

# Bengaluru Volvo Bus Branding

(Exterior & Interior Branding)

# Exterior Metal Body Branding



LHS of the bus

15 12 2015

## Exterior Metal Body Branding- OPTION 01



# RHS of the bus

16 12 2015

Exterior Metal Body Branding- OPTION 01



Back side

15 12 2015





Exterior Metal Body Branding- OPTION 02

# Interior Branding

# Media Options Available

- **Grab Handles**
- **Passenger Seat Backs**



# Grab Handles



- Advertisement size of 3.5 \* 6.5 inches(l\*b)
- 15 grab handles available for advertisement in each bus.



# Seat Backs



- Advertising space of 8.5 x 11.5 inches (l x b)
- Driver seat back space 20 x 30 (inches)
- 26 Seat backs available for advertisement in Volvo bus







16 12 2015



**Volvo Bus branding - Exterior Branding on Metal body portion including Roof Rails- Option 01**

Sl no	Display Area of the metal portion	Cost per bus Per Month
1	Display Charges Including roof rails on all sides & mounting charges per bus per month plus interior Handle Grabs( inclusive of RTA TAX, Removal Charges & BBMP Tax)	135000
2	Add Service Tax @ 15%	
3		