

## Kolkata Metro

Kolkata Metro, India's first underground mass rapid transit system which started operations in 1984, is developing the outdoor advertising opportunities at its own pace. However, considering the growth trends, Kolkata Metro officials are enhancing the non-fare component to increase the revenue. In Kolkata, roads account for only 4.2% of the total surface area, as against 25% in Delhi and 30% in Mumbai. Hence, Kolkata Metro serves as a lifeline for the ever-increasing traffic woes of the city. Looking at these facts, branding of Metro rakes becomes a lucrative and cost effective medium for advertisers. The network currently consists of one operational line of 27.22 km from Noapara to Kavi Subhash with five other lines in various phases of construction. Kolkata Metro was the first-of-its-kind network in the country and records close to 7 lakh footfalls every day over its entire stretch.

Sampark Advertising & Media bagged the sole advertising rights for branding both interior and exterior of all the new operational AC rakes of Metro Railway, Kolkata for the period of three years in 2013. Additionally, they created a new set of medium to advertise called Tent Cards placed on RFID gates at the entry/exit points of every metro station.

Commenting on the growth of advertising in Kolkata



Metro, **Satinder Roy, Director, Sampark Advertising**, says, "We definitely see the Metro rail media emerging as a preferred advertising format for brands. There is a huge number of commuters travelling each day that this media is quite preferred in Kolkata and the cost is also quite reasonable considering

the number of eyeballs it attracts per day." Today, brands like LIC, TBZ, PS Group, Chhatlagarh and Gujarat Tourism are making Metro media a part of their local and national advertising plan.

Vyoma Media handles digital screens on this Metro network. They have installed 233 displays at the point of transaction to ensure a captive audience. Located at eye-level, screens are present at all Metro ticket counters where dwell time is approximately 30 minutes. The screens showcase 70% featured branded content and the



remaining 30% display the passenger journey information. "With numerous Metro lines expanding constantly across Mumbai, Delhi, Kolkata, Bengaluru and Visakhapatnam in the near future, the Metro media will be as popular as any other traditional advertising formats. Our experience



to date, albeit being new entrants into the Metro vertical in Kolkata, has also been very well received with a number of brands exploring the possibilities of our medium since our launch in April this year," says **Rohan Srinivasan, Chief Marketing and Communications Officer, Vyoma Media**.

Year-on-year, the quantum of Metro media available in the country will increase several fold as new networks become operational and the existing one expand.