Tram Branding Presentation Kolkata Metro City



the media experts

A Sanjoy Saha Mondal Initiative

Brief;

>India's only Tram connected city since 140 years- Kolkata >The Kolkata Tram is the oldest operating electric tram in Asia >2 lakh+ passengers daily travel through a fleet of 133 trams >65 Km of tracks cover 24 routes >Multi-million makeovers and developments in recent years by Govt. >Clean and green-enhances the environment; no emissions > High Visibility (since it moves very slowly) >Better brand recall and TOMA (Top of the mind awareness) LOW Cost (compared to Billboards) ≻Large format moving display; 379 sq. ft. per tram



Synopsis;

Specifications;

1.Total No. Of Trams; 133
2.Total no.of routes; 24
3.Total no.of depots; 6

Depot wise Breakup;

- 1. Belgachia **26**
- 2. Rajabazar **24**
- 3. Park Circus 22
- 4. Gariahat **29**
- 5. Khidderpore **15**
- 6. Tollygunge **17**

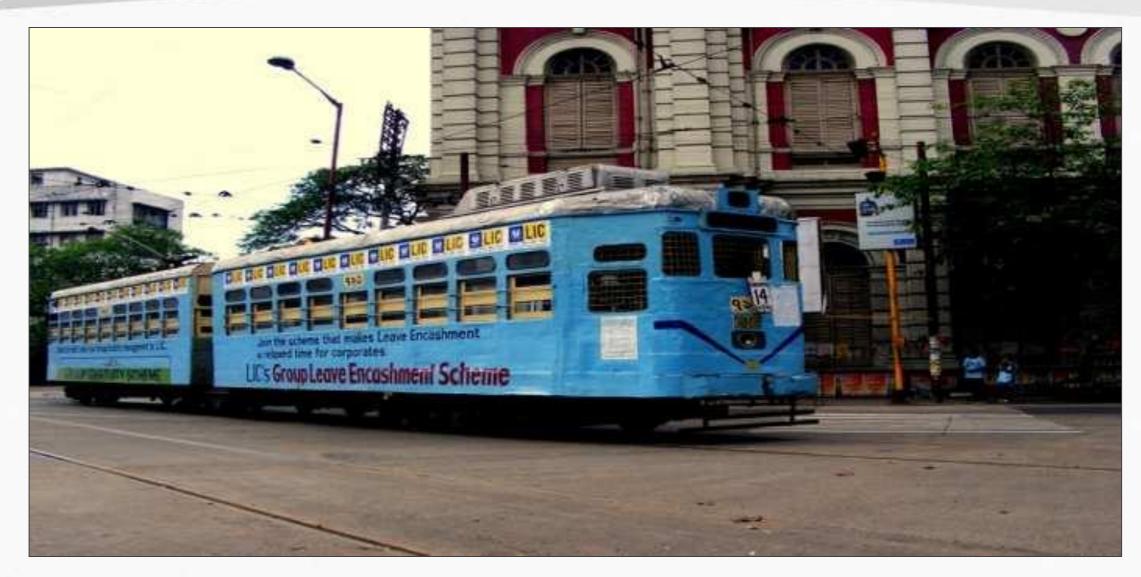


	Measurement o	f Tram Branding	
SI No.	Panel	Size	Qty
1	Roof Panel	23'6" x 1'	4
2	Gate Side panel	13'6" x 3'	2
3	Ladies panel	6'6" x 3'	2
4	Back panel	23'6" x 3'	2
5	Lower Tapper	3' X3'	2
6	Roof Tapper	3' X1'	2

Materials reqd SAV



























Price, Specs, Terms and Conditions;

1. Final Rate Rs.48,000 per tram per month all-inclusive. Taxes extra if applicable

- 2. Outdoor Tram Branding-SAV Stickers Used
- 3. Branding only on the body
- 4. Full Tram Body can be coloured as desired by advertiser
- 5. Minimum Display Period three months from the start /completion of pasting the Vinyl

6. Final Production cost Rs.14, 000 per Tram one time

- 7. Display will start only after receiving Signed Purchase Order /Work Order.
- 8. Production Cost is inclusive of Vinyl/Pasting/Printing /adaptation but not design.
- 9. Design/Artwork has to be supplied by the advertiser.

10. We shall not be responsible for the damage /loss of Vinyl skins due to natural calamity/theft/any other damage.

11. Sizes of displays as per attached sheet.

- 12. Total Display Area app. 379 sq ft.
- 13. Trams are allocated on 'First Come First Serve' basis
- 14. Existing Advertiser will have the 'First Right of Refusal'
- 15. Display shall commence from 15th or 1st of the calendar month 16.Payment within 7 days by Cheque/DD.







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THANK YOU

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