

# Transit Media

NCR (Delhi/Gurgaon/Noida)

- + Corporate Cab Branding – metro cities/cyber hub
- + + Corporate / School Bus Branding – Delhi NCR

## **MEDIA FLOW**

Transit Media

# CORPORATE CAB BRANDING

# Cover Gurgaon with Corporate Cabs



[www.alignmedia.in](http://www.alignmedia.in)

# DLF Phase-3



# Dlf Phase 3



- *Innovative & New Medium*
- *Cost Effective*
- *Highly Visible*
- *High Recall Rate*



## *Corporate Exposure in Gurgaon Delhi/NCR*



- *Mobile Billboard*
- *Demographic Targeting*
- *70,000 Impressions/day*
- *CPM Lower than any other Outdoor Media*

***The Most Affordable  
Outdoor Medium !!!***



## ***Corporate Cabs in Delhi NCR***

***Your Moving Billboard***

***“Pick/Drop facility to corporate employees, covering entire Delhi NCR”***

***Real Image***







# hindustantimes



[www.alignmedia.in](http://www.alignmedia.in)

# HDFC Bank



# RADIO CITY



# Companies Covered

- **Dell**
- **KPMG**
- **IBM**
- **Citi Bank**
- **Ernst & Young**
- **OSC**
- **Vatika Tower**
- **Intellinet**
- **RMS**
- **Quattro**
- **WhirlPool**
- **Cairn India**
- **United Lex**
- **MERCER**
- **YeBhi.com**
- **Sapient**
- **RBS**
- **NOKIA**
- .....many more



Rate

**RS.8,000 PER CAB PER MONTH PLUS TAXES**

Transit Media

# **CORPORATE/SCHOOL BUS BRANDING**



9/23/2016



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**Bank of India**

*Relationship based banking*

**Discover the person  
you've been living with  
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9/23/2016



9/23/2016

- Corporate or School Buses – travels for 150 km per day
- Having large format for Branding 100 sq ft to 150 sq ft on each side.
- Gives more eyeballs than any other transit media and competes well with traditional media due to its costs and 8-10 lac eyeballs per day per Branded Bus

Rate

**RS.38,000 PER BUS PER MONTH PLUS TAXES**