

PROPOSAL FOR ADVERTISING ON KOLKATA METRO RAILWAY TRAINS





Sugam
SINGLE PREMIUM
MULTIPLE BENEFITS
LIC

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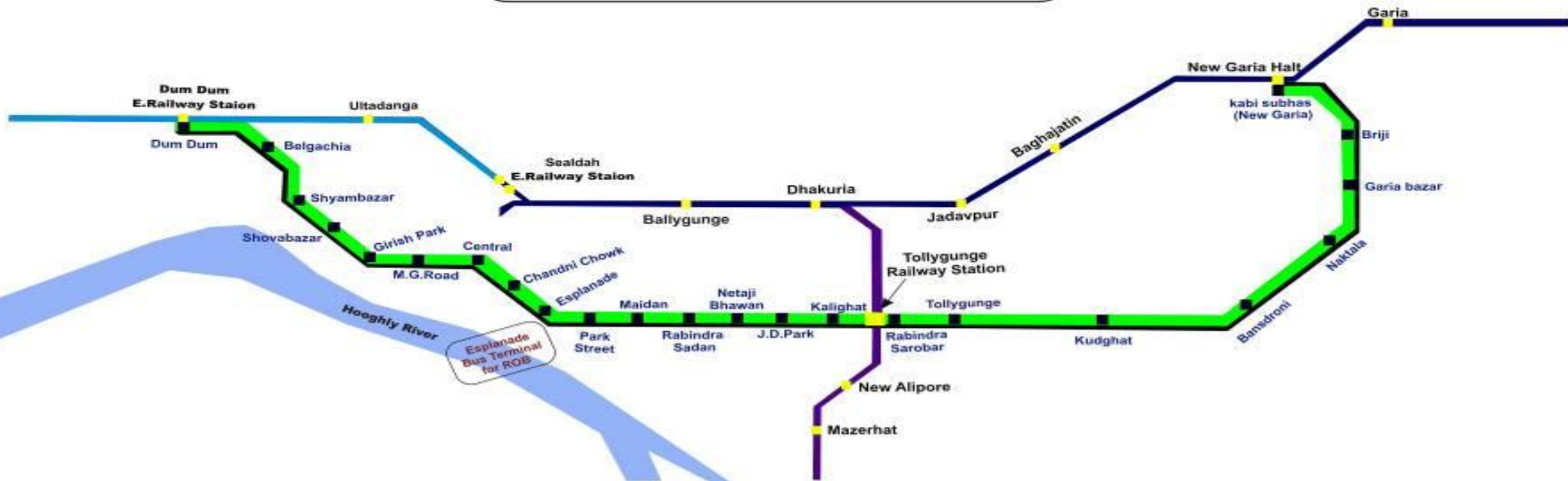
- ALL IN ONE**
- Time Saving
 - AC Comfort
 - Safe
 - Modern and Trendy
 - User friendly
 - Economical

OUR PROPOSAL

- **Metro Railway Kolkata the 1st Underground tube Railways in the country Which started operating way back in 1984.**
- **It's the lifeline of the city of Kolkata as it connects New Garia in the Extreme south to DumDum(near Airport) in the extreme north and covers Distance of 25.3 km with 23 stations route.**
- **It's the fastest, comfortable and economical mode of public transportation System which is hugely popular with the masses 'n' classes for their Daily commuting.**
- **Metro Railway trains offer some stunning opportunities both at interior and exterior of the trains which has extremely high OTS and is an ideal and Most effective reminder medium.**
- **We present you some important facts and the costs for your kind consideration**

Kolkata Metro Railway

■ Metro Railways ■ Intercity, Eastern Railway
■ South Eastern Railway



IMPORTANT FACTS

- **1.5 Crore Commuters per month**
- **Commuter Profile – Executives, Professionals, Self Employed,**
- **Students etc. belonging to SEC A, B & C**
- **Strategically located advertising panels**
- **Captive Audience**
- **High OTS- High retention- High recall**
- **Zero Distraction**
- **Total City coverage- North to South**
- **Total Dominance**

IMPORTANT FACTS

- **Total route length :** 25.3 Km
- **Total number of Stations :** 23
- **Travel Time:** 50 Minutes
- **Frequency** 6-8 minutes in peak time & 10 – 15 Minutes in non peak time.

- **Additional Services:** Day & Night services operated during Durga Puja every year.

BRANDING OPTIONS

INSIDE THE AC METRO TRAIN





INSIDE THE AC METRO TRAIN



Advertisement Display Area : Inside

AC Rake - Metro Railway - Kolkata									
Advertisement Display Area : Inside									
Sl.	Location	Type of Coach	No. of Sticker	Size (In)		Area (Sq. In.)	No. of Coach	Total Area (Sq. In.)	Total Area (Sq. Ft.)
				W	H				
1	By the side of the Panels beside Window	Driving Motor Coach	12	24	18	5184	2	10368	72
2	By the side of the Panels beside Window	Non Driving Motor Coach	14	24	18	6048	6	36288	252
			26			11232		46656	324

OUTSIDE THE AC METRO TRAIN



OUTSIDE THE AC METRO TRAIN



Advertisement Display Area : Outside

AC Rake - Metro Railway - Kolkata									
Advertisement Display Area : Inside									
Sl.	Location	Type of Coach	No. of Sticker	Size (In)		Area (Sq. In.)	No. of Coach	Total Area (Sq. In.)	Total Area (Sq. Ft.)
				W	H				
1	By the side of Windows (without coach No.)	Driving Motor Coach	14	36	24	12096	2	24192	168
2	By the side of Windows (with coach No.)	Driving Motor Coach	4	24	24	2304	2	4608	32
3	Below the Windows (without Railway Logo)	Driving Motor Coach	6	108	24	15552	2	31104	216
4	Below the Windows (with Railway Logo)	Driving Motor Coach	4	48	24	4608	2	9216	64
5	By the side of Windows (without coach No.)	Non Driving Motor Coach	16	36	24	13824	6	82944	576
6	By the side of Windows (with coach No.)	Non Driving Motor Coach	4	24	24	2304	6	13824	96
7	Below the Windows (without Railway Logo)	Non Driving Motor Coach	8	96	24	18432	6	110592	768
8	By the side of Windows (without coach No.)	Non Driving Motor Coach	4	48	24	4608	6	27648	192
			60			73728		304128	2112

Align Media

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