

# PROPOSAL FOR ADVERTISING ON KOLKATA METRO RAILWAY TRAINS





## 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 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**

# Kolkata Metro Railway

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



## **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



# OUTSIDE THE AC METRO TRAIN



adani  
wilmar

For healthy living

**Fortune**  
**RICE BRAN**  
**HEALTH**

100% Rice Bran Oil. 100% Natural.



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কমলেকুল পরীক্ষা

লিপিড প্রোফাইল টেস্ট, যার খরচ ₹400/-

Fortune  
RICE BRAN  
HEALTH

বিনা  
খরচে

লিপিড প্রোফাইল টেস্ট, যার খরচ ₹400/-

# OUTSIDE THE AC METRO TRAIN



# INSIDE THE NON AC METRO TRAIN



# INSIDE THE NON AC METRO TRAIN



# OUTSIDE THE NON AC METRO TRAIN



ফ্যাশনোফেবিয়া কাটিয়ে এখন ভাল আছি।



ভাল থাকার সবচেয়ে পটে।



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ভাল থাকার সবচেয়ে পটে।



# OUTSIDE THE NON AC METRO TRAIN



Small advertisement for SyndVahan on the train side, showing a car and the text 'SyndVahan'.

Large advertisement for Syndicate Bank on the train side. The text includes:  
सिंडिकेट बैंक  
Syndicate Bank  
भारत सरकार का उपक्रम  
A Govt. of India Undertaking  
To view details visit [www.syndicatebank.in](http://www.syndicatebank.in) or contact our nearest branch

Advertisement for SyndVahan on the train side. The text includes:  
SyndVahan  
Car Loan  
You Dream... we deliver.  
Images of a blue and a black car.

Small advertisement for Syndicate Bank on the train side, showing the bank's logo and name in Hindi and English.

*Thank You*