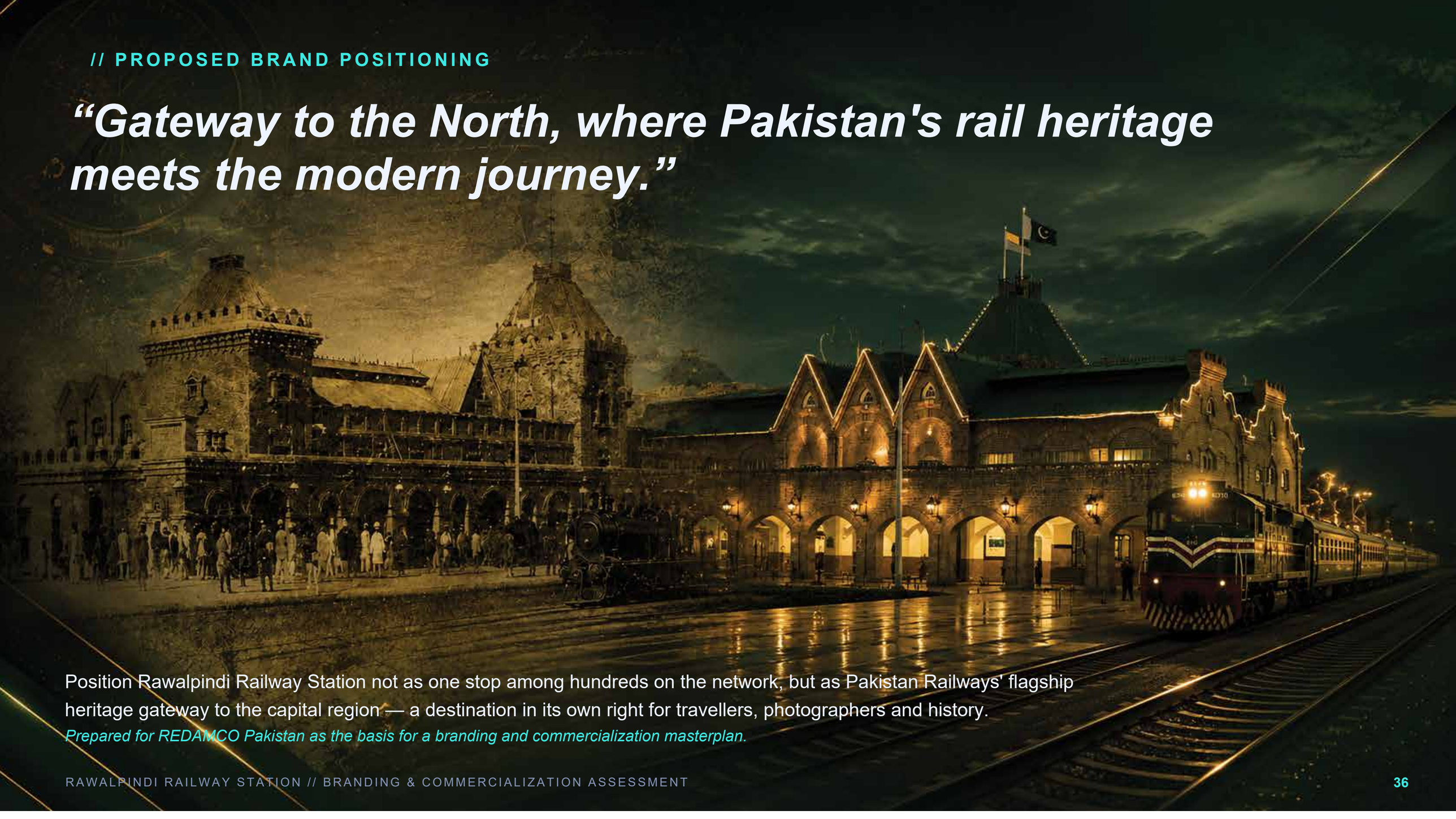
18–36 MONTHS

Transform

- Full station-wide backlit + DOOH network
- Long-term JV / lease agreements for larger-format and real-estate-linked assets
- Heritage lighting and facade integration, phased with restoration
- Adaptive reuse of under-used spaces for retail or a heritage museum

// PROPOSED BRAND POSITIONING

“Gateway to the North, where Pakistan's rail heritage meets the modern journey.”



Position Rawalpindi Railway Station not as one stop among hundreds on the network, but as Pakistan Railways' flagship heritage gateway to the capital region — a destination in its own right for travellers, photographers and history.

Prepared for REDAMCO Pakistan as the basis for a branding and commercialization masterplan.

// NEXT STEPS FOR REDAMCO

- Approve the station-wide branding & commercialization masterplan
- Issue a PPRA-compliant RFP for the backlit and DOOH network
- Standardize and re-tender the 29 kiosk fascia design
- Launch naming-rights conversations for waiting halls, CIP lounge and FOBs

Thank You

Rawalpindi Railway Station — Branding & Commercialization Assessment

Prepared for REDAMCO Pakistan

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