

Advertising Opportunities

with

RAPID METRO RAIL

GURGAON

Gurgaon

- » **2015 Population : 2.6 million**
- » **2021 Population Estimate: 5 million**
- » **One of the fastest growing cities in India**
- » **Sixth largest city - the industrial and financial center - in the State of Haryana**
- » **Third highest per capita income in India**
- » **Known as 'Millennium City'**
- » **After work (Rank 11)**
- » **Income between Rs 3 and 10 lakh: 59% (highest)**
- » **Life at work (Rank 1)**
- » **Per capita income: Rs 1,22,212 p.a. (3rd HIGHEST)**
- » **Employment Growth Rate: 11%**

Sources: HUDA Development Plan Business Today Survey 2009



Rapid Metro Rail Gurgaon Limited (RMGL)



METRO LINK FROM SIKANDERPUR TO NH-8 IN GURGAON

- » **Five km system connecting Sikanderpur Station of Delhi Metro to NH-8 and Cyber city in Gurgaon**
- » **Number of Stations: Six**
- » **Three-car trains at four minutes headway on completely elevated system**
- » **Seamless connectivity to Delhi Metro**
- » **Initial capacity to serve more than two hundred thousand passengers daily**
- » **Future extensions planned towards Udyog Vihar in the North and Sector 55-56 in the South**
- » **Train operation timing 5.45 a.m. to 12.45 p.m. i.e. more than 18 hrs of operational time**



RAPID METRO: ROUTE MAP



WHY TO ADVERTISE IN RAPID METRO ?

- **One of the few Legal Media's in Gurgaon**
- **Reaches consumers on the move**
- **Captured audience – Entire Cyber City and other high density areas around**
- **Prominent size - easily noticeable**
- **Clutter free**
- **Impact full environment**
- **Mass appeal - convenient medium for all**
- **Very economical**
- **Skyline – Visible from outside**
- **Higher frequency - higher retention**
- **Excellent support medium (reinforcing)**

Branding options



- ❑ **No. of Coaches in each train: 3**
- ❑ **External (Wrapping) Branding Area : 3000 sq. ft. Approx.**
- ❑ **Internal (Wrapping) Branding Area: 1500 sq. ft. approx.**
- ❑ **Static Panels : 6 (per coach) x 3 = 18**
Sizes of Static Panel : Display Area : 17.2” x 16.3” approx.
- ❑ **No. of LCD Screens: 6 Screens x 3 = 18 Screens of 17 Inches each.**
- ❑ **Handle Bars : 20 (Per coach) x 3 = 60**
- ❑ **Creative Size on each handle bar : 6” x 3” each (3 creative per handle bar)**
- ❑ **Experiential Marketing**

RMGL Train

Summary of Major Advertising & Experiential Marketing Benefits

Advertising in train(s): Total 3 Coaches per Train

» Advertising inventory in side per train 60 Handle

Bars

18 Static Panels

18 LCD Screens





LCD Panels

Static Panels

Static Panel



LCD Panel



The Train



Dimensions – 60'(L) x 7.25'(H) approx. each bogey

The Train Internal View



Inside Door
Branding

Monster.com & Nestle Maggi – Experiential Activity



Foodpanda – Experiential Activity



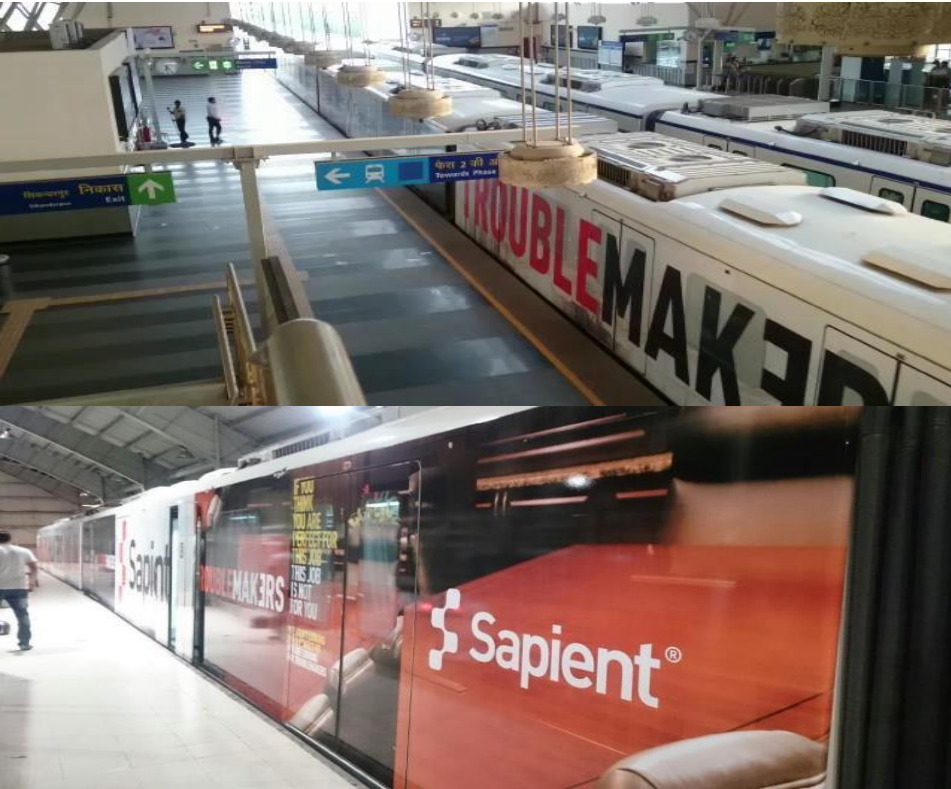
A promotional activity by FOODPANDA at Rapid Metro Gurgaon – A Food Panda employee dressed like a panda (Food Panda mascot) traveling in the train with a cart interacting with commuters and distributing flyers

Fitpass – Experiential Activity



- Fitpass has branded the inside inventory of 2 trains at Rapid Metro Gurgaon – Handle Bars, Static Posters and LCD panels.
- Any commuter who uses the code displayed on their advertisement in the rapid metro to enroll at fitpass gets a discount on the gym membership.
- The response has been good as mentioned by the client, hence, the campaign is extended for another 2 months.

SAPIENT – Train Branding and Experiential Activity



- Sapient has branded one of our trains at Rapid Metro Gurgaon.
- After a significant response, they came up with an out of the box idea and hired our train for 3 hours to conduct the interviews and rolling out the offers to the candidates while on the tracks.
- This initiative attracted lot of eyeballs on social media creating a stir among other clients who are willing to use Rapid Metro for more such ideas

Impactful Visibility



**High visibility from the road with approx. traffic of over 4lacs cars per day(Cyber City, NH8, Mousari Avenue, Phase 3, Vodafone Belvedere Towers, Sikanderpur)
+ people within the office buildings in cyber-city**

Rapid Metro External Wrap



External Wrapping

SKODA & RENAULT



Moto X & Moto G



Rajasthan Tourism & MARKS & SPENCER



Discovery Joy Express



INNOVATIONS

INNOVATIONS

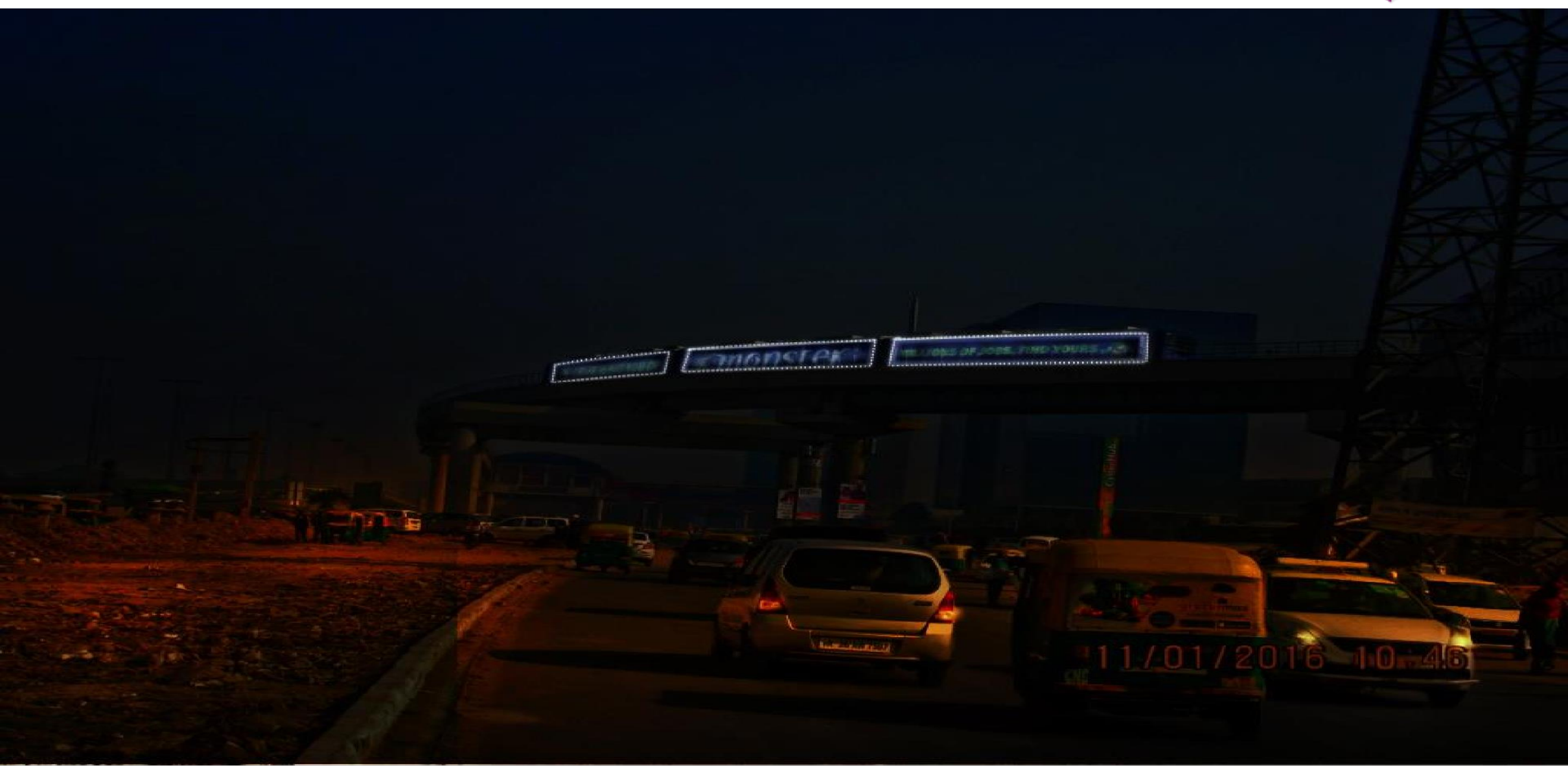
- Outside train wrap with LED highlighting.
- Product Display & Events inside and outside the stations.

**We are also open to work on
your ideas if any!!!**

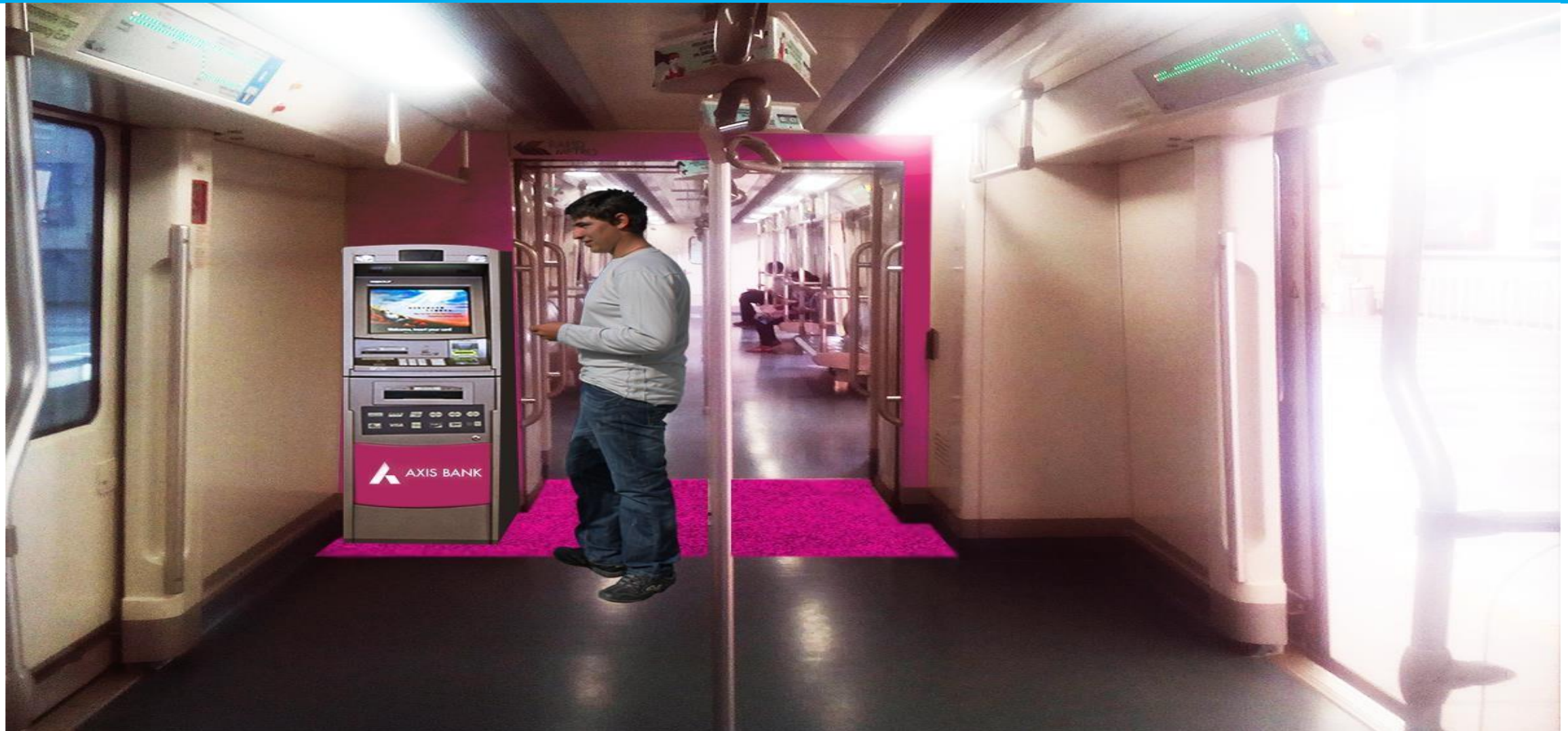


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ATM IN RAPID METRO COACH



THE ABOVE PICTURE IS A RENDITION FOR REPRESENTATION PURPOSE ONLY.

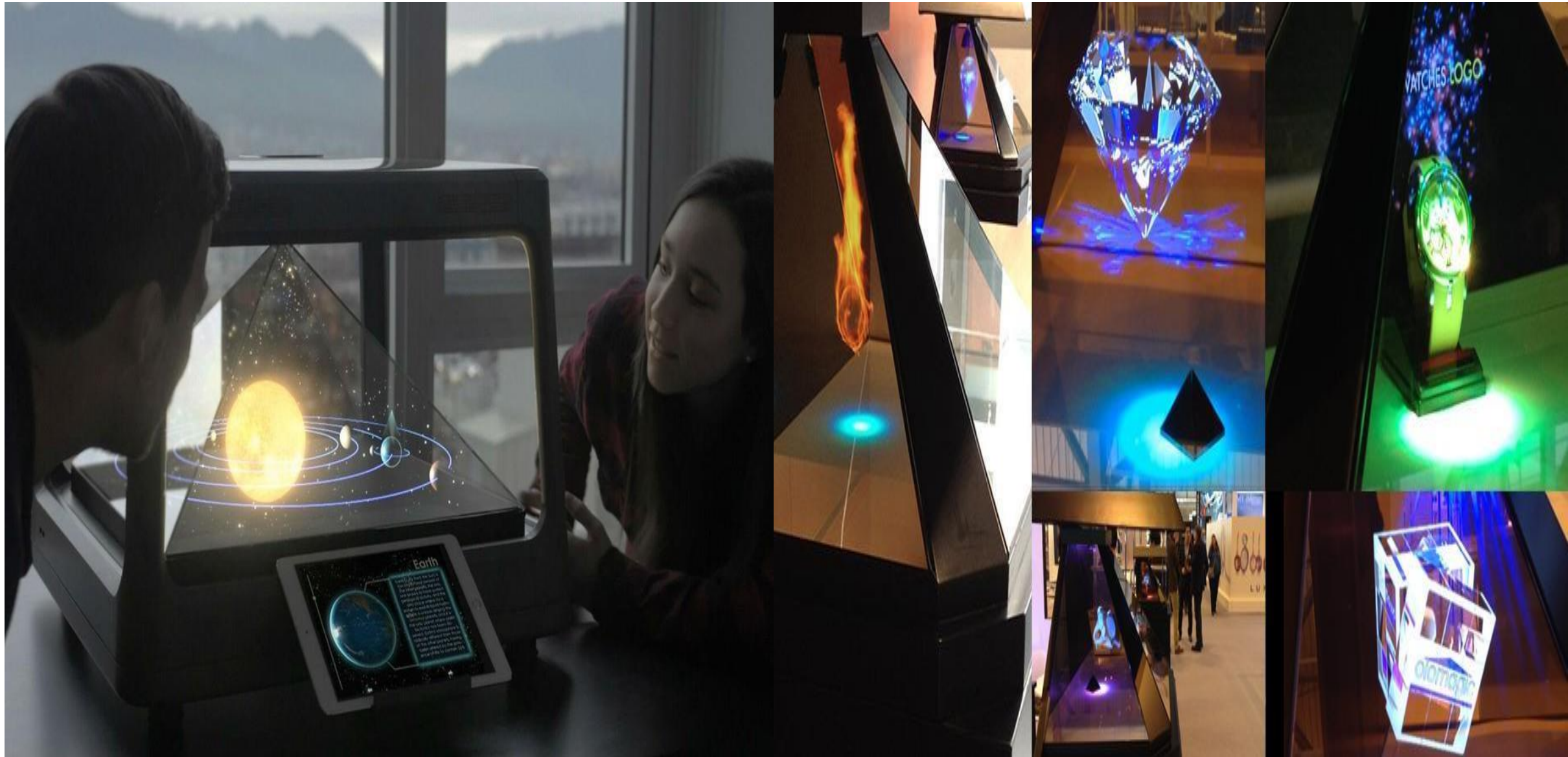
PRODUCT DISPLAY AT STATION.



3D BRANDING AT STATION.



3D HOLGRAM DISPLAY AT STATION.





Thank You