

DELHI METRO



A PRESENTATION ON TRAIN WRAPS, METRO RAIL INSIDE
PANELS AND DIGITAL SCREENS



eg. *Communications Pvt. Ltd.*

**(Sole Concessionaires of Delhi Metro Trains on Line-2, 3, 4 & 5 and
Metro Stations of Line-2 from Rajiv Chowk to Samaypur Badli)**

INTRODUCTION

- Delhi, NCR is the 6th biggest urban agglomeration in the world with a population of 23 million people.
- Delhi Metro is the lifeline of the NCR and connects Delhi, Gurgaon, Noida, Ballabhgarh, Ghaziabad and Bahadurgarh.
- DMRC made operational its first section of Phase-I on 25th Dec 2002.

OUR PORTFOLIO

- Metro Train Wrapping is available on Line-2, 3, 4 and 5
- Metro Rail Inside Panels are available on Line-2, 3, 4 and 5
- Metro Rail Station Display Boards are available on Line-2 from Rajiv Chowk to Samaypur Badli

Metro Train Wrapping

Metro Rail Inside Panels

Metro Rail Station Display Boards

Delhi Metro Media Solutions

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ROUTE MAP



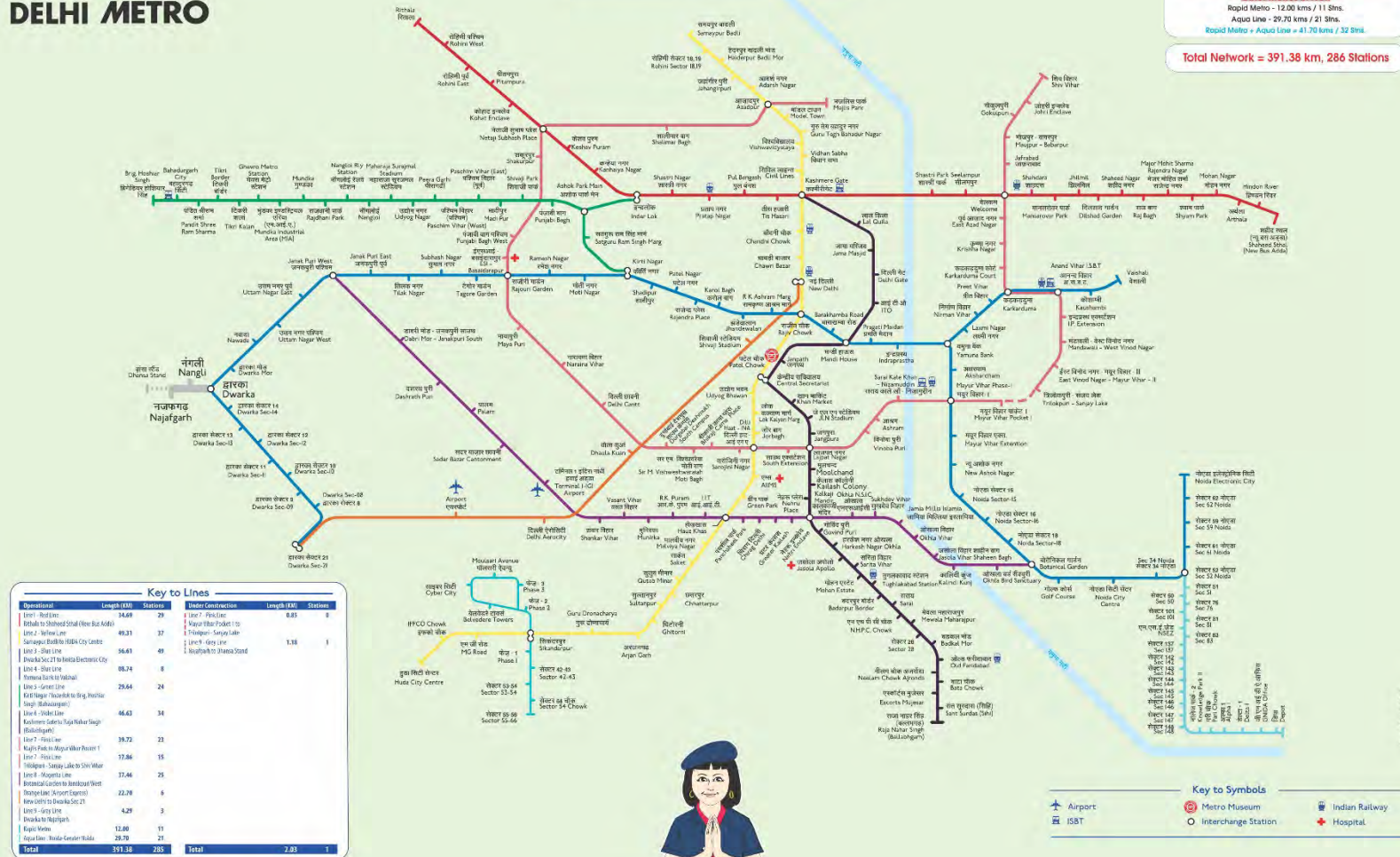
DELHI METRO

METRO NETWORK* Phase I, II, III & NCR

Distance Covered
Phase I = 65.1 kms / 58 Stns.
Phase II = 124.9 kms / 87 Stns.
Phase III = 159.6 kms / 109 Stns.
Phase I + Phase II + Phase III = 349.6 kms / 254 Stns.

Other Metros in NCR
Rapid Metro - 12.00 kms / 11 Stns.
Aqua Line - 29.70 kms / 21 Stns.
Rapid Metro + Aqua Line = 41.70 kms / 32 Stns.

Total Network = 391.38 km, 286 Stations



OPERATIONAL CORRIDORS



At Present

Corridors	Total No. of Stations	U/G (In KM)	Elevated (In KM)	At Grade (In KM)	Total Length (In KM)
Line -1 (Shaheed Sthal to Rithala)	29	0	29.9	4.5	34.4
Line-2 (Samaypur Badli to Huda City Center)	37	23.70	25.73	0	49.43
Line-3 (Dwarka to Noida Electronic City)	50	3.13	51.31	2.17	56.61
Line-4 (Yamuna Bank to Vaishali)	7	0	8.74	0	8.74
Line-5 (Bahadurgarh to Inderlok / Kirti Nagar)	23	0	30.63	0	30.63
Line-6 (Kashmere Gate to Ballabhgarh)	34	15.47	31.13	0	46.60
(Airport Express link)	6	15.70	7	0	22.70
Line-7 (Majlis Park to Mayur Vihar Pocket 1/ Trilokpuri to Shiv Vihar)	38	19.11	39.48	0	58.59
Line-8 (Janakpuri West to Botanical Garden)	25	23.8	14.43	0	38.23
Grand Total	249	100.91	238.35	6.67	345.93

PRESENT DAY TRAIN SERVICES

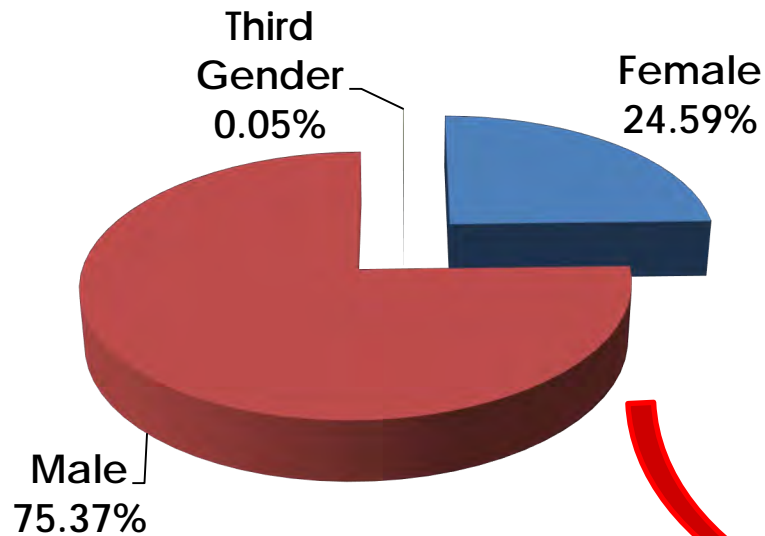


- 2.18 minutes frequency during peak hours.
- Trains operated from 6 am to 11.30 pm
- Ridership 28 Lakh Per Day
- 17.50 hours of operation
- Diversified customer base
- Wide range of opportunity
- Clean Environment

GENDER-WISE DISTRIBUTION

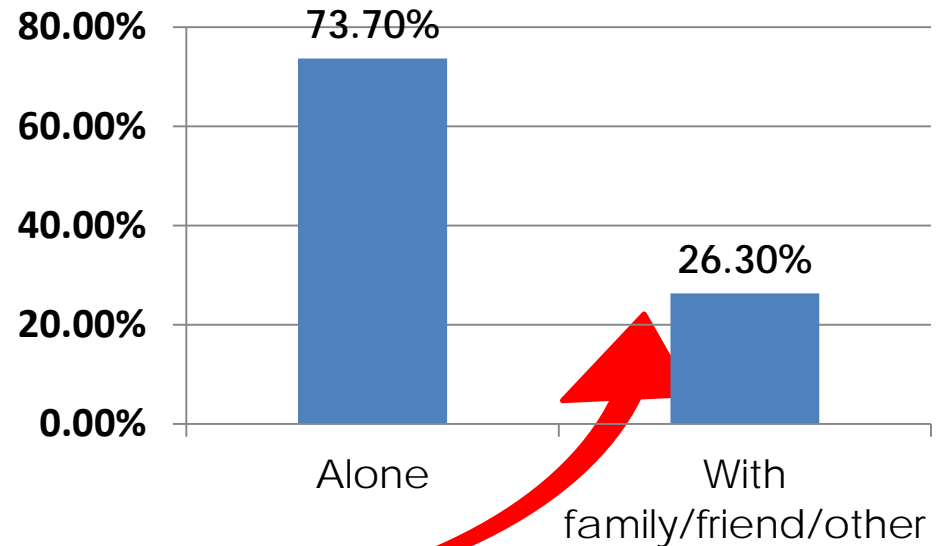


Gender wise



Yester year:
Male: 70.71% Female: 29.29%

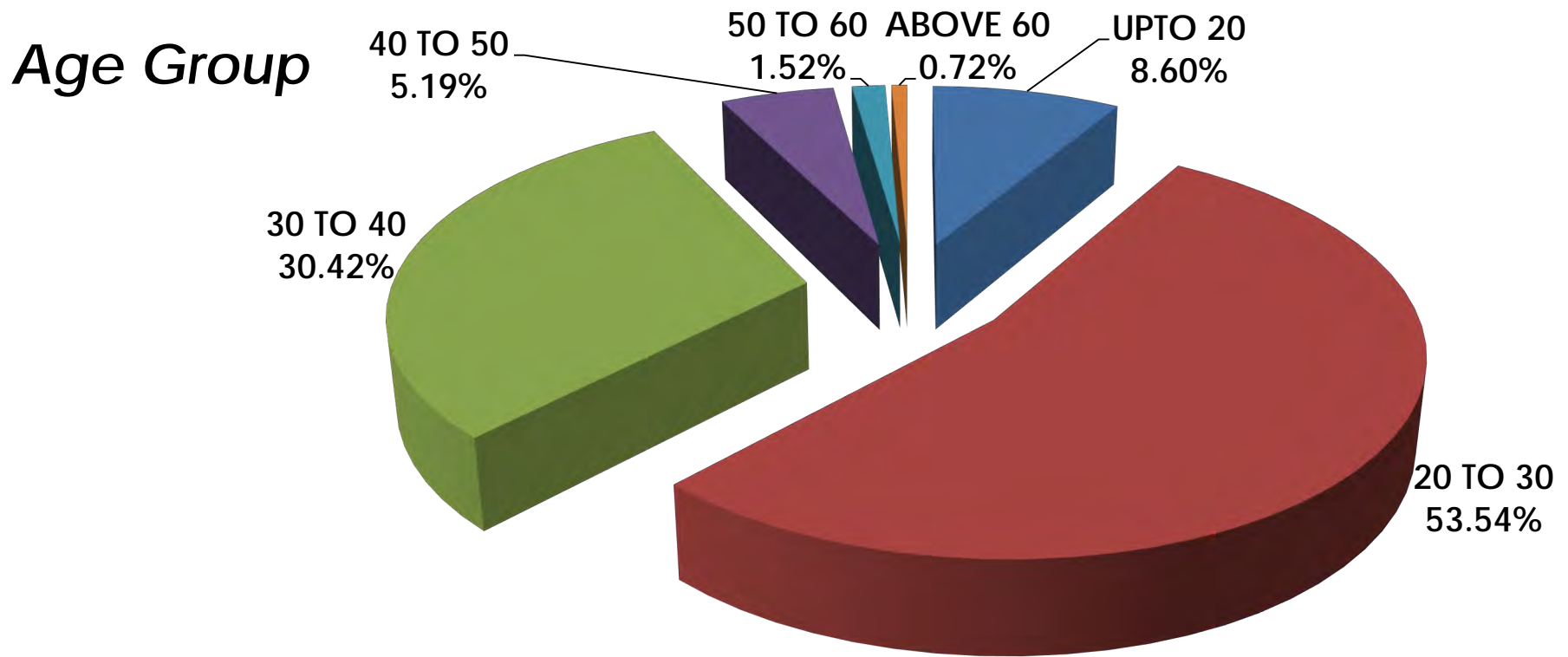
Out of 24.59% female passengers only **26.30%** travelled with the family/friends and **73.70%** travelled alone i.e. 18.12% of total passenger.



Female Passenger Bifurcation

Yester year:
Travelling alone: 86.48% Others:13.52%
25.32% of total passenger.

AGE-WISE DISTRIBUTION



- It is seen that max. **53.54%** are in the age group of 20-30 years.
- 92.57% are below age of 40 years.
- 2.24% are above 50, of which 0.72% above 60.

Yester year:

20-30 years: 47%

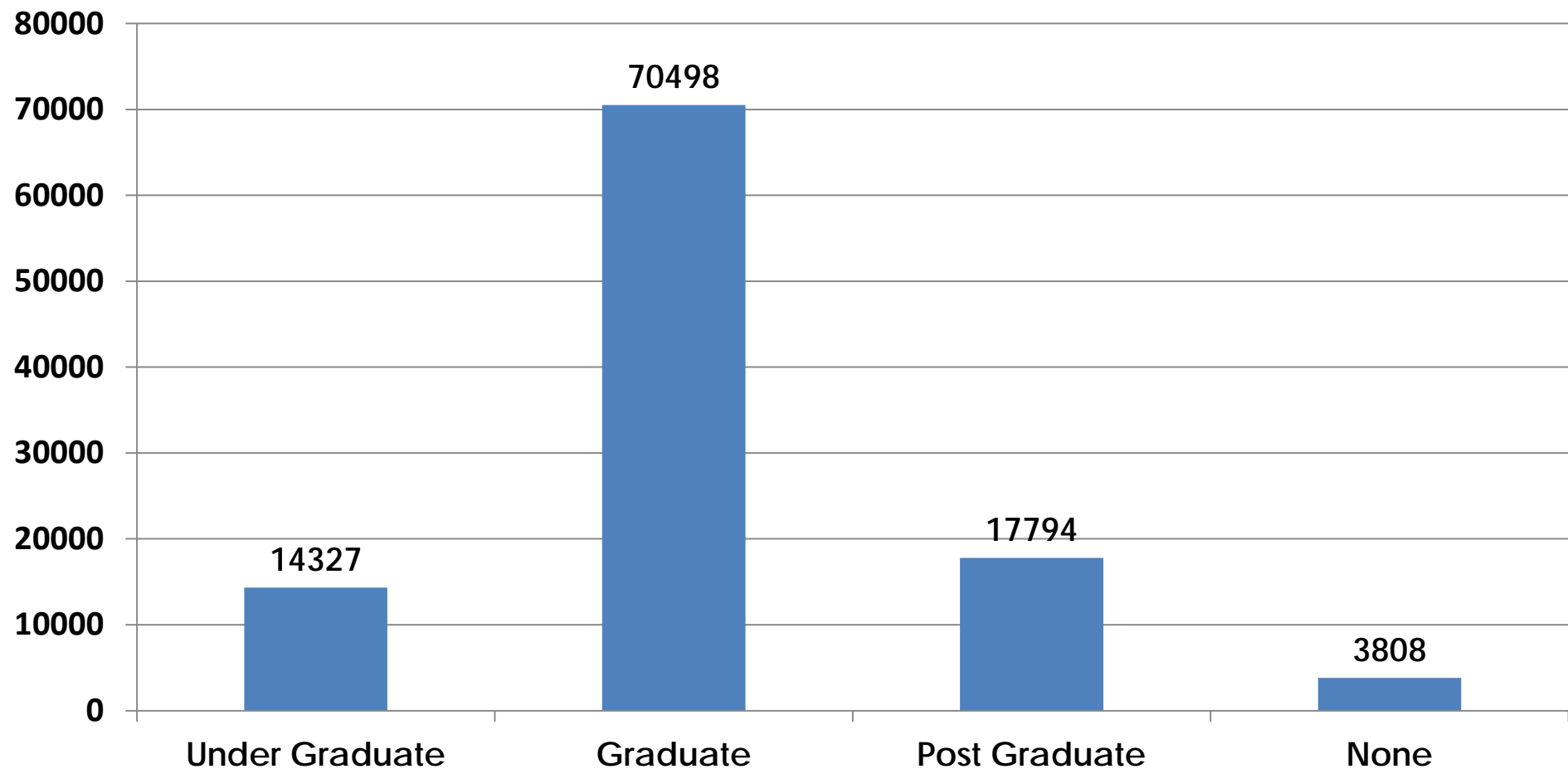
Below 40 years: 88%

Above 50 years: 4% & above 60 years: 1%

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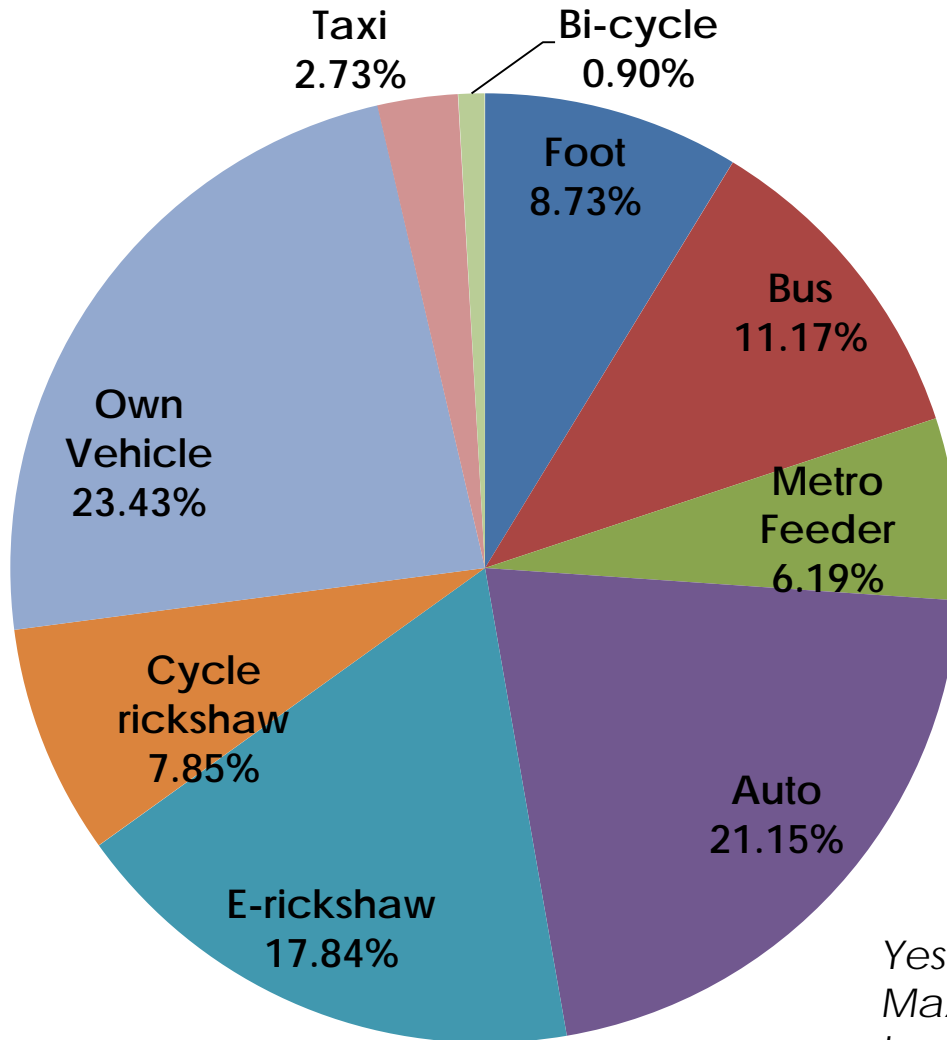
Source :DMRC

QUALIFICATION WISE PARTICIPATION



96.42% of total participant are literate in which max. **66.24%** commuters are graduate.

LAST MILE CONNECTIVITY



“How commuters reach the stations generally?”

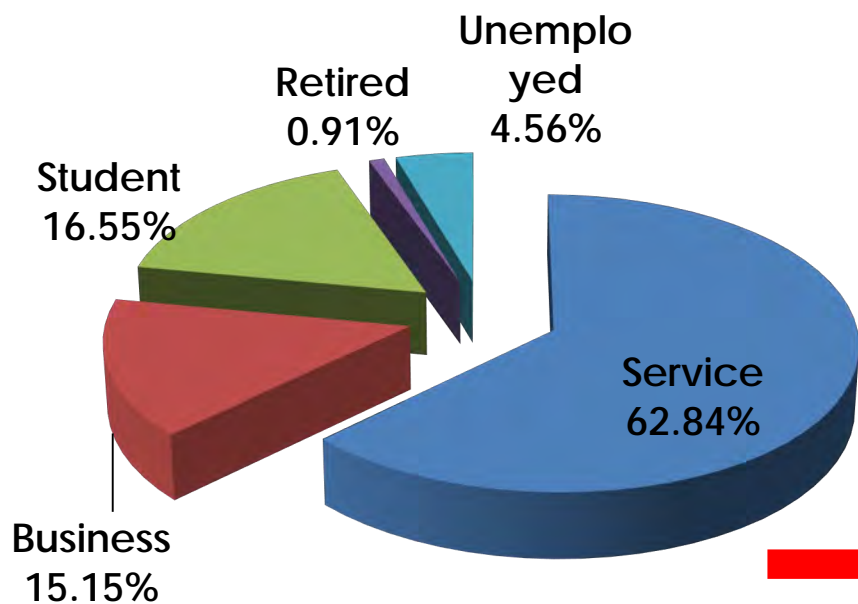
23.43% of total participants use their **Own Vehicle** to reach metro station closely followed by 21.15% who come by auto rickshaw.

Yester year:
Max. by Own vehicle: 20.32% followed
by participated commuters.

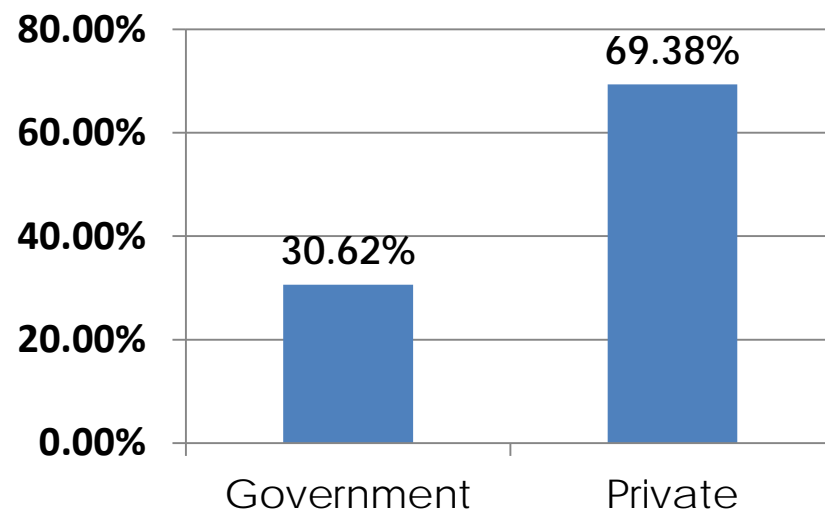
OCCUPATION-WISE DISTRIBUTION



Occupation wise



It is observed that max. **62.84%** are from service class.



Yester year:
Max. in Service: 61.29%
Govt: 22.01% Private: 77.99%

Service Class Bifurcation

IMPORTANT FACTS ABOUT LINE – 2 (YELLOW LINE)

(SAMAYPUR BADLI TO HUDA CITY CENTRE)



CRISSCROSSING NORTH DELHI, CONNAUGHT PLACE, CENTRAL & SOUTH DELHI & GURGAON

- ✓ Total number of Rotem Trains (8 Bogies) : 2 {2 motorized (First and last) and 6 trailers}
- ✓ Total number of BT Trains (6 Bogies) : 12 {2 motorized (First and last) and 4 trailers}
- ✓ Total number of BT Trains (8 Bogies) : 50 {2 motorized (First and last) and 6 trailers}
- ✓ Reserved Bogies for Ladies : Every First Bogie heading towards destination (i.e. First & Last Bogie)
- ✓ Seating Capacity per bogie : 48 Passengers
- ✓ Standing capacity per bogie : 325 Passengers
- ✓ Total route length : 49.43 km (23.70 Km Underground & 25.73 km Elevated)
- ✓ Total number of Stations : 37 (20 Stations Underground & 17 Stations Elevated)
- ✓ Total number of Interchange Stations : **8 Stations***
- ✓ Travel time : 75/80 Minutes
- ✓ Average trips per Train per day : 11-12 Times (one way)
- ✓ Frequency : 2-3 minutes in peak time

TRAINS AVAILABLE FOR INSIDE BRANDING: 64

TRAINS AVAILABLE FOR WRAPPING: 8

STATIONS NAME: Samaypur Badli, Rohini Sec 18 &19, Haiderpur Badli Mor, Jahangirpuri, Adarsh Nagar, **Azad Pur**, Model Town, GTB Nagar, Vishwa Vidyalaya, Vidhan Sabha, Civil Lines, **Kashmere Gate**, Chandni Chowk, Chawri Bazar, **New Delhi**, **Rajiv Chowk**, Patel Chowk, **Central Sectt.**, Udyog Bhawan, Race Course, Jor Bagh, **I.N.A.**, A.I.I.M.S, Green Park, **Hauz Khas**, Malviya Nagar, Saket, Qutab Minar, Chhatarpur, Sultanpur, Ghitorni, Arjan Garh, Guru Dronacharya, **Sikandarpur**, MG Road, IFFCO Chowk, Huda City Centre

IMPORTANT FACTS ABOUT LINE - 3 & 4 (BLUE LINE) (DWARKA TO NOIDA ELECTRONIC CITY / VAISHALI)



CRISSCROSSING WEST, CENTRAL DELHI, CONNAUGHT PLACE, EAST DELHI & NOIDA

- ✓ Total number of Rotem Trains (8 Bogies) : 34 {2 motorized (First and last) and 6 trailers}
- ✓ Total number of BT Trains (6 Bogies) : 8 {2 motorized (First and last) and 4 trailers}
- ✓ Total number of BT Trains (8 Bogies) : 32 {2 motorized (First and last) and 6 trailers}
- ✓ Reserved Bogies for Ladies : Every First Bogie heading towards destination (i.e. First & Last Bogie)
- ✓ Seating Capacity per bogie : 48 Passengers
- ✓ Standing capacity per bogie : 325 Passengers
- ✓ Total route length : 65.35 km (3.13 Km Underground & 62.22 km Elevated)
- ✓ Total number of Stations : 57 (4 Stations Underground & 53 Stations Elevated)
- ✓ Total number of Interchange Stations : **6 Stations***
- ✓ Travel time : 80/90 Minutes
- ✓ Average trips per Train per day : 10-11 Times (one way)
- ✓ Frequency : 2-3 minutes in peak time

TRAINS AVAILABLE FOR INSIDE BRANDING: 74

TRAINS AVAILABLE FOR WRAPPING: 9

STATIONS NAME: Dwarka Sec 21, Dwarka Sec 8, Dwarka Sec 9, Dwarka Sec 10, Dwarka Sec 11, Dwarka Sec 12, Dwarka Sec 13, Dwarka Sec 14, Dwarka , Dwarka Mor, Nawada,, Uttam Nagar West, Uttam Nagar East, **Janakpuri West**, Janakpuri East, Tilak Nagar, Subhash Nagar, Tagore Garden, **Rajouri Garden**, Ramesh Nagar, Moti Nagar, **Kirti Nagar**, Shadipur, Patel Nagar, Rajendra Place, Karol Bagh, Jhandewalan, R.K. Ashram Marg, **Rajiv Chowk**, Barakhamba Road, **Mandi House**, Pragati Maidan , Indraprastha, Yamuna Bank.

To Noida- Akshardam Temple, Mayur Vihar I, Mayur Vihar Ext., New Ashok Nagar, Noida Sec 15, Noida Sec 16, Noida Sec 18, **Botanical Garden**, Golf Course, Noida City Centre , Noida Sector 34, Noida Sector 52, Noida Sector 61, Noida Sector 59, Noida Sector 62, Noida Electronic City

To Vaishali- Laxmi Nagar, Nirman Vihar, Preet Vihar, Karkarduma, Anand Vihar ISBT, Kaushambi , Vaishali.

IMPORTANT FACTS ABOUT LINE - 5 (GREEN LINE)

(BAHADURGARH TO INDERLOK / KIRTI NAGAR)

CRISSCROSSING NORTH WEST & WEST DELHI



- ✓ Total number of Rotem-2 Trains (4 Bogies) : 23 {2 motorized (First and last) and 2 trailers}
- ✓ Reserved Bogies for Ladies : Every First Bogie heading towards destination i.e. First & Last Bogie)
- ✓ Seating Capacity per bogie : 48 Passengers
- ✓ Standing capacity per bogie : 325 Passengers
- ✓ Total route length : 30.64 km (Elevated)
- ✓ Total number of Stations : 23 (Elevated)
- ✓ Total number of Interchange Stations : **2 Stations***
- ✓ Travel time : 50 minutes
- ✓ Average trips per Train per day : 26-27 Times (one way)
- ✓ Frequency : 3-4 minutes in peak time

TRAINS AVAILABLE FOR INSIDE BRANDING: 23

TRAINS AVAILABLE FOR WRAPPING: 2

STATIONS NAME:

Bahadurgarh City Park, Bus Stand, Modern Industrial Estate, Tikri Border, Tikri Kalan, Ghevra Metro Station, Mundka Industrial Area, Mundka, Rajdhani Park, Nangloi Railway Station, Nangloi, Surajmal Stadium, Udyog Nagar, Peera Garhi, Paschim Vihar (West), Paschim Vihar (East), Madi Pur, Shivaji Park, Punjabi Bagh, Ashok Park Main & **Inderlok**

To Kirti Nagar:- Satguru Ram Singh Marg & **Kirti Nagar**

METRO TRAIN WRAPS



AVAILABLE ON

LINES	ROUTE
LINE – 2 (YELLOW LINE)	(SAMAYPUR BADLI TO HUDA CITY CENTRE)
LINE – 3 & 4 (BLUE LINE)	(DWARKA TO NOIDA ELECTRONIC CITY / VAISHALI)
LINE – 5 (GREEN LINE)	(BAHADURGARH TO INDERLOK / KIRTI NAGAR)

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WHY METRO TRAIN WRAPS?



- Giant Moving Billboard - Can't be ignored
- A modern & new medium that turns heads
- Delivers the entire city/ region than just a street / locality
- Immediate & noticeable response
- Fast & effective brand awareness..
- Beats Clutter
- High Visibility- Prominent size
- Delivers a varied audience both fixed and floating population
- Powerful environment
- Mass appeal
- Cost Efficient- Long Shelf Life
- Delivers both captive & transit audience
- Higher OTS- higher retention
- Excellent support medium (reinforcing)





Metro Train Wrapping



Metro Train Wrapping

METRO TRAIN WRAPPING

AVAILABLE ON

LINE – 2 (YELLOW LINE), LINE – 3 & 4 (BLUE LINE), LINE-5 (GREEN LINE)



TOTAL AREA

For Line-2, 3 & 4

- ***6 Coaches - Approx. 6600 sq.ft.***
- Per coach- Approx. 1100 sq.ft .***

For Line-5

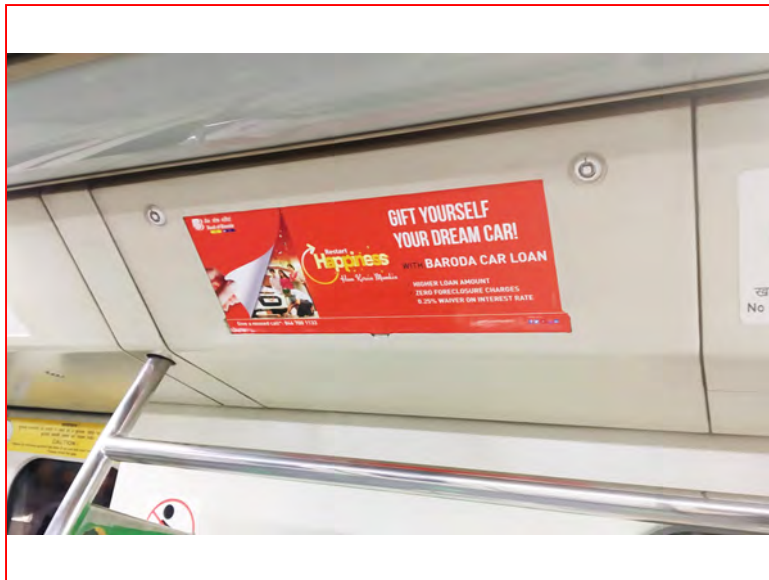
- ***4 Coaches - Approx. 4000 sq.ft.***
- Per coach- Approx. 1000 sq.ft .***

METRO RAIL INSIDE PANELS

AVAILABLE ON

LINES	ROUTE
LINE - 2 (YELLOW LINE)	(SAMAYPUR BADLI TO HUDA CITY CENTRE)
LINE - 3 & 4 (BLUE LINE)	(DWARKA TO NOIDA ELECTRONIC CITY / VAISHALI)
LINE - 5 (GREEN LINE)	(BAHADURGARH TO INDERLOK / KIRTI NAGAR)

WHY ADVERTISE INSIDE DELHI METRO ?



- Reaches consumers on the move
- Captive audience
- Prominent size - easily noticeable
- Clutter free
- Impactful environment
- Mass appeal - convenient medium
- Economical
- In underground - no outside view
- Higher frequency - higher retention
- Excellent support medium
(reinforcing)



(Metro Rail Inside Panels of Bombardier Train)

ਪੰਜਾਬ ਆਂਡ ਸਿੰਧ ਬੈਂਕ
(ਭਾਰਤ ਸਰਕਾਰ ਦਾ ਭਾਗ)



Punjab & Sind Bank
(A Govt. of India Undertaking)

Where service is a way of life



Advantage Gala with PSB Utsav Mela

**PSB
Apna Ghar**

Need based finance
for construction, purchase &
renovation of houses/flat/plot

Attractive Rate of
Interest @ 8.50%

Longest Repayment Period
upto 40 years

ZERO
Processing &
Inspection
charges*

**PSB
Apna Vahan**

Finance upto 100% of
on-road Price*

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Interest @ 8.50%

Repayment Period
upto 7 years

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Inspection
charges*

**PSB
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Finance upto ₹10 crore
(Term Loan & Over Draft)

Attractive Rate of Interest

Special concession for
MSME units

Hassle free loan Approval

Repayment Period of
Term Loan upto 10 years

50%
on processing
charges*

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(Metro Rail Inside Panels of Rotem Train)



(Metro Rail Inside Panels of Rotem-2 Train)

DETAILS OF ROTEM TRAINS AVAILABLE ON LINE- 3/4



AD Panels on inside walls of Metro Coaches

No. of Panels: 110 Panels in each train with 8 coaches

Division: 13 Panels each in First & Last coach and 14 Panels each in Middle coaches

Size: 514mm(w) x 204mm(h)
(Non back-lit but sufficiently bright interiors)



eg. Communications Pvt. Ltd.

DETAILS OF BOMBARDIER TRAINS AVAILABLE ON LINE – 2 & 3/4

AD Panels on inside walls of Metro Coaches

No. of Panels: 74 Lower Panels + 98 Upper Panels each in a train with 6 coaches
98 Lower Panels + 132 Upper Panels each in a train with 8 coaches

Division of Lower Panels: 13 Panels each in First & Last coach and 12 Panels each in Middle coaches

Division of Upper Panels: 15 Panels each in First & Last coach and 17 Panels each in Middle coaches



Size of Lower Panel: 417mm(w) x 592mm(h)

Size of Upper Panel: 767mm(w) x 109mm(h)

(Non back-lit but sufficiently bright interiors)

DETAILS OF ROTEM -2 TRAINS AVAILABLE ON LINE – 5

AD Panels on inside walls of Metro Coaches

No. of Panels : 48 Lower Panels + 40 Upper Panels each in a train with 4 coaches

Division of Lower Panels: 12 Panels in each coach

Division of Upper Panels: 10 Panels in each coach



Size of Lower Panel: 534mm(w) x 530mm(h)

Size of Upper Panel: 1090mm(w) x 204mm(h)

890mm(w) x 204mm(h)

700mm(w) x 204mm(h)

(Non back-lit but sufficiently bright interiors)

TERMS AND CONDITIONS

- ALL BOOKINGS ARE SUBJECT TO CONFIRMATION BY THE COMPANY.
- PAYMENT OF DISPLAY & OTHER CHARGES PAYABLE IN ADVANCE.
- MINIMUM CONTRACT PERIOD IS OF 1 MONTH.
- RATES CAN BE REVISED WITHOUT PRIOR NOTICE.
- NO CANCELLATION WILL BE ACCEPTED DURING THE CONTRACT PERIOD.
- TAXES EXTRA AS APPLICABLE.
- ALL PAYMENTS TO BE REMITTED BY A/C PAYEE CHEQUE/DEMAND DRAFT IN FAVOUR OF **eg. Communications Pvt. Ltd., New Delhi**

**CALL US TODAY TO GET YOUR BRAND
NOTICED FAST AND EFFECTIVELY.**



eg. Communications Pvt. Ltd.

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