



Tarmac Coach Advertising Proposal



Spicejet Tarmac Coach Exterior Wrap

Tarmac coaches are used to transport passengers from the Airport Terminal to the Aircraft and back.

- We can now brand the window portion of the Tarmac Coaches with one way vision vinyl.
- Available at all leading airports across India
- Wrapped from both sides, the Ad will be seen for 18+ hours daily by millions of people.
- Seen by all the passengers twice during their journey. Once during departure and once during arrival.



	Location	Rate (Rs.) per month	Production (Rs.)	Lead Time
Commercials	BOM, BLR, DEL	1,50,000/- per coach	30,250/- Per coach	2-3 Weeks
	CCU, HYD, MAA	1,00,000/- Per coach		2-3 Weeks
	Others	75,000/- Per coach		2-3 Weeks
*Taxes Extra as applicable Rates vary as per city				

- Flexibility to choose the city and quantity of coaches
- Branding will be seen by passengers of other airlines as the coaches move across the tarmac.
- Usually no other advertisements on the tarmac.. so no clutter
- Excellent opportunity to reach out to an exclusive high net-worth audience.
- Unique, Innovative, Large Format, High Impact, High Recall.



Tarmac Coach External Branding Availability

Station	Total	Available
Ahmedabad	6	6
Bagdogra	3	3
Bangalore	6	6
Chennai	7	7
Coimbatore	2	2
Delhi	13	13
Goa	4	4
Hyderabad	8	8
Jabalpur	2	2
Jaipur	4	4
Jammu	1	1
Kolkata	5	5
Kozhikode	2	2
Madurai	3	3
Mumbai	4	4
Patna	2	2
Pune	1	1
Rajahmundry	2	2
Tirupati	2	2
Vijaywada	4	4
Vishakhapatnam	3	3
Total	84	84

Why choose SpiceJet??

India's preferred
Low Cost Carrier

380 daily flights to
47 destinations,
40 Domestic &
7 International

Direct, Smart,
Aware, Net
Savvy
customers

Flies In and Out of all
the major Metros

16.8 Million
Passengers annually

SpiceJet names all
its aircraft with the
name of an
Indian Spice



SpiceJet Passenger Demographics

Sex



34% 66%

Travel Leisure & Business



70% 30%

Income



Less Than 5 lacs	19%
5 – 12 lacs	35%
12 – 20 lacs	28%
20 – 28 lacs	14%
More than 28 lacs	4%



Below 20	10%
21 – 35	25%
36 – 45	40%
60 & Above	10%

Domestic & International



90% 10%

Occupation



SME	30%
PSU	14%
Salaried	38%
Others	18%

40 Domestic Destinations

7 International
Destinations

58 aircrafts

Over 16.8 million
passengers annually



**Pioneers in
Innovative Airline and
Airport Advertising
Since 2006.**

**Presence across India & S.E.
Asia with offices in
Delhi, Mumbai, Hyderabad,
Bangalore, Pune, Chennai,
Manila, Singapore
& growing...**



**400 Aircrafts, 10+ Airports,
we have the ability
to reach over
100 Million passengers
annually**

**Also offering
L&T Hyderabad Metro Rail
&
Fastrack Cabs**

Our Airline Partners

India



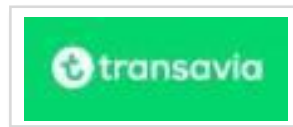
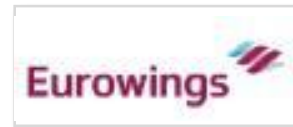
South East Asia



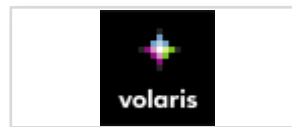
Middle East
















































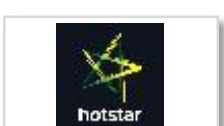


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