



L&T Metro Rail
Hyderabad

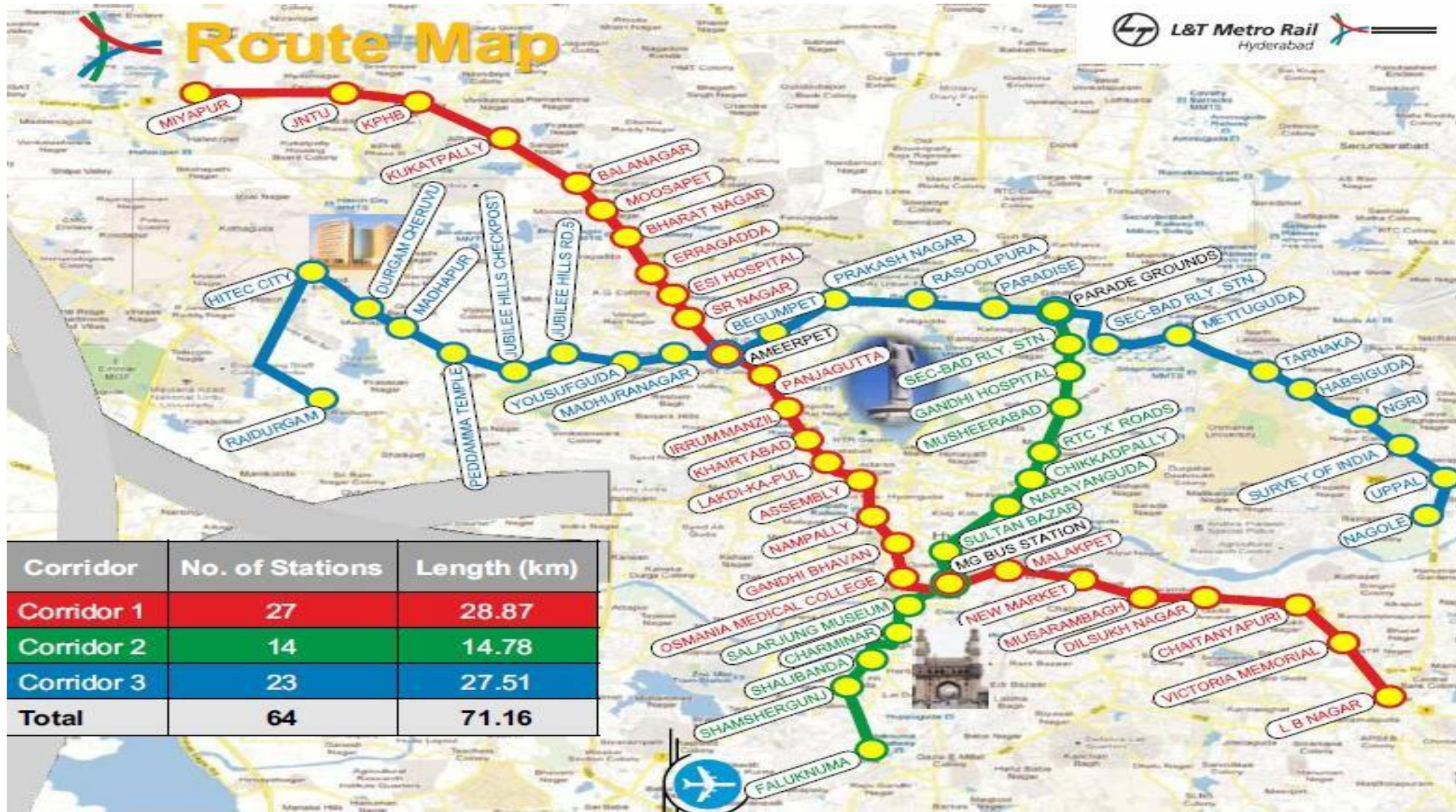


Proposal for Metro Pillar branding

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



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





Backlit Pillar Boxes

