

Proposal for Fastrack Cabs - Chennai



Why Fastrack?

Fastrack taxis are available in Chennai. The taxis are operated 24 hrs 365 days a year.

Each cab covers on average more than 200 km each day. A fleet size of over 2000 active cabs at any point of time.

Single Largest Cab service provider at Chennai Airport , Chennai Central Station, EGMORE , PERAMBUR & TAMBARAM Stations, Malls , Apollo Hospitals and many other important locations with a EXCLUSIVE dedicated counter.

Fastrack taxis move around the entire city and are frequently seen at airports, stations, bus stands, hotels, bars, tourist spots etc. Each taxi is its own mobile hoarding and is the most cost effective way to get your message across the entire city.

EXCLUSIVE COUNTER'S

- Chennai Airport
- Chennai Central Station
- Egmore Station
- Perambur
- Tambaram Station



Operating round the clock 365 days a year your brand is seen by lakhs of passengers and commuters every month

Is a great reminder medium, seen repeatedly by people all across the city. Is the only medium that can be used to target both the niche segments (passengers) and the masses on the roads.

The closest competitor does not even have 40 % of FAST TRACK's fleet size.

Branding can be done on both the sides on all 4 doors.



Branding can be done on the back of the car also, making sure that your brand is visible from 3 sides.



Commercials : External Branding

Min No. of Cabs	Rate Per Cab / month (Rs)	Duration
100	5000/-	Minimum 1 Month

Branding Area: Approx 42-50 sq ft per car
Production & Installation: Rs 1250/- per cab (exterior)

*Taxes Extra

INNOVATIONS

- Extended Side Wrap
- Convoy Branding
- Charging Units
- Internal Branding
- Product Sampling
- Client Feedback

Extended Side Wrap

We are excited to offer you our latest innovation. Now you can brand from the front of the car till the boot on both the sides converting the entire side to your billboard.



Rendered image



Rendered image

The bigger the creative, the more it catches the attention of your consumers.



Rendered Image

Innovative & Eye-catching branding can also be done just above the boot & number plate for enhanced rear visibility

Convoy Roof Branding



Rendered image

Perhaps the most thrilling part about branding the Fastrack cabs is Convoy Roof Branding... It can't get more exciting than this. Imagine a fleet of cars, one behind another with your brand on all the 3 sides and a 3 dimension cut out of your brand/product on roof of the car.

These cars don't take any passengers, but move in a row together throughout the city to create a huge impact.

The more the number of cars chosen for this type of branding, the higher the recall.

Charging Units

Charging unit will be placed facing the passenger and will contain chargers for multiple cell phones. It will also contain a holder for placing brochures etc..



Internal Branding

The 'interaction time' brands get with their consumers through this kind of advertising is up to 45 minutes, heaps more than that offered by other online or offline platforms. With this kind of internal Ads, brands get a captive audience.

Your brand can be showcased behind the front seats directly facing the passenger.



Product Sampling

Product Sampling is an interactive platform. Freebies/Giveaways are always one of the best ways to catch the attention of your target audience as well as increase the rate of recall.

Whether it's a launch of a new product, or an introduction of a new flavour/type etc. Excellent way to actually make people use your product.

Product Sampling can be done either from the Airport Pickup Counter or the Railway Station Counter.



Fastrack Facts

FLEET

Indigo	1,925
Swift Dzire	875
Tavera	350
Others	350

FACT SHEET

70% of the daily commuters are from business, corporate sectors & Tourists

20% commuters are housewife

10% commuters are college students and Sr. citizens

98% of commuters belong to SEC A and B

Survey

In London, Cab advertisement produces:

50 impressions per mile

7,500 impressions per day

675,000 per quarter...

In Chennai, Fastrack Cab advertisement produces:

500 impressions per kilometer

100,000 impressions per day

9,000,000 per quarter...

Fastrack Facts

Fastrack ON THE DRIVE

- Fastrack operates 24 hours a day, seven days a week
- Covering more than 200 km each day on an average per cab
- 90% of the Fastrack Cabs are on the road during the day and 25% during the night.
- Demand centers – Airports, corporate houses, business centers, shopping malls, education institutes, financial institutes, cinema halls, in-built complex etc...

City	Trips / Cab	Customers / Trips	Km / Cab / Day
Chennai	6	2	176