



L&T Metro Rail
Hyderabad



**ALIGN
MEDIA**
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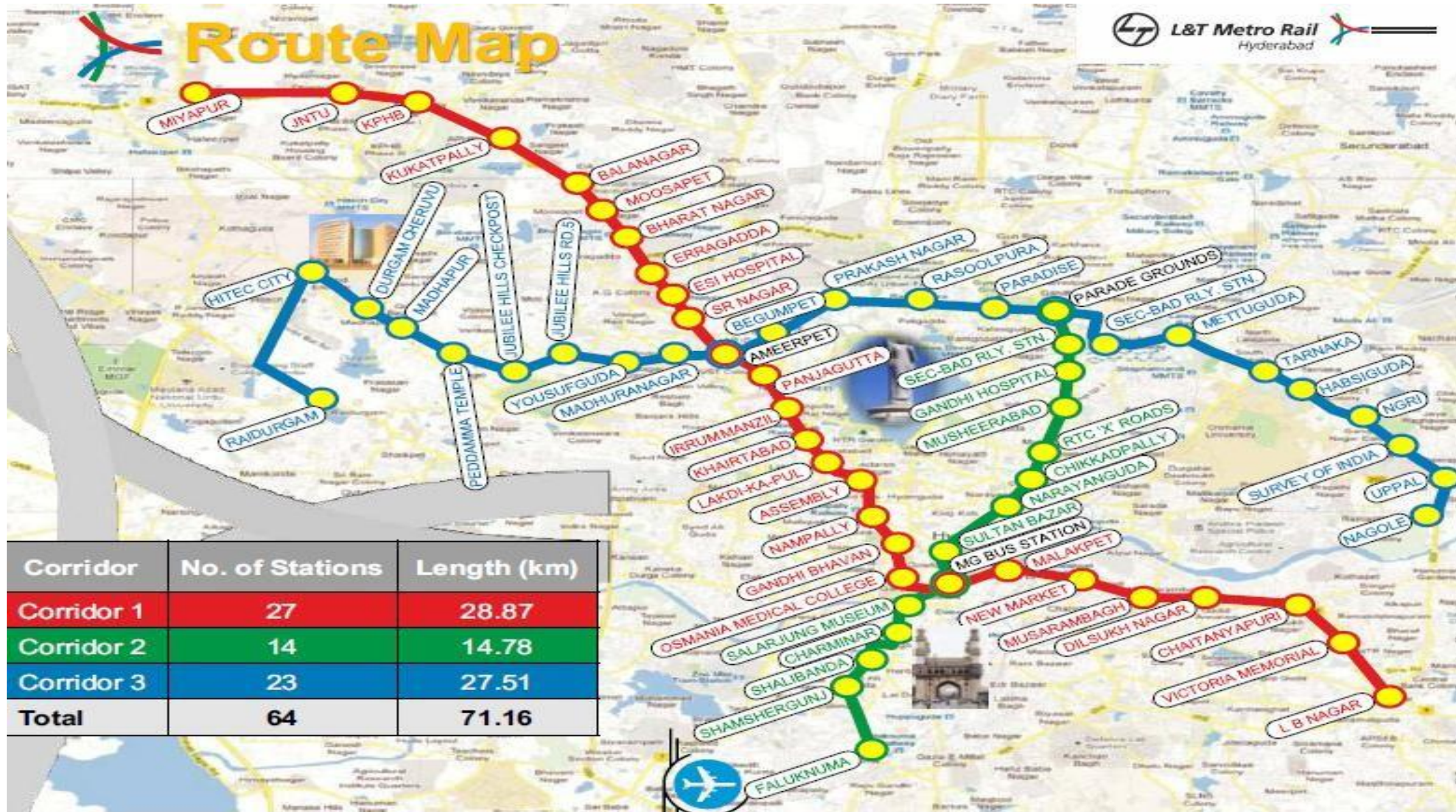
Proposal for Metro Pillar branding

Metro Rail Attractive advertising medium to reach the masses



- Advertising in metro rail offers an unique opportunity to communicate with a large number of people across the spectrum
- Expected to transport 17 lac passengers per day by 2017 and 22 lac per day by 2024
- Being the fastest mode of transport Metro Rail will be patronised by majority of the population
- Stations will be connected by merry-go-round buses thus non metro users will also be passing by stations for the additional visibility
- Since it is a flagship project of the city it will get lots of press coverage from the day it is operational
- Each passenger will wait for at least 5-10 min in Station and spend travel time of about 25 min average thus getting good visibility & recall

Route Map



Corridor	No. of Stations	Length (km)
Corridor 1	27	28.87
Corridor 2	14	14.78
Corridor 3	23	27.51
Total	64	71.16

About HMR

- ✈ The Hyderabad Metro Rail Network will cover a total distance of around 72 Km across three corridors:
 - ✈ Corridor I : Miyapur to LB Nagar
 - ✈ Corridor II : JBS to Falaknuma
 - ✈ Corridor III Nagole to Shilparamam
 - :
- ✈ The Project will be integrated with existing railway stations, suburban railway network (MMTS) and bus stations to ensure seamless and comfortable travel.

Stand Alone Advertising

Advertisement space available on the following spaces of Hyderabad Metro Rail

✈ Pillars



Backlit Pillar Boxes



Backlit Pillar Boxes



Backlit Pillar Boxes



Backlit Pillar Boxes



Sunsik



NEW SUNSIK
LONG AND HEALTHY GROWTH
3 MONTHS MEIN
LAMBE BAAL!



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POLICE STATION
POLICE CHARGED
←

vodafone Store

airtel

RAO'S JUNIOR COLLEGES
DAY & RESIDENTIAL

RAO'S JUNIOR COLLEGE

HOSPITAL
DENTAL

AP 28 B C803

AP 28 CL 4342

AP 13 AC 5995

AP 01 CJ 4185



Backlit Pillar Boxes



Commercials : Backlit Pillar Box Branding



S. No.	Media	Category	Sizes	Rate per Non lit box per month (Rs.)	Production Charges (Rs.) per Non-lit unit	Rate per Backlit box per month (Rs.)	Production Charges (Rs.) per Backlit unit
1	Back-Lit pillar boxes	A	5 ft x 10 ft	30,000	1500	40,000	2,000
2	Back-Lit pillar boxes	B	5 ft x 10 ft	20,000	1500	30,000	2,000
3	Back-Lit pillar boxes	C	5 ft x 10 ft	15,000	1500	15,000	2,000

Note : Minimum boards to be booked is 20 and the minimum duration is 3 months.

Nonlit Rates are applicable only till the boards are turned litt., once the boards are litt from that day the backlit rates are applicable.

Terms & Conditions:

- Service tax @ 14.5% applicable on rentals. Vat 5% on production.
- Lead Time: 7 -10 days from the date of final approval of the creative.
- Minimum period of display 3 months.