



MUMBAI METRO MEDIA SOLUTIONS

Your brand's ticket to "WOW"

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WHY THIS FORMAT
MAKES A
DIFFERENCE?

#1

8th densest network in the world

#2

32 lac unique smart commuters monthly

#3

Targets 30% of suburban Mumbai – Catchment for Mumbai Metro

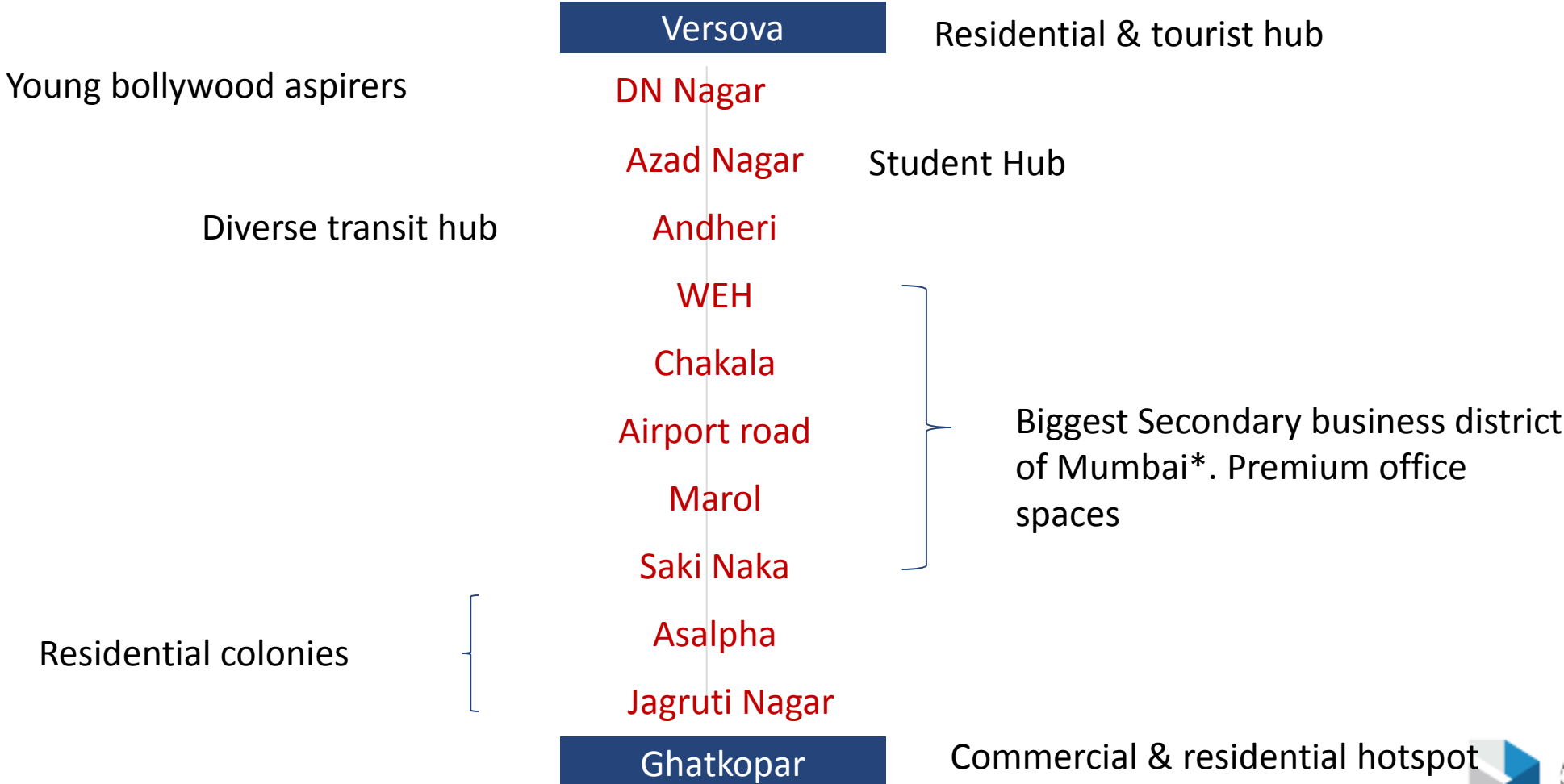
#4

High Dwell times of 30 minutes+ for higher brand recall

10 crores commuters travelled till date since inception (June 14 – July 15)

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Lets travel from Versova to Ghatkopar



KNOW YOUR AUDIENCE (2/2)

MUMBAI METRO
MEDIA SOLUTIONS

19-49 age group
67% of customers

E-enabled smartusers
Median use of wifi at stations is 1.7
hrs



70% Male
30% Female

70% Working
Professionals

“I like travelling in Mumbai metro because of train ambience ,
comfort and quality”*

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Source: Kadence research and Mumbai metro data



30% OF THE SMART COMMUTERS ARE WOMEN



“Women commuters rate Mumbai metro as one of the safest & cleanest mode of travel in Mumbai”*

Brands onboard in 1st Year

MUMBAI METRO
DIGITAL SOLUTIONS



[Click here to see the video of brands journey with Mumbai Metro in 1st year](#)

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MUMBAI METRO MEDIA SOLUTION

TRAIN

- Full train wrap
- Exterior train wrap
- Interior train wrap
- Metro TV
- Metro Jingle

DIGITAL

- Concourse network
- Platform network

AMBIENT

- Dominate Platform
- Mega Mix
- Pillar Wrap Package
- Hall of Fame

INNOVATIVE

- Wi-Fi branding
- Gate arch
- Staircase branding
- Floor Branding
- Activations
- Sponsorships
- Trigger Based
- TVC & Video integration

MONSOON BONANZA!

MUMBAI METRO
TRAIN WRAP SOLUTIONS



Full Wrap | External Wrap | Internal Wrap | Coach Branding

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EXTERIOR TRAIN WRAP

MUMBAI METRO
TRAIN SOLUTIONS

Paint the city in your brand colours

MEDIA OUTSIDE TRAIN

NO OF UNITS

1 / train

COACH WISE MEDIA

All coaches with 4253 Sqft of branding space



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Wall Wrap

MEDIA INSIDE TRAIN

NO OF UNITS
16 / train

COACH WISE MEDIA

1st coach: 4 || 2nd Coach: 4
3rd coach: 4 || 4th Coach: 4



Handle Bars

MEDIA INSIDE TRAIN

NO OF UNITS
144 / train

COACH WISE MEDIA

1st coach: 36 | | 2nd Coach:36
3rd coach: 36 | | 4th Coach:36



Seat Panel

MEDIA INSIDE TRAIN

NO OF UNITS
28 / train

COACH WISE MEDIA

1st coach: 6 || 2nd Coach: 8
3rd coach: 8 || 4th Coach: 6



Panel Strips

MEDIA INSIDE TRAIN

NO OF UNITS
24 / train

COACH WISE MEDIA

1st coach: 6 | | 2nd Coach:6
3rd coach: 6 | | 4th Coach:6



Side Wall Wrap

MEDIA INSIDE TRAIN

NO OF UNITS
40 / train

COACH WISE MEDIA

1st coach: 9 | 2nd Coach:11

3rd coach: 9 | 4th Coach:11



Digital screens inside train

MEDIA INSIDE TRAIN

NO OF UNITS
16 / train

COACH WISE MEDIA

1st coach: 4 || 2nd Coach: 4
3rd coach: 4 || 4th Coach: 4



Gives exclusivity to brand message

METRO TV *Specification*

MUMBAI METRO
DIGITAL SOLUTIONS



256 screens

17" Landscape

1280w X 1024h pixel

Video: **MPEG**

Static: **jpeg/BMP**

Voice integrated OOH

MEDIA INSIDE TRAIN

Slots (In one round trip)

20 Sec – 18 slots

30 Sec – 11 slots





“To spread our brand message and getting the impact we are looking for , Mumbai Metro branding is the right solution” — Shibani Mishra , CMO,Indus League



“Times OOH has give us this INNOVATIVE & CLUTTER FREE platform to share our brand story” —
Kumar Pillay , VP, Marketing services

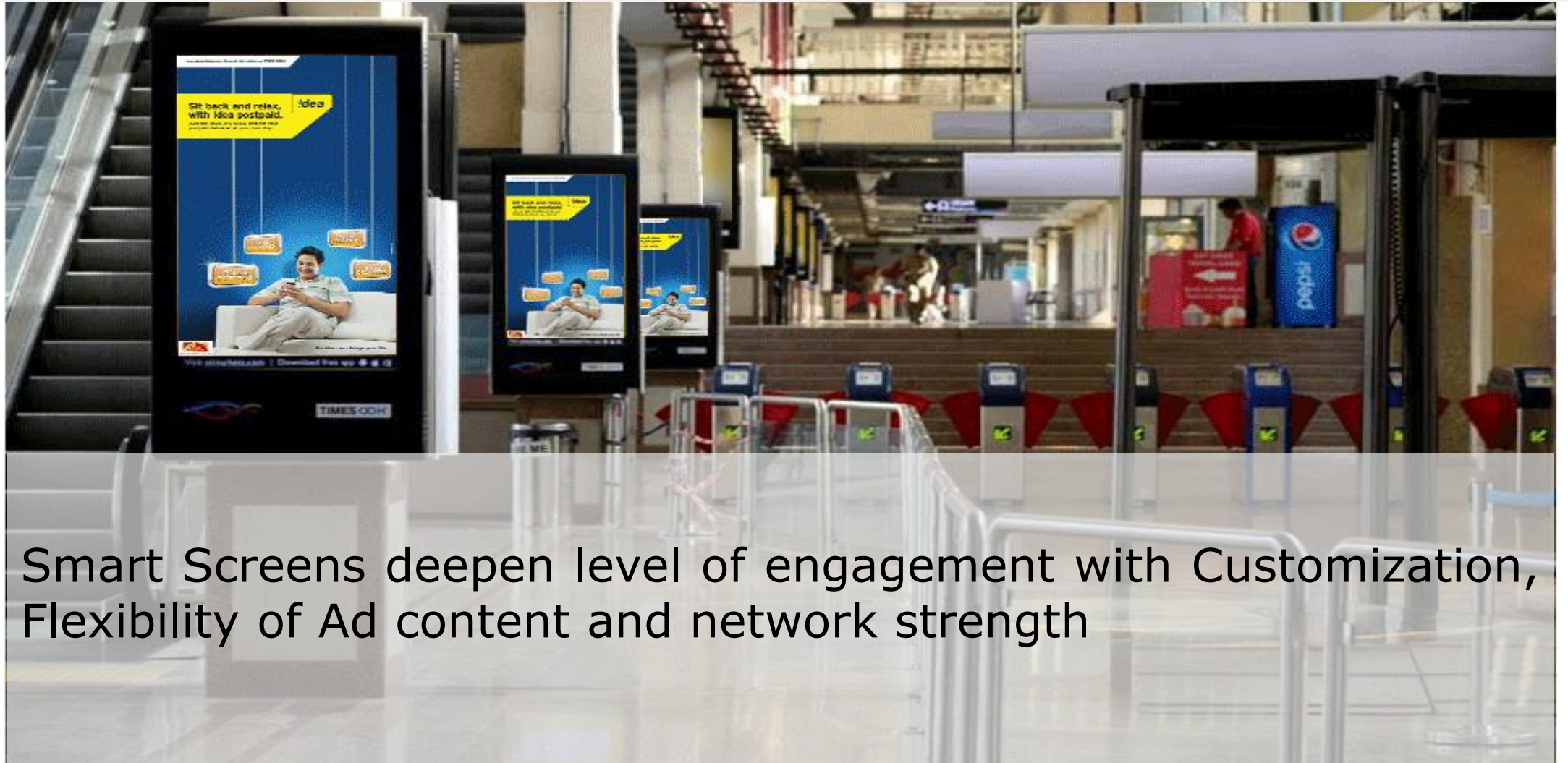
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“People in Mumbai are asking “IS KERALA THIS BEAUTIFUL?” We are proud to be associated with Mumbai’s new metro network” — A.P Anil Kumar , Kerala Tourism Minister

SMART SCREENS

MUMBAI METRO
DIGITAL SOLUTIONS



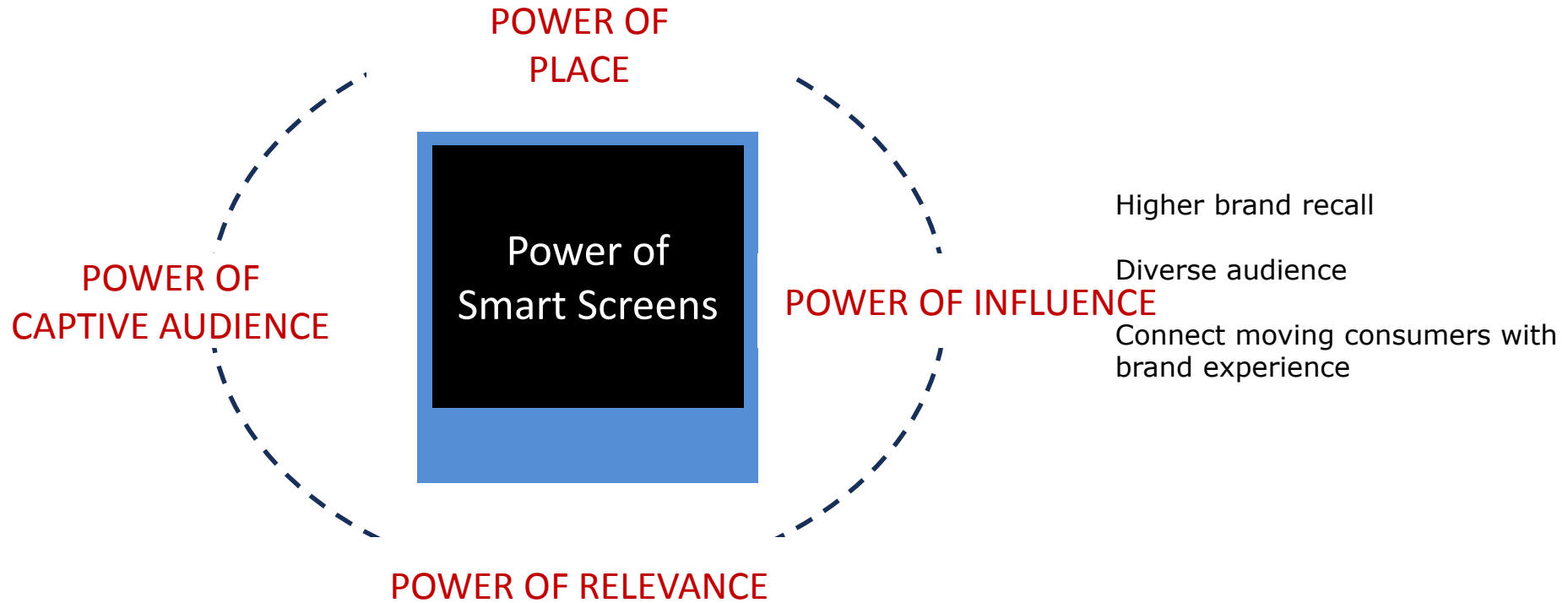
Smart Screens deepen level of engagement with Customization, Flexibility of Ad content and network strength

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10 Crores commuters travelled till date

Daily footfalls ~ 6 Lacs

Unique users/month - 32 Lacs



45% token users
55% smart card users

Dwell time
30 mins - 1 hour

67% consumers
Age group of 19-49

70% working professionals

70% Male
30% Female

E-enabled smartusers

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ACTIVE
CONCOURSE

DYNAMIC
PLATFORM

METRO TV

1 What is the media offering
& scheduling

2 Reach of your brand
message

3 How media
looks like

ACTIVE CONCOURSE at premium stations

MUMBAI METRO
DIGITAL SOLUTIONS



15 SEC SPOT

SLOTS
5+1
5 for brands
1 for content

TOTAL LOOP
90 sec or
1.5 min

www

ACTIVE CONCOURSE

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Introducing
**The Smartest Media Solution for a
Smart Audience**



Finally something to stop fast paced Mumbaikars on their tracks!

DYNAMIC PLATFORM

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DYNAMIC PLATFORM

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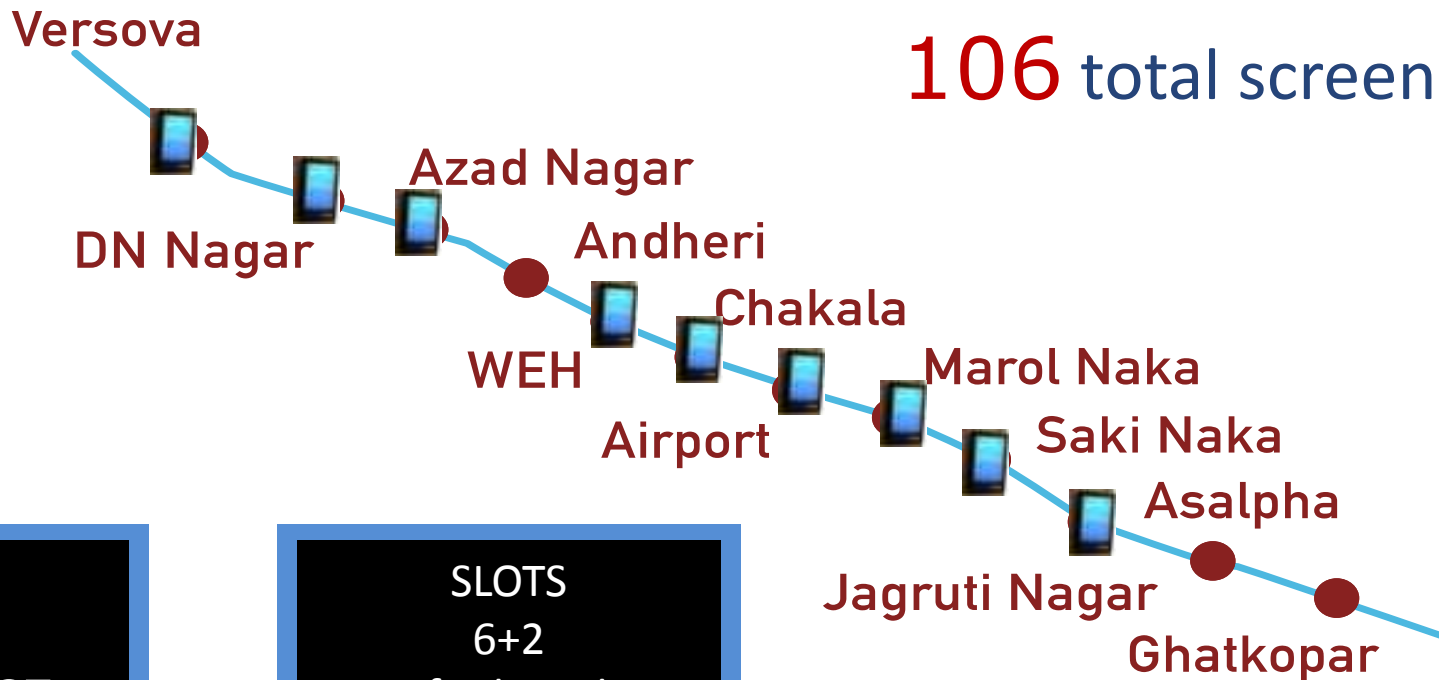


DYNAMIC PLATFORM

Largest network

MUMBAI METRO
DIGITAL SOLUTIONS

106 total screens at 9 Platforms



15 SEC SPOT

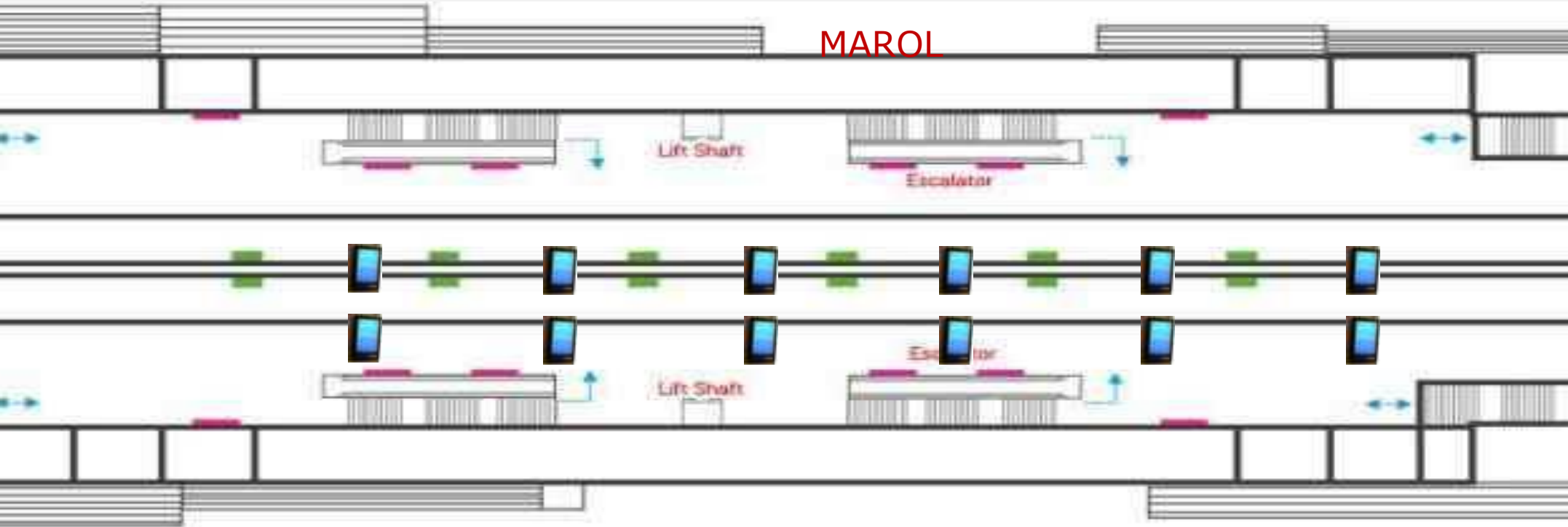
SLOTS
6+2
6 for brands
2 for content

TOTAL LOOP
120 sec or
2min

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DYNAMIC PLATFORM Map

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SMART SCREENS Specification

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205 screens

55" Portrait – LCD(HD)

1080w X 1920h pixel

Video: MP4

Static: jpeg

creative: 300dpi RGB
mode

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Network Reach for Your brand

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DIGITAL SOLUTIONS

Brand Exposure

Brand Impression

ACTIVE
CONCOURSE

32,076,000 sec/month

2,138,400 times/month

Cost = 0.23 Rs / Impression

DYNAMIC
PLATFORM

25,758,000 sec/month

1,717,200 times/month

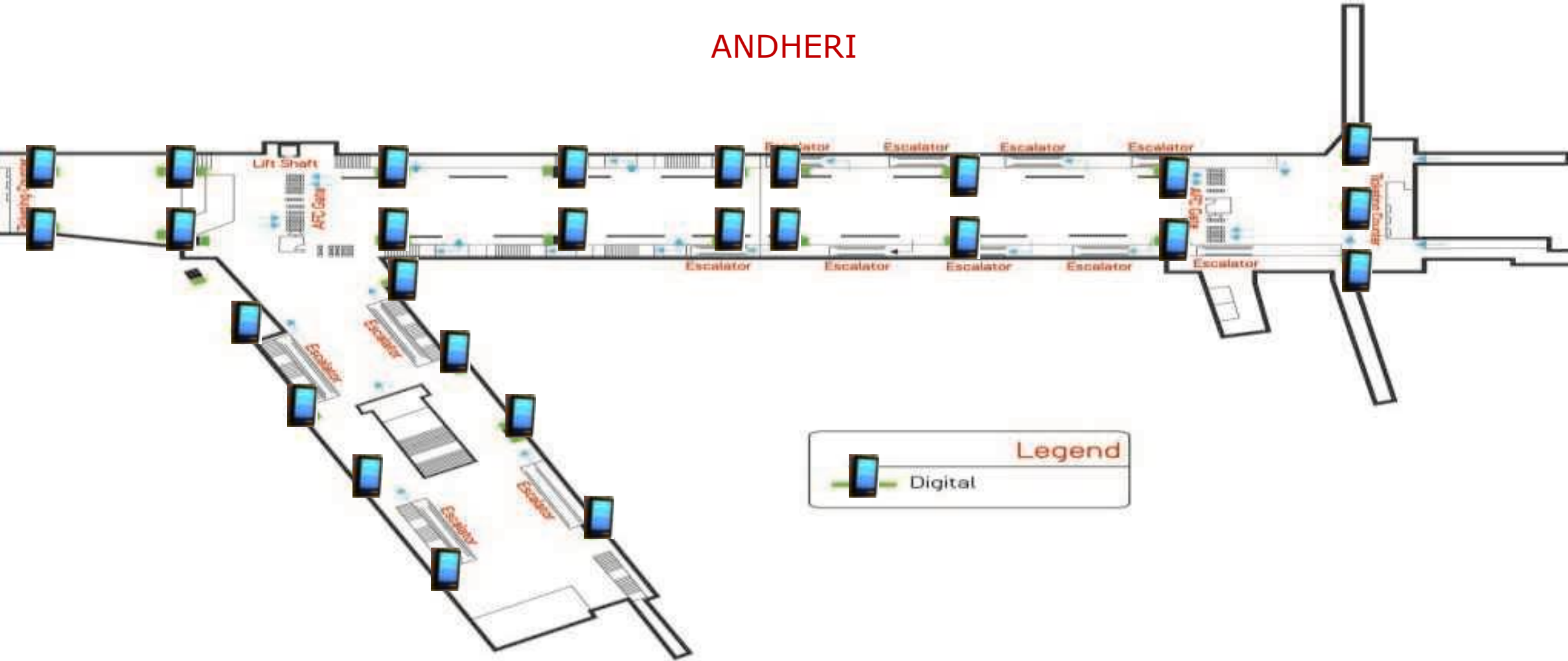
Cost = 0.41 Rs / Impression

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ACTIVE CONCOURSE Map

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ANDHERI



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DYNAMIC PLATFORM

MUMBAI METRO
DIGITAL SOLUTIONS



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Reaching 100% Metro Commuters

PACKAGE DETAIL

NO OF PACKAGES
6 Packages

STATIC MEDIA /PACKAGE
12 sites , 1 at every station



Power Combination of Andheri & WEH

PACKAGE DETAIL

NO OF PACKAGES

1

STATIC MEDIA /PACKAGE

20 sites



110 Frequency Builders to amplify brand stories

PACKAGE DETAIL

NO OF PACKAGES
2

STATIC MEDIA /PACKAGE

1st Package : - 54 Pillars

2nd Package: - 56 Pillars

STATIONS

6 stations (Chakala - Jagruti Nagar)



HALL OF FAME

MUMBAI METRO
STATIC SOLUTIONS

Key individual sites offering 100% visibility
at high dwell time areas

DETAILS

NO OF MEDIA

200 Backlit Panels

6 Wall Wraps

USP

Can be clubbed with other packages to
increase reach of campaign

STATIONS

12 Stations



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Make platform stairs an extended canvas for brands

PACKAGE DETAIL

NO OF PACKAGES

1

STATIC MEDIA /PACKAGE

4 sites

STATIONS

D N Nagar



High line of visibility to passerby

PACKAGE DETAIL

NO OF PACKAGES

1

STATIC MEDIA /PACKAGE

6 static sites

STATIONS

Versova , D N Nagar , Azad Nagar



ANDHERI SKYWALK PACKAGE

MUMBAI METRO
STATIC SOLUTIONS

Eye level billboard for your brand message

PACKAGE DETAIL

NO OF PACKAGES

2

STATIC MEDIA /PACKAGE

15 panels/package

STATIONS

Andheri Skywalk



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Gate Arch



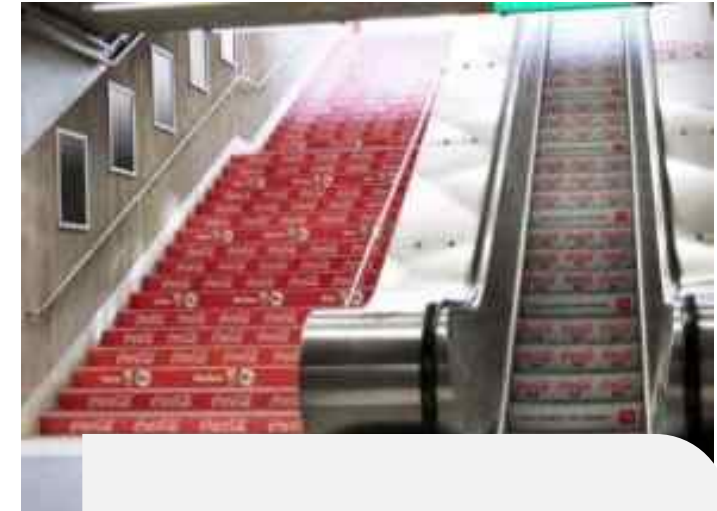
Effective media to launch new product. Customizable as per brand's needs

Floor Branding



Effective media to communicate a message which involves user to login, check online, download

Staircase Branding



High Impact branding visible to all commuters entering the stations.

Wi-Fi Branding



With around 20000 unique users/month , it is an effective mode to target consumers about the new offerings.

Trigger Based Activation



Using motion sensors to trigger dynamic content, when train arrives or leaves platform

Branded Tube



Activation by Magic Box – A wifi generating device to enable controlled online interactivity with the brands

Events & Activations



Metro is a great avenue for creating branded events that allow for 360 degree engagement and brand activation

TVC & Video integration



1. Create a buzz with a teaser campaign
2. Extend your TVC message on digital media

RSS Feed Integration



Linking digital screens with brand's social media page, to trigger new conversations and high engagement

THANK YOU

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