

**Revenue Maximization Policy**

Notice No: HMRDC/Commercial/Marketing/2022

Dated 16.09.2022

**Sub : Implementation of Revenue Maximization Policy by HMRDC**

- I. It is hereby notified for the information of public that HMRDC is implementing the following Revenue Maximization Policy by offering slab-wise discount for the movement of coal commodity through rail via HMRDC section (Mangalore – Hassan) to all Coal customers.
- II. Considering the decline in the traffic moved over the last three years, it is felt necessary to introduce policy for revenue maximization to all customers on incremental traffic of Coal to induce them to move traffic in HMRDC section.

The policy is as follows :

S.No	Tonnage Slabs (MT)	Per Tonne Discount (Rs)
1	0.00 to 0.30	NIL
2	0.31 to 0.60	25
3	0.61 to 1.00	50
4	1.01 to 1.50	75
5	1.51 to 2.00	100
6	Above 2.00	125

The discount shall be applicable slab-wise and on incremental traffic only.

**For example:** If the customer moves Tonnage of 2.10 MT of Coal traffic, then the discount will be as follows:

S.No	Tonnage (MT)	Tonnage Slabs (MT)		Per Tonne Discount in Rs.	Incremental Tonnage (MT)	Discount for incremental tonnage (Crs)
		From	To			
1	0.30	0.00	0.30	NIL	0.00	0.00
2	0.60	0.31	0.60	25.00	0.30	0.75
3	1.00	0.61	1.00	50.00	0.40	2.00
4	1.50	1.01	1.50	75.00	0.50	3.75
5	2.00	1.51	2.00	100.00	0.50	5.00
6	2.10	<2.00		125.00	Remaining Tonnage (0.10 Tonnes)	1.25



**III. Applicability of the Proposal :**

- 1) The Policy will be limited to Coal traffic only. No discount is proposed on other commodities since the existing rate per tonne is low.
  - 2) The policy will be applicable to those customers who enter into agreement with HMRDC for guaranteed movement of traffic via HMRDC Section.
  - 3) The policy will be applicable only when the customer is not utilizing the Railway concession scheme or any other scheme by Government.
- IV. The interested customers/firms/parties may also visit HMRDC Registered office at 1st Floor, Samparka Soudha, Dr. Rajkumar Road, Rajajinagar 1<sup>st</sup> Block, Bengaluru-10 or may send queries if any by email to [ceohmrhc@gmail.com](mailto:ceohmrhc@gmail.com)
- V. This policy is effective from 01.10.2022

  
CEO/HMRDC

