

DELHI METRO



A PRESENTATION ON TRAIN WRAPS
& INSIDE TRAIN BRANDING

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INTRODUCTION

- Delhi, National Capital Region (NCR) is the 7th biggest urban agglomeration in the world with a population of 23 million people. Delhi Metro is the lifeline of the NCR and connects Delhi, Gurgaon, Noida and Ghaziabad through its widespread rail network.
- DMRC made operational its first section of Phase-I on 25th Dec 2002. DMRC has since completed Phase-I, II & III comprising of 160 stations and a network of around 213 km. DMRC is also operating at 4 stations of 22.7 km long Airport line. Further, 138 Km additional lines with 90 No. stations of phase-III are under construction in Phase-III.
- DMRC stands among top three metro systems in Asia which are member of NOVA/COMET with respect to safety, punctuality, reliability, quality and responsiveness to the customers.

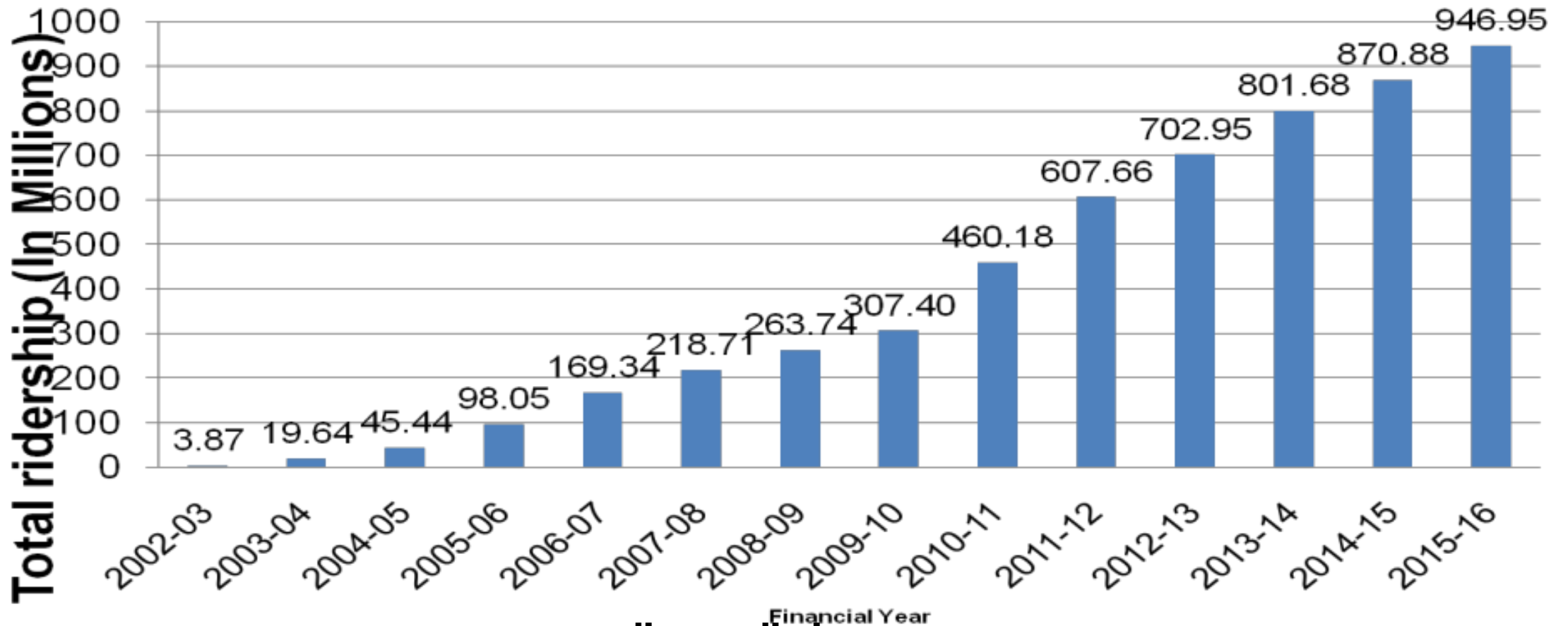
OPERATIONAL CORRIDORS

Corridors	Total Length (In KM)	U/G (In KM)	Elevated (In KM)	At Grade (In KM)
Dilshad Garden to Rithala (Line 1)	25.09	0.0	20.59	4.5
Samaypur Badli to Huda City Center (Line 2)	49.43	23.7	25.73	0.00
Dwarka to Noida City Center (Line 3)	49.94	3.13	44.64	2.17
Dwarka to Vaishali (Line 4)	8.74	0.0	8.74	0.00
Mundka to Inderlok/ Kirti Nagar (Line 5)	18.46	0.0	18.46	0.00
ITO to Escorts Mujesar- Faridabad (Line 6)	38.16	10.44	27.94	0.00
Airport Express link	22.7	15.13	7.57	0.00
Grand Total	212.52	52.40	153.67	6.67

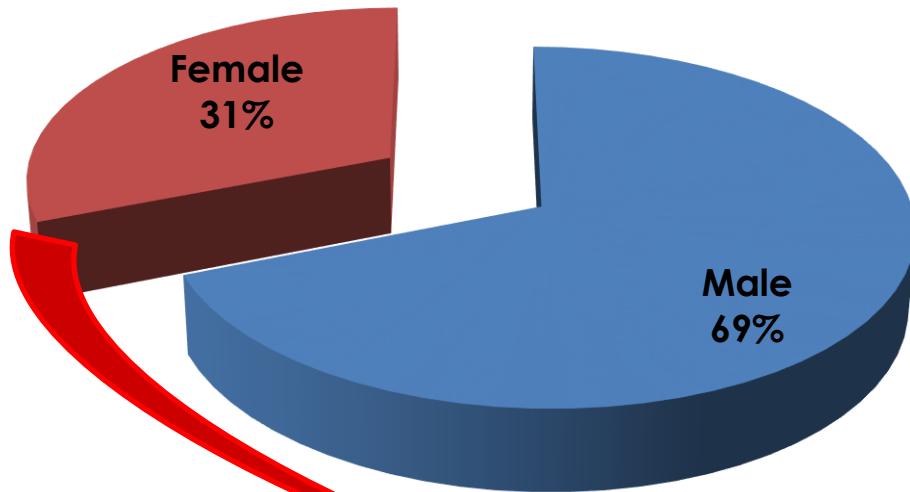
PRESENT DAY TRAIN SERVICES

- 2.4 minutes frequency during peak hours.
- Trains operated from 6 am to 11.30 pm
- About 3000 trips runs per day.
- Ridership 31 lakh per day
- In Peak it touched 33.45 lakh
- 19 hours of operation
- Diversified customer base
- Wide range of opportunity
- Clean Environment

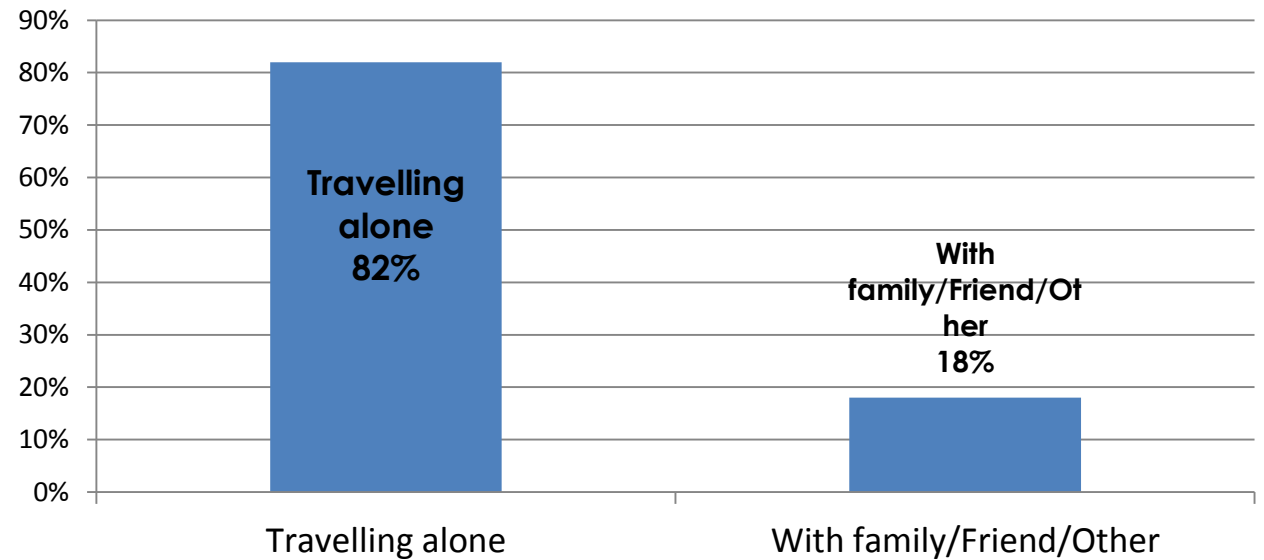
TOTAL RIDERSHIP



GENDER-WISE DISTRIBUTION



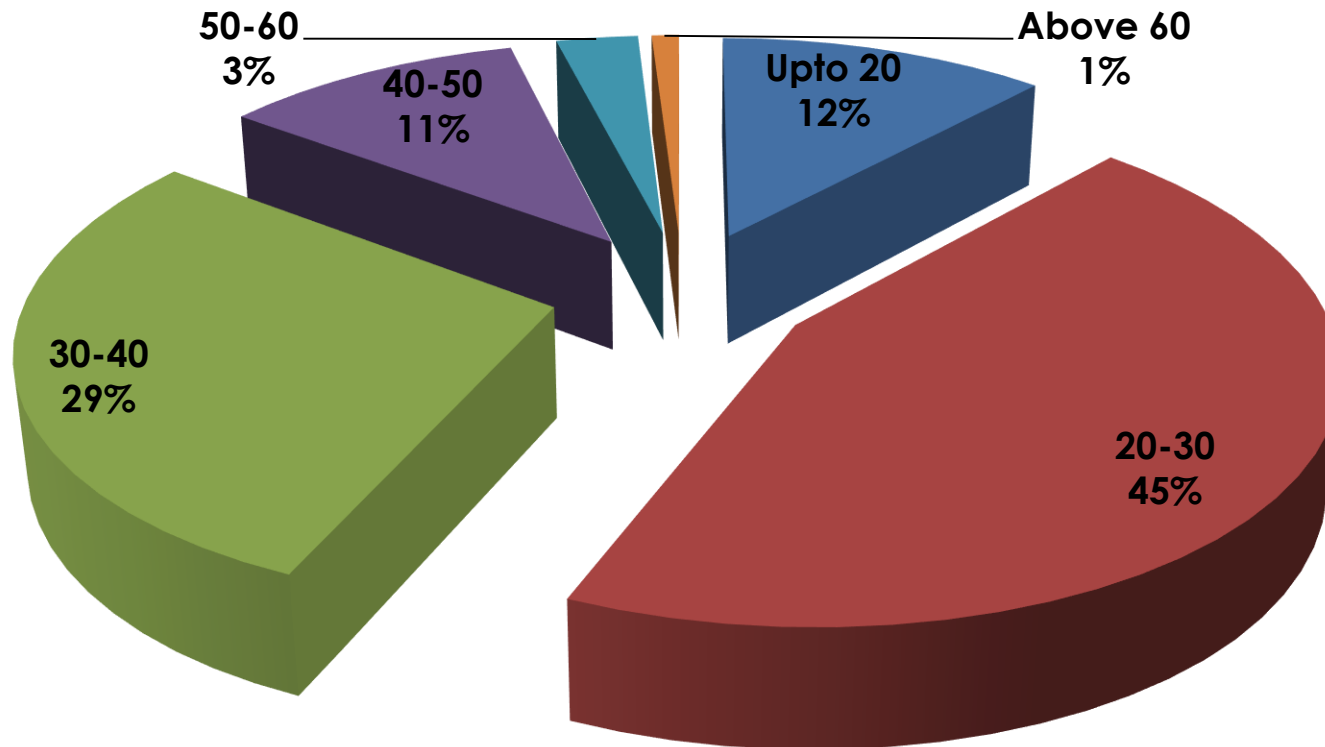
Out of 31% female passengers only **18%** travelled with the family/friends and **82%** travelled alone i.e. 25% of total passenger.



Female Passenger Bifurcation

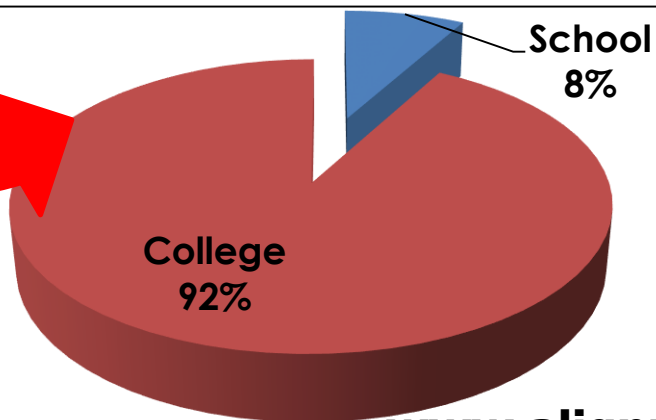
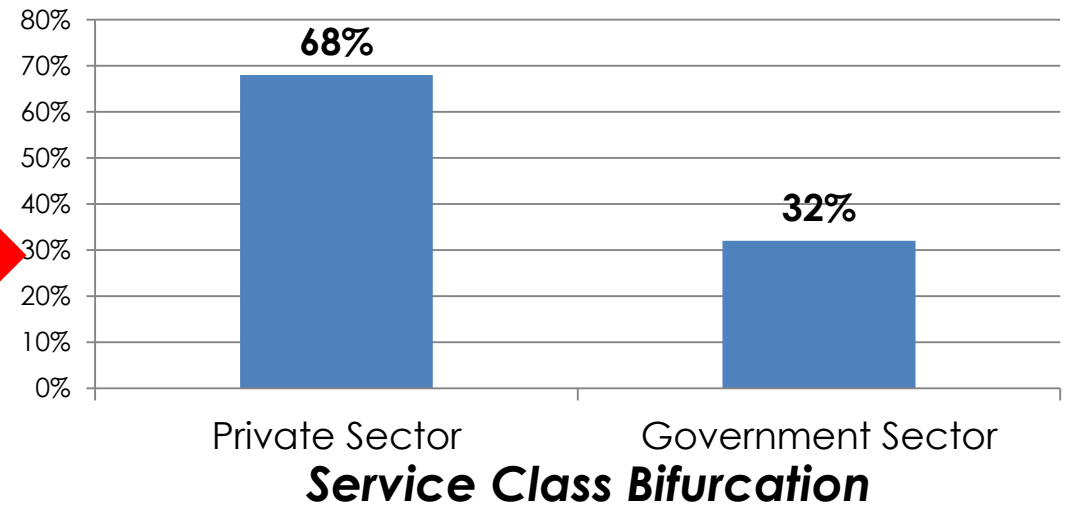
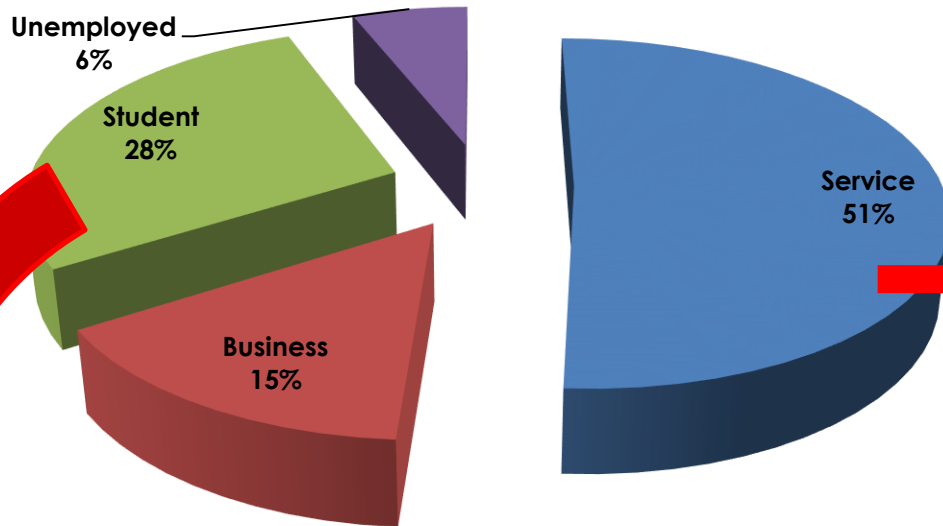
AGE-WISE DISTRIBUTION

- **45%** are in the age group of 20-30 years.
- 86% are below age of 40 years.
- 4% are above 50, of which 1% above 60.



OCCUPATION-WISE DISTRIBUTION

It is observed that max. **51%** are from service class.



6. Student Category Bifurcation

92% were college students and only **8%** were schools going students.

AVERAGE PER DAY MOVEMENT

	Total No. of Train	Entry per line	Entry per line %	Entry from other lines	Total Commuters' per line	Total Commuters' per line %	Commuters' entry & exit on same line	Commuters' entry & exit on same line %
Line-1– Red Line (Dilshad Garden to Rithala)	29	461594	14	273258	734852	22	205236	6
Line-2- Yellow Line (Samaypur Badli to Huda City Centre)	60	1172294	35	722270	1894564	57	658564	20
Line-3/4 – Blue Line (Dwarka to Noida/ Vaishali)	71	1225708	37	493790	1719498	51	785482	23
Line-5 – Green Line (Mundka to Inderlok / Kirti Nagar)	19	149833	4	93506	243339	7	38370	1
Line-6 – Violet Line (ITO to Escorts Mujesar- Faridabad)	38	336506	10	180209	516715	15	148575	4
Total	217	3345935	100	1763033	5108968	153	1836227	55

IMPORTANT FACTS ABOUT LINE – 1 (RED LINE)

(DILSHAD GARDEN TO RITHALA)

CRISSCROSSING EAST, CENTRAL, NORTH & NORTH WEST DELHI

- ✓ Total number of Rotem Trains (4 Bogies) : 19 { 2 motorized (First and last) and 2 trailers }
- ✓ Total number of Rotem Trains (6 Bogies) : 10 { 2 motorized (First and last) and 4 trailers }
- ✓ Reserved Bogies for Ladies : One bogie
- ✓ Seating Capacity per bogie : 60 Passengers
- ✓ Standing capacity per bogie : 325 Passengers
- ✓ Average Commuters per day : 7.34 lac
- ✓ Total route length : 25.15 Km (Elevated)
- ✓ Total number of Stations : 21 (Elevated)
- ✓ Travel time : 45 minutes
- ✓ Average trips per Train per day : 19-20 Times (one way)
- ✓ Frequency : 2-3 minutes in peak time

TRAINS AVAILABLE FOR INSIDE BRANDING: 29

STATIONS NAME:

Dilshad Garden, Jhilmil , Mansarovar Park, Shahdara,, Welcome, Seelampur, Shastri Park, Kashmere Gate, Tis Hazari, Pul Bangash, Pratap Nagar, Shastri Nagar, InderLok, Kanhiya Nagar, Keshav Puram , Netaji Subhash Place , Kohat Enclave, Pitam Pura , Rohini East, Rohini West &Rithala

IMPORTANT FACTS ABOUT LINE – 2 (YELLOW LINE) (SAMAYPUR BADLI TO HUDA CITY CENTRE)



CRISSCROSSING NORTH DELHI, CONNAUGHT PLACE, CENTRAL & SOUTH DELHI AND GURGAON

- ✓ Total number of Rotem Trains (6 Bogies) : 10 { 2 motorized (First and last) and 4 trailers }
- ✓ Total number of BT Trains (6 Bogies) : 17 { 2 motorized (First and last) and 4 trailers }
- ✓ Total number of BT Trains (8 Bogies) : 33 { 2 motorized (First and last) and 6 trailers }
- ✓ Reserved Bogies for Ladies : Every First & Last Bogie
- ✓ Seating Capacity per bogie : 60 Passengers
- ✓ Standing capacity per bogie : 325 Passengers
- ✓ Average Commuters per day : 18.94 lac
- ✓ Total route length : 49.43 km (23.70 Km Underground & 25.73 km Elevated)
- ✓ Total number of Stations : 37 (20 Stations Underground & 17 Stations Elevated)
- ✓ Travel time : 75/80 Minutes
- ✓ Average trips per Train per day : 11-12 Times (one way)
- ✓ Frequency : 2-3 minutes in peak time

TRAINS AVAILABLE FOR INSIDE BRANDING: 60

TRAINS AVAILABLE FOR WRAPPING: 7

STATIONS NAME:

Samaypur Badli, Rohini Sec 18 &19, Haiderpur Badli Mor, Jahangirpuri, Adarsh Nagar, Azad Pur, Model Town, GTB Nagar, Vishwa Vidyalaya, Vidhan Sabha, Civil Lines, Kashmere Gate, Chandni Chowk, Chawri Bazar, New Delhi, Rajiv Chowk, Patel Chowk, Central Sectt., Udyog Bhawan, Race Course, Jor Bagh, I.N.A, A.I.I.M.S, Green Park, Hauz Khas, Malviya Nagar, Saket, Qutab Minar, Chhatarpur, Sultanpur, Ghitorni, Arjan Garh, Guru Dronacharya, Sikandarpur, MG Road, IFFCO Chowk, Huda City Centre

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IMPORTANT FACTS ABOUT LINE - 3 & 4 (BLUE LINE)

(DWARKA TO NOIDA / VAISHALI)



CRISSCROSSING WEST, CENTRAL DELHI, CONNAUGHT PLACE, EAST DELHI & NOIDA

- ✓ Total number of Rotem Trains (6 Bogies) : 11 { 2 motorized (First and last) and 4 trailers }
- ✓ Total number of Rotem Trains (8 Bogies) : 20 { 2 motorized (First and last) and 6 trailers }
- ✓ Total number of BT Trains (6 Bogies) : 36 { 2 motorized (First and last) and 4 trailers }
- ✓ Total number of BT Trains (8 Bogies) : 4 { 2 motorized (First and last) and 6 trailers }
- ✓ Reserved Bogies for Ladies : Every First & Last Bogie
- ✓ Seating Capacity per bogie : 60 Passengers
- ✓ Standing capacity per bogie : 325 Passengers
- ✓ Average Commuters per day : 17.19 lac
- ✓ Total route length : 58.68 km (3.13 Km Underground & 55.55 km Elevated)
- ✓ Total number of Stations : 51 (4 Stations Underground & 47 Stations Elevated)
- ✓ Travel time : 80/90 Minutes
- ✓ Average trips per Train per day : 10-11 Times (one way)
- ✓ Frequency : 2-3 minutes in peak time

TRAINS AVAILABLE FOR INSIDE BRANDING: 71

TRAINS AVAILABLE FOR WRAPPING: 8

STATIONS NAME:

Dwarka Sec 21 - Dwarka Sec 8 - Dwarka Sec 9 - Dwarka Sec 10 - Dwarka Sec 11 - Dwarka Sec 12 - Dwarka Sec 13 - Dwarka Sec 14 Dwarka - Dwarka Mor - Nawada - Uttam Nagar West - Uttam Nagar East - Janakpuri West - Janakpuri East - Tilak Nagar - Subhash Nagar - Tagore Garden - Rajouri Garden - Ramesh Nagar - Moti Nagar - Kirti Nagar - Shadipur - Patel Nagar - Rajendra Place - Karol Bagh - Jhandewalan - R.K. Ashram Marg - Rajiv Chowk - Barakhamba Road - Mandi House - Pragati Maidan - Indraprastha - Yamuna Bank.

To Noida- Akshardam Temple - Mayur Vihar I - Mayur Vihar Ext. - New Ashok Nagar - Noida Sec 15 - Noida Sec 16 - Noida Sec 18 - Botanical Garden - Golf Course - Noida City Centre (Sector 32).

To Vaishali- Laxmi Nagar - Nirman Vihar - Preet Vihar - Karkarduma - Anand Vihar ISBT- Kaushambi - Vaishali.

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Source :DMRC

IMPORTANT FACTS ABOUT LINE - 5 (GREEN LINE)
(MUNDKA TO INDERLOK / KIRTI NAGAR)
CRISSCROSSING NORTH WEST & WEST DELHI



- ✓ Total number of Rotem Trains (4 Bogies) : 19 { 2 motorized (First and last) and 2 trailers }
- ✓ Reserved Bogies for Ladies : One Bogie
- ✓ Seating Capacity per bogie : 60 Passengers
- ✓ Standing capacity per bogie : 325 Passengers
- ✓ Average Commuters per day : 2.43 lac
- ✓ Total route length : 18.46 km (Elevated)
- ✓ Total number of Stations : 16 (Elevated)
- ✓ Travel time : 28/30 minutes
- ✓ Average trips per Train per day : 26-27 Times (one way)
- ✓ Frequency : 4-5 minutes in peak time

TRAINS AVAILABLE FOR INSIDE BRANDING: 19

TRAINS AVAILABLE FOR WRAPPING: 2

STATIONS NAME:

Mundka, Rajdhani Park, Nangloi Railway Station, Nangloi, Surajmal Stadium, Udyog Nagar, Peera Garhi, Paschim Vihar (West), Paschim Vihar (East), Madi Pur, Shivaji Park, Punjabi Bagh, Ashok Park Main & Inderlok

To Kirti Nagar:- Satguru Ram Singh Marg & Kirti Nagar

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IMPORTANT FACTS ABOUT LINE - 6 (VOILET LINE)
(ITO TO ESCORTS MUJESAR - FARIDABAD)
CRISSCROSSING CENTRAL DELHI & SOUTH DELHI



- ✓ Total number of Rotem Trains (6 Bogies) : 38 { 2 motorized (First and last) and 4 trailers }
- ✓ Reserved Bogies for Ladies : One Bogie
- ✓ Seating Capacity per bogie : 60 Passengers
- ✓ Standing capacity per bogie : 325 Passengers
- ✓ Average Commuters per day : 5.16 lac
- ✓ Total route length : 35.05 km (7.9 Km Underground & 27.15 km Elevated)
- ✓ Total number of Stations : 28 (7 Stations Underground & 21 Stations Elevated)
- ✓ Travel time : 60 minutes
- ✓ Average trips per Train per day : 14-15 Times (one way)
- ✓ Frequency : 4-5 minutes in peak time

TRAINS AVAILABLE FOR INSIDE BRANDING: 38

TRAINS AVAILABLE FOR WRAPPING: 4

STATIONS NAME:

ITO, Mandi House, Janpath, Central Secretariat, Khan Market, Jawaharlal Nehru Stadium, Jangpura, Lajpat Nagar, Moolchand, Kailash Colony, Nehru Place, Kalkaji Mandir, Govind Puri, Okhla, Jasola Apollo, Sarita Vihar, Mohan Estate, Tughlakabad, Badarpur, Sarai, NHPC Chowk, Mewla Maharajpur, Sector 28, Badkhal Mor, Faridabad Old, Neelam Chowk Ajrona, Bata Chowk & Escorts Mujesar - Faridabad

TRAIN WRAPS

AVAILABLE ON

LINE – 2 (YELLOW LINE)
SAMAYPUR BADLI TO HUDA CITY CENTRE

LINE – 3 & 4 (BLUE LINE) - DWARKA TO NOIDA / VAISHALI

LINE – 5 (GREEN LINE) – (MUNDKA TO INDERLOK/ KIRTI NAGAR)

LINE – 6 (VIOLET LINE) - (ITO TO ESCORTS MUJESAR- FARIDABAD)

- 2. Tughlaq Road
- 3. Chanakya Puri
- 4. Gymkhana Club







WHY TRAIN WRAPS?



- **Giant Moving Billboard - Can't be ignored**
- **A modern & new medium that turns heads**
- **Delivers the entire city/ region than just a street / locality**
- **Immediate & noticeable response**
- **Fast & effective brand awareness..**
- **Beats Clutter**
- **High Visibility- Prominent size**
- **Delivers a varied audience both fixed and floating population**
- **Powerful environment**
- **Mass appeal**
- **Cost Efficient- Long Shelf Life**
- **Delivers both captive & transit audience**
- **Higher OTS- higher retention**
- **Excellent support medium (reinforcing)**

RATE FOR TRAIN WRAPPING

AVAILABLE ON

LINE – 2 (YELLOW LINE - SAMAYPUR BADLI TO HUDA CITY CENTRE)

LINE – 3 & 4 (BLUE LINE -DWARKA TO NOIDA / VAISHALI)

LINE-6 (VIOLET LINE- ITO TO ESCORTS MUJESAR- FARIDABAD)



- **Total Area to be covered- Approx. 7000 sq.ft. (6 coaches)**
- **Per Coach- Approx. 1150 sq.ft .**

- **Card Rate- Rs. 35 Lakh Per Train (6 Coaches) Per Month**
- **Mounting & Printing Cost- Rs. 9 Lakh Per Train**

Taxes will be extra as applicable

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RATE FOR TRAIN WRAPPING

AVAILABLE ON
LINE-5 (GREEN LINE- MUNDKA TO INDERLOK/ KIRTI NAGAR)



- **Total Area to be covered- Approx. 4600 sq.ft. (4 coaches)**
- **Per Coach- Approx. 1150 sq.ft.**

- **Card Rate- Rs. 15 Lakh Per Train (4 Coaches) Per Month**
- **Mounting & Printing Cost- Rs. 6 Lakh Per Train**

Taxes will be extra as applicable

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INSIDE TRAIN BRANDING



AVAILABLE ON

LINE-1 (RED LINE) – DILSHAD GARDEN TO RITHALA

LINE – 2 (YELLOW LINE)
SAMAYPUR BADLI TO HUDA CITY CENTRE

LINE – 3 & 4 (BLUE LINE) - DWARKA TO NOIDA / VAISHALI

LINE – 5 (GREEN LINE) – (MUNDKA TO INDERLOK/ KIRTI NAGAR)

LINE – 6 (VIOLET LINE) - (ITO TO ESCORTS MUJESAR FARIDABAD)

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WHY ADVERTISE INSIDE DELHI METRO ?



- **Reaches consumers on the move**
- **Captive audience**
- **Prominent size - easily noticeable**
- **Clutter free**
- **Impactful environment**
- **Mass appeal - convenient medium**
- **Economical**
- **In underground - no outside view**
- **Higher frequency - higher retention**
- **Excellent support medium (reinforcing)**

PANELS OPPORTUNITY IN ROTEM TRAINS ON LINE - 1, 2 & 3/4

AD Panels on inside walls of Metro Coaches

NO. OF PANELS: 54 panels in each train with 4 coaches
82 panels in each train with 6 coaches
110 panels in each train with 8 coaches



Division: 13 Panels each in First & Last coach and 14 Panels each in Middle coaches

SIZE: 514mm(width) x 204mm(height)
(Non back-lit but sufficiently bright interiors)

Rs. 5555/- Per Panel Per Month*

COSTING

Option	No. of Panels	Rate Per Month	Fabrication & Installation Charges	Total Costing Per Month
Per Bogie	13/14	75000/-	2025/-	77025/-
4 Bogies	54	300000/-	8100/-	308100/-
6 Bogies	82	450000/-	12300/-	462300/-
8 Bogies	110	600000/-	16500/-	616500/-

PANELS OPPORTUNITY IN BOMBARDIER TRAINS ON LINE - 2 & 3/4



AD Panels on inside walls of Metro Coaches



NO. OF PANELS: 74 Lower Panels + 98 Upper Panels each in a train with 6 coaches
98 Lower Panels + 132 Upper Panels each in a train with 8 coaches

Division of Lower Panels: 13 Panels each in First & Last coach and 12 Panels each in Middle coaches
Division of Upper Panels: 15 Panels each in First & Last coach and 17 Panels each in Middle coaches

Size of Lower Panel: 417mm(width) x 592mm(height)
Size of Upper Panel: 767mm(width) x 109mm(height)
(Non back-lit but sufficiently bright interiors)

COSTING

Option	No. of Panel Sets	Rate Per Month	Fabrication & Installation Charges	Total Costing Per Month
Per Bogie	6 Sets	132000/-	6000/-	138000/-
6 Bogies	37 Sets	814000/-	37000/-	851000/-
8 Bogies	49 Sets	1078000/-	49000/-	1127000/-

Rs. 22000/- Per Panel Set Per Month*

1 Panel Set Contains:- 2 Lower Panels + 2 or 3 Upper Panels

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Service Tax extra as applicable

PANELS OPPORTUNITY IN ROTEM TRAINS 2 ON LINE - 5

AD Panels on inside walls of Metro Coaches



NO. OF PANELS: 48 Lower Panels + 40 Upper Panels each in a train with 4 coaches

Division of Lower Panels: 12 Panels in each coaches
Division of Upper Panels: : 10 Panels in each coaches

Size of Lower Panel: 534mm(width) x 530mm(height)
Size of Upper Panel: 1090mm(width) x 204mm(height)
890mm(width) x 204mm(height)
700mm(width) x 204mm(height)
(Non back-lit but sufficiently bright interiors)

COSTING

Option	No. of Panel Sets	Rate Per Month	Fabrication & Installation Charges	Total Costing Per Month
Per Bogie	6	90000	6000	96000
4 Bogies	24	360000	24000	384000

Rs. 15000/- Per Panel Set Per Month*
1 Panel Set Contains:- 2 Lower Panels +1 or 2 Upper Panels

PANELS OPPORTUNITY IN ROTEM TRAINS 2 ON LINE – 6



AD Panels on inside walls of Metro Coaches



NO. OF PANELS:

72 Lower Panels + 60 Upper Panels each in a train with 6 coaches

Division of Lower Panels: 12 Panels in each coaches
Division of Upper Panels: : 10 Panels in each coaches

Size of Lower Panel: 534mm(width) x 530mm(height)
Size of Upper Panel: 1090mm(width) x 204mm(height)
890mm(width) x 204mm(height)
700mm(width) x 204mm(height)
(Non back-lit but sufficiently bright interiors)

COSTING

Option	No. of Panel Sets	Rate Per Month	Fabrication & Installation Charges	Total Costing Per Month
Per Bogie	6	132000	6000	138000
6 Bogies	36	792000	36000	828000

Rs. 22000/- Per Panel Set Per Month*

1 Panel Set Contains:- 2 Lower Panels + 1 or 2 Upper Panels

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Service Tax extra as applicable

PANELS DETAIL INSIDE DELHI METRO TRAINS

Metro Line	Route	Size	Train Type	No of Trains	No. of Bogies Per Train	Total Bogies	No. of Panels Per Train	Total Panels	Rate Card Per Bogie Per Month	Rate Card Per Train Per Month
1	Dilshad Garden to Rithala	514mm x 204mm	Rotem	19	4	76	54	1026	75000	300000
				10	6	60	82	820	75000	450000
	(Red Line)									
2	Samaypur Badli to Huda City Centre (Yellow Line)	514mm x 204mm	Rotem	10	6	60	82	820	75000	450000
		417mm x 592mm Lower Panel	Bombardier	17	6	102	74	1258	132000	814000
				33	8	264	98	3234		
767mm x 109mm Upper Panel					132	4356	132000	1078000		
3 & 4	Dwarka to Noida City Centre/ Vaishali (Blue Line)	514mm x 204mm	Rotem	10	6	60	82	820	75000	450000
				21	8	168	110	2310	75000	600000
		417mm x 592mm Lower Panel	Bombardier	36	6	216	74	2664	132000	814000
				4	8	32	98	392		
		767mm x 109mm Upper Panel					132	528	132000	1078000

PANELS DETAIL INSIDE DELHI METRO TRAINS

Metro Line	Route	Size	Train Type	No of Trains	No. of Bogies Per Train	Total Bogies	No. of Panels Per Train	Total Panels	Rate Card Per Bogie Per Month	Rate Card Per Train Per Month
5	Mundka to Inderlok/ Kirti Nagar	534mm x 530mm	Rotem 2	19	4	76	48	912	90000	360000
		Lower Panel					40	760		
		1090mm x 204mm 890mm x 204mm 700mm x 204mm								
		Upper Panel								
(Green Line)										
6	ITO to Escorts Mujesar Faridabad	534mm x 530mm	Rotem 2	38	6	228	72	2736	132000	792000
		Lower Panel					60	2280		
		1090mm x 204mm 890mm x 204mm 700mm x 204mm								
		Upper Panel								
(Violet Line)				217		1342		30110		

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