

### **PROPOSAL FOR ADVERTISING ON KOLKATA METRO RAILWAY TRAINS**





ANTARNYAR. TATA

ALL IN ONE

- •Time Saving
- AC Comfort
- •Safe

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2 PRODUCTS

Offer also available on tpc. of Softline LEGGINGS.

FAC

PRODUCTS

- Modern and Trendy
- •User friendly
- Economical



# **OUR PROPOSAL**

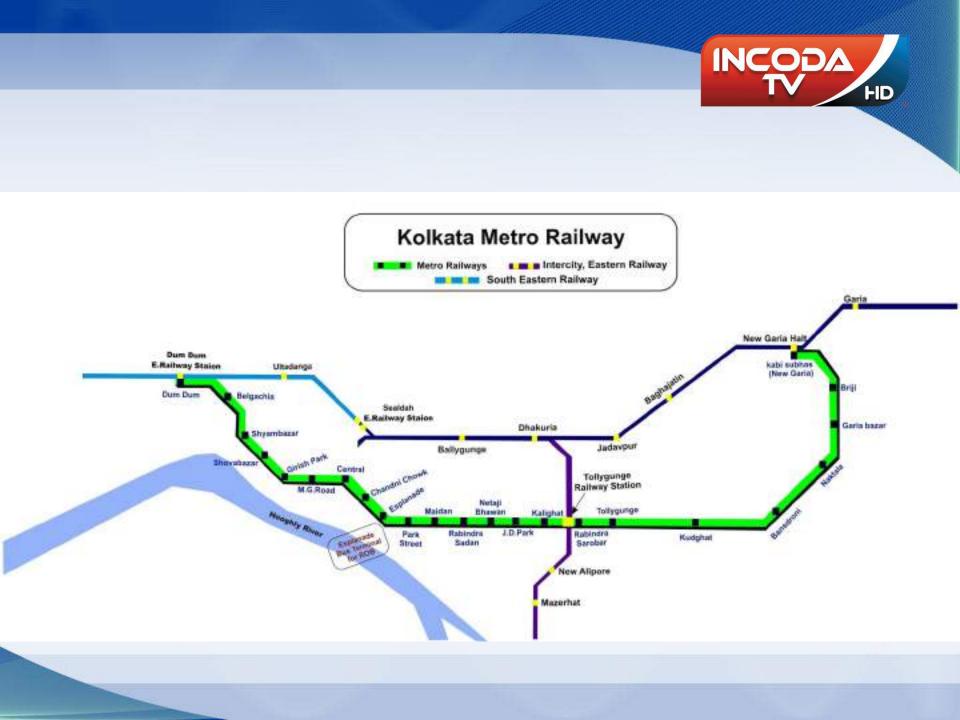
•Metro Railway Kolkata the 1st Underground tube Railways in the country Which started operating way back in 1984.

•It's the lifeline of the city of Kolkata as it connects New Garia in the Extreme south to Noapara in the extreme north and covers Distance of 27.5 km with 24 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





### **IMPORTANT FACTS**

- 1.83 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 :	27.5 Km
•Total number of Stations :	24
•Travel Time:	55 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

FUTURE READY?

> LIC's Jerman Tarun Plen. Securing the future of your child.

RUPA

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#### **OUTSIDE THE AC METRO TRAIN**

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#### **INSIDE THE NON AC METRO TRAIN**







### INSIDE THE NON AC METRO TRAIN





#### **OUTSIDE THE NON AC METRO TRAIN**

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#### **OUTSIDE THE NON AC METRO TRAIN**





Thank You