

# Tram Branding Presentation

Kolkata Metro City



ALIGN  
MEDIA

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 of 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 15<sup>th</sup> or 1<sup>st</sup> of the calendar month
16. Payment within 7 days by Cheque/DD.



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THANK YOU

P 223, Vidyarthi Villa, 2<sup>nd</sup> floor,  
Flat no.5A, Block-J, New Alipore  
Kolkata-700053, West Bengal, INDIA  
09830091834, 033.24987579  
[sanjoy@alignmedia.in](mailto:sanjoy@alignmedia.in)  
[sanysaha@gmail.com](mailto:sanysaha@gmail.com)