



CRESSANDA/BSE/2024-25

October 15th 2024

Online filing at: www.listing.bseindia.com

To,
BSE Limited
Phiroze Jeejeebhoy Tower,
Dalal Street,
Mumbai (M.H.) 400001

BSE Scrip Id: CRESSAN BSE Scrip Code: 512379

Subject: CLARIFICATION Regarding Misleading AND MISCHIEVOUS Report on Major Media House Business News Channel.

Respected Sir/Madam

we are writing to report and clarify a misleading news segment aired on a major media house business news channel on October 15, 2024, regarding our company, Cressanda Railway Solutions Ltd.

The report contained inaccurate and misleading information that could negatively impact our company's reputation and shareholder confidence. Specifically, the report falsely claimed that:

- **The company's name was never changed:** The company's name was changed from Cressanda Solutions to Railway Solutions after winning a prestigious tender from Eastern Railways.
- **The SEBI order is final:** The SEBI order is an interim order, and the matter is still under investigation. Therefore, it is unjust to categorize the company and its shareholders as "multitaskers" and mock the company.

CRESSANDA RAILWAY SOLUTIONS LIMITED

(Formerly known as Cressanda Solutions Limited)

CIN: L51900MH1985PLC037036

Registered Office Address: Flat no.12A, 3rd Floor, Embassy Centre, Jamnalal Bajaj Marg, Plot no 207, Nariman Point, Mumbai, Maharashtra, India, 400021

E-mail: info@cressanda.com ; Contact: + 91-8169245676



To further highlight our company's achievements and credibility, we would like to add the following information:

- **Prestigious order from DAVP:** The company has won a prestigious order of train wrap advertising through DAVP for their client, the Election Commission of India.
- **Significant order from Department of Tourism, Maharashtra:** The Department of Tourism, Maharashtra, has placed an advertising order worth 8 crores with our company.
- **Growing client base:** Several local and national brands are already on board for local train wraps.
- **Innovative app launch:** The company has launched an app called Cressanda Railway Services through which commuters can book wheelchairs and cabs. The app is available on both Android and Google Play Store.

To further substantiate our claims, we have attached a copy of the Eastern Railway work order dated May 17, 2023, which explicitly states that the company is engaged in Railway Auxiliary Services business. This document serves as evidence that our company is indeed involved in the railway sector.

We request that you investigate this matter and take appropriate action to ensure that such false and misleading reports are not broadcast in future and the interest of the share holders at large is safeguarded.

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Thank you for your prompt attention to this matter.

Yours faithfully,

For, CRESSANDA RAILWAY SOLUTIONS LIMITED
(Formerly known as Cressanda Solutions Limited)

SUNILKUMAR TRIVEDI
COMPANY SECRETARY & COMPLIANCE OFFICER
ACS 55181

Enclosed: - Order Copy

CRESSANDA RAILWAY SOLUTIONS LIMITED
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EASTERN RAILWAY

No. C/Conceirge-NFR-2023

Date: 17.05.2023

M/S Cressanda Solutions Limited
(Lead Member of consortium)
312A, Plot No 207, Embassy Centre,
Jamnalal Bajaj Marg, Nariman Point,
Mumbai, Maharashtra- 400021

Sub: Work order/Letter of Allotment for "Provision of advertisement in EMU trains and provision of concierge services along with advertisement in Mail/Express and Premium trains operated with rakes whose primary maintenance is done by Eastern Railway".

Ref: (i) This office letter of even no dated 21.04.2023
(ii) Your letter no Nil dated 04.05.2023, 08.05.23&11.05.2023

Reference (i), Offer letter was issued for "**Provision of advertisement in EMU trains and provision of concierge services along with advertisement in Mail/Express and Premium trains operated with rakes whose primary maintenance is done by Eastern Railway on license basis for a period of 05 years.** Requisite 50% of 1st quarter license fee amounting to Rs 1,93,87,500 (Rupees One Crore Ninety Three lakhs Eighty Seven Thousand Five Hundred) only (vide DD No 518611 dt 08.05.23 for Rs 96,93,750/- & DD No. 518612 dt 08.05.23 for Rs 85,58,032/- and DD No 61273 dt 10.05.23 for Rs 612723) and Security deposit of Rs 1,71,16,064 (Rupees One Crore Seventy One Lakhs Sixteen Thousand Sixty four) only in form of conversion of EMD (submitted vide DD No- 612684 dt 05.04.23 for Rs 1,50,00,000/-) into Security Deposit and deposition of balance amount of Rs 21,16,064/- vide DD No 612724 dt 10.05.2023 which have been received by this office.

The tenure of the subject work is for a period of 5 (five) years which has been accepted by the Competent authority & awarded on the terms and conditions as stipulated in tender conditions of the Tender Document duly signed by you.

Followings are the brief terms and conditions which are also detailed in Tender Document:-

A. Details of work:-

1. The Licensee will get right to advertise on interior/exterior surfaces of Mail Express/Premium trains and EMU trains operated with the rakes whose primary maintenance is done by Eastern Railway, except for rakes for which advertisement contracts are already in place. The list of trains is enclosed.
2. In the trains mentioned in para (1), except EMU trains, the licensee is required to provide a bouquet of services comprising on board sale of non-catering travel related items, on board wi-fi, internet services and Content on Demand in Mail/Express and premium trains free of cost. However, high speed internet may be made available by the service provider on realization of fixed tariff. In the EMU trains licensee may provide on board Wi-fi and internet service free of cost. Service Provider will be allowed to provide content on demand till regular scheme of Rail Tel is implemented or till expiry of the contract, whichever is earlier.
3. The licensee will be allowed to make provision to pick up and drop of passengers and wheel chair services at major Railway Stations over Eastern Railway.
4. **Vande Bharat Trains/rakes will not be covered under this scheme.**

B. Site preparedness Plan:-

1. The Sr.DCM/Sr. DMEs or Sr. DEEs of respective Division will prepare a schedule for execution of display of advertisement material etc during the lie over period of rake at siding/car shed (where the display work will be executed). Licensee will adhere to the schedule prepared by the division. However, division should ensure to plan in such a manner that display work can be completed by licensee within 60 days of the receipt of 'Work Order'.
2. Area for display of advertisement at exterior and interior will be provided by concerned Sr. DCMs in consultation with Sr. DMEs/Sr. DEEs, as the case may be.
3. Railway Administration reserves the right to disallow the Service Provider from displaying any media not suitable/compatible with the citizen charter or any other rule of the railway, or which endangers passenger safety.
4. The list of trains where service provider is intended to provide "content on demand" and "internet services" will be submitted to concern Sr. DCM within 15 days of receipt of Work Order. The installation of devices may be completed by the licensee along with the display of advertisement material on rake in consultation with Sr. DCM, Sr. DME and Sr. DSTE of the concerned division.
5. The list of stations where service provider is intended to provide "pick up and drop" and "wheelchair services" will be submitted to concern Sr DCM within 30 days of receipt of "Work Order".

C. Commencement of Contract:

1. The contract will be commenced within 60 days of the receipt of "Work Order" (unless a later date is mutually agreed upon in writing between the Licensee and the Railway Administration).
2. The train wise area of display, exterior and interior, will be communicated to service provider by Sr DCM/Sr. DME or Sr. DEE of concerned divisions.
3. The Sr.DCM/Sr. DMEs or Sr. DEEs of respective division will prepare a schedule for execution of display of advertisement material etc during the lie over period of rake at siding/car shed (where the display work will be executed). Licensee will adhere to the schedule prepared by the division. However, division should ensure to plan in such a manner that display work can be completed by licensee within 60 days.
4. The commencement of contract will be on expiry of 60 days from the date of receipt of "Work Order" or the date of display of advertisement or commencement of any 'on board service' whichever is earlier.
5. If for any reason, railway fails to provide the space to the Licensee for display of advertisement and other related works covered under scope of work of this tender, within the stipulated time, and the delay beyond 60 days is on account of Railways, in all such cases proportionate License Fee for the period beyond 60 days will be adjusted from the payable License Fee of next cycle.
6. The Railway Administration shall issue "Work order" to the licensee for provision of concierge services in Mail Express and premium trains of Eastern Railway along with right to advertise in Mail/Express, Premium and EMU trains as defined in scope of work on receipt of Letter of Acceptance from the Licensee and on receipt of the advance license fees and Security Deposit as explained herein clause above.

4 Payment of license fee: -

Rest 50 % of 1st installment of quarterly license Fee will be paid by the Licensee within 15 days from the date of commencement of contract. 2nd and subsequent installment of Quarterly License fee will require to be paid fifteen days in advance of the corresponding quarter.

It is requested to contact concerned Sr DCMs for schedule for execution of display of advertisement material etc. during the lie over period of rake at siding/car shed (where the display work will be executed). The schedule so prepared by division is required to be adhered strictly.


Contract will be governed by existing terms and conditions of Tender document, Offer letter & Work order till the execution of the agreement. Till formal agreement is executed, this acceptance of tender shall constitute binding contract between you and the Railway.

DA:- As annexed.


Dy. Chief Commercial Manager/FS
For Chief Commercial Manager/FM

Copy to:

- DRM/Howrah, Sealdah, Asansol and Malda for kind information please.
- Sr DME(C & W)s, Sr DEE (EMU)s, Sr DEE (G)s, Sr DSCs/ Howrah, Sealdah, Asansol and Malda for kind information please.
- Sr. DCMs/Howrah, Sealdah, Asansol and Malda are requested to prepare, in consultation with concerned Sr DME (C & W)/Sr DEE, schedule for execution of display of advertisement material etc during the lie over period of rake at siding/car shed (where the display work will be executed) ensuring that display work can be completed by licensee within 60 days of the receipt of 'Work Order'


Dy. Chief Commercial Manager/FS
For Chief Commercial Manager/FM

List of Mail Express & Premium Trains of Howrah Division

A. Mail/Express Trains

Sl.No.	Train No.	No. of Rakes
1	12303-04 / 12381-82	3
2	12323-24	2
3	12353-54 / 13025-26	1
4	12341-42 / 12337-38 / 12339-40 / 13011-12 / 03047-48	4
5	13053-54	2
6	12331-32	2
7	12371-72	1
8	12321-22	4
9	13005-06	4
10	12307-08 / 22307-08	4
11	12345-46	2
12	13009-10	4
13	12327-28 / 12369-70	3
14	13019-20	4
15	12333-34	2
16	13021-22	2
17	13071-72	2
18	13023-24	2
19	22321-22	1
20	12311-12	4
21	13043-44 / 13063-64	2
22	12347-48 / 13015-16 / 13017-18	4
23	13027-28 / 13029-30	3
24	13033-34	2
25	13045-46	1
26	13031-32	4
Total no of rakes		69

B. Premium Trains

Sl.No.	Train No.	No. of Rakes
1	12301-02 / 12305-06	3
2	12273-74	1
Total no of rakes		04

List of Mail Express & Premium Trains of Sealdah Division

A. Mail/Express Trains

Sl.No.	Train No.	No. of Rakes
1	12379-80/12329-30	1
2	13149-50	2
3	13147-48	2
4	13145-46	2
5	13161-62	2
6	12363-64	1
7	13117-18	1
8	13155-56/13157-58/13159-60/13165-66	2
9	12325-26	2
10	12359-60	1
11	13121-22/22323-24	1
12	12357-58/12319-20/13135-36	2
13	13181-82/13167-68	1
14	12315-16/12317-18	2
15	13151-52	5
16	12377-78	2
17	12343-44	2
18	13185-86/13105-06	4
19	13141-42	2
20	13163-64/13169-70	2
21	13175-76/13173-74	5
22	13153-54	2
Total no of rakes		46

B. Premium Trains

Sl.No.	Train No.	No. of Rakes
1	12313-14	3
2	22201-02	1
3	12259-60	3
4	22317-18	1
Total no of rakes		08

List of Mail Express & Premium Trains of Malda Division

A. Mail/Express Trains		No. of Rakes
Sl No	Train no.	
		1
1	13409/10	3
2	12367/68	1
3	13423/24	1
4	12349	1
5	12335	1
6	13425	4
7	13413/14/83/84	1
8	13466/65	1
9	13429/30	1
10	13418/13417	1
11	13422/21	1
12	13415/16	2
13	13404/03	1
14	13419/20	1
15	13401/02	1
Total no of rakes		20

List of Mail Express & Premium Trains of Asansol Division

A. Mail/Express Trains		
Sl No	Train no.	No. of Rakes
1	13507 & 13509	01
2	13511	01
3	12375	01
4	12361	01

Division wise Summary of rakes for concierge services

Division	No. of Rakes Involved in Mail Express Trains	No. of Rakes involved in Premium Trains	No. of EMU Rakes
Howrah	69	04	34
Sealdah	46	08	74
Malda	20	0	0
Asansol	04	0	0
Grand Total	139	12	108

Note-

- The composition of coaches of EMU trains may vary from 09 to 12 coaches. There will be no variation in license fee on account of number of coaches in EMU trains.
- Any change in number of rake or composition of rake (increase/decrease in number/type of coach) will have no effect on the license fee.