

WHY RAILWAY ADVERTISING?

Focused exposure at a single point

Excellent visibility

Wider reach ability to a large spectrum of audience

Long and wide distance coverage

The large, colorful, innovative designs demand attention.

You have exclusivity in your space.

ABOUT THE MEDIUM

- ✓ Elegantly designed display panels.
- ✓ First time Advertising displays inside Bombardier Train.
- ✓ Big format advertising.
- ✓ Average travel time 30 minutes-captive audience
- ✓ Each journey lasts between 25-100 minutes About
- ✓ Mumbai Local Train is important part of Mumbaikar & in big city like Mumbai it is vital , it is called as lifeline of Mumbai people.



EXTERIOR TRAIN PANEL





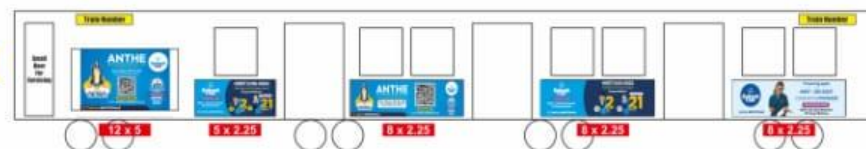
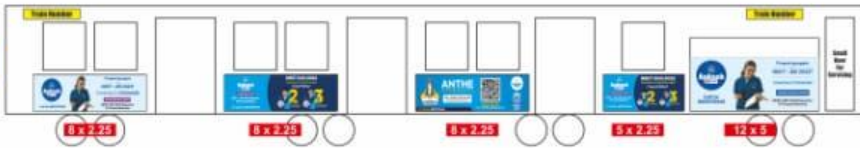
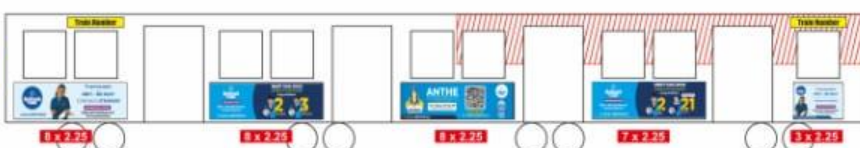






WESTERN TRAIN MOCKUP

CHURCHGATE SIDE



/// - FIRST CLASS COACH

/// - LADIES COACH

VIRAR / DHANU SIDE

RATES & DETAILS OF MEDIA

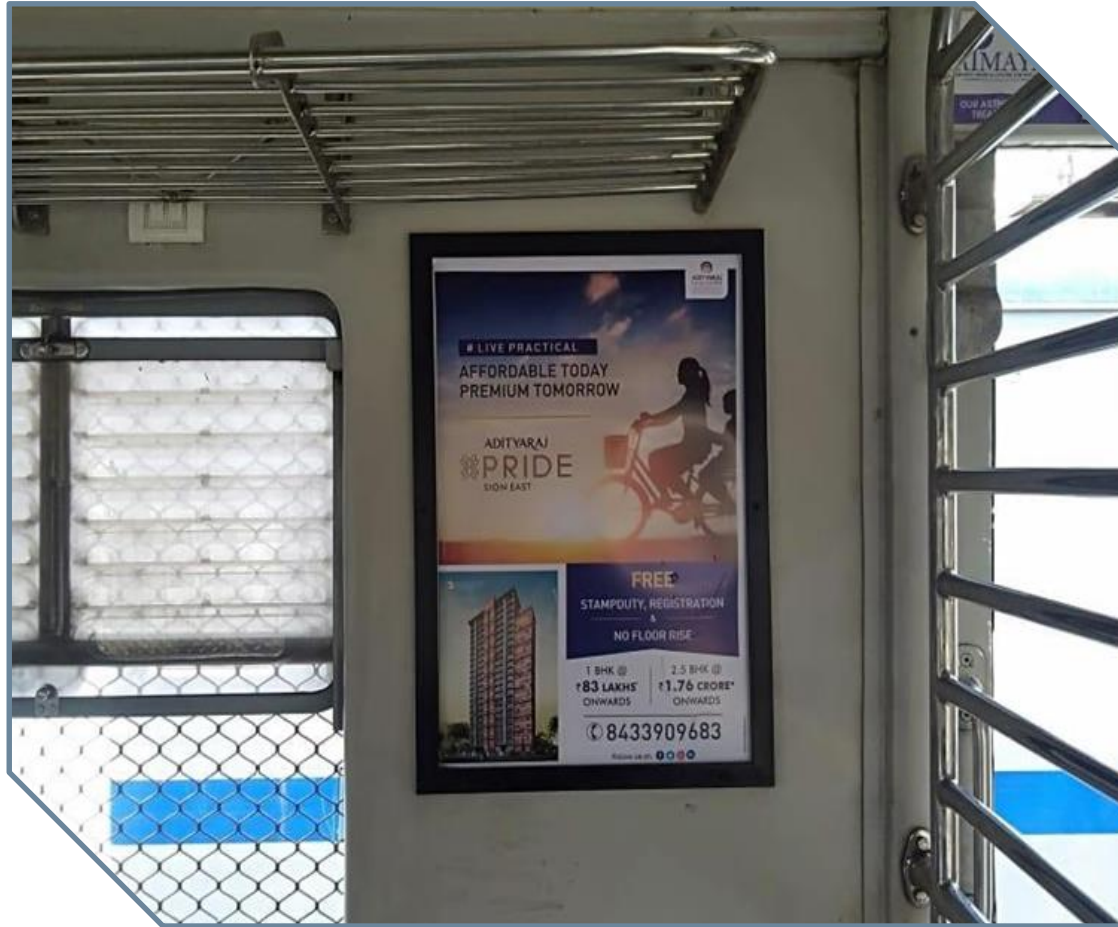
MEDIA	AREA	TIMINGS	TRIPS
EXTERIOR PANEL	1881 Sq. Ft. per Rake - 12 Coaches	Morning 03:40 AM to Midnight 12:40 AM	12-15 Trips in a day per train

SR. NO.	MEDIA	NO. OF TRAIN	PER TRAIN PER MONTH	PRODUCTION COST PER TRAIN	AVAILABLE TRAIN
1	EXTERIOR PANEL(WR)	1 TRAIN	250000	100000	1 = 12 Coaches



➤ **INSIDE TRAIN PANEL**











AB SHORT DISTANCE PAR...
UPVAN LAKE.
MORNING WALK KE LIYE BEST!



AT THANE



1 & 2 BHK SMART HOMES STARTING FROM ₹12 LACS ONWARDS

8286334477

LARGEST CARPET AREA WITH
WORLD CLASS AMENITIES IN
KALYAN



1.5 KMS FROM
KALYAN STATION

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MALL



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RA

RATES & DETAILS OF MEDIA

MEDIA	DISPLAY AREA	ADVERTISEMENT AREA	Total nopf panel QTY.
INSIDE PANEL	17" X 24"	17" X 24"	87

SR NO	MEDIA	NO. OF TRAINS	PER TRAIN PER MONTH	AVAILABLE TRAINS
1	INSIDE PANEL (WR)	1TRAIN	Rs.1,75,000	15
2	INSIDE PANEL (CR)	1TRAIN	Rs.1,65,000	15



FOR ENQUIRY

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