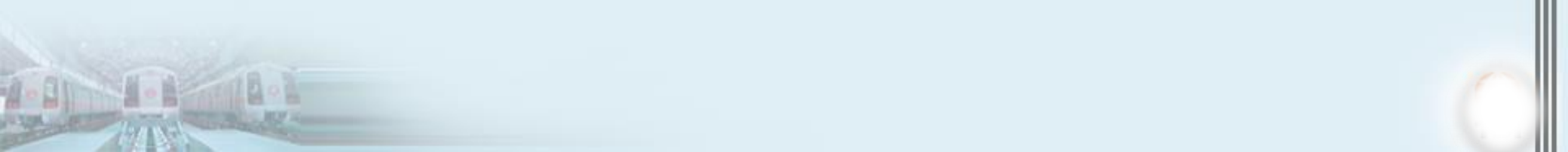




**DELHI  
METRO  
ADVERTISING**



1. DMRC Advertising – A Brief Insight
2. Benefits of advertising at DMRC
3. Media Options & Solutions



# Advertising at Delhi Metro - A Brief Insight

Deep  
Penetration & Huge  
Commutership

Over the years, Delhi Metro has emerged as one of the crucial outdoor advertising media and its network has penetrated deep into the capital with more than 35 Lac people commute by Delhi metro daily

---

Cosmopolitan  
Market

Delhi Metro is a unique opportunity for advertisers keen to tap the huge cosmopolitan market of Delhi

---

Captive  
Audience

Consumers are continuously surrounded by your brand as they spend minimum 10-15 minutes at the station

---

Extended  
Exposure

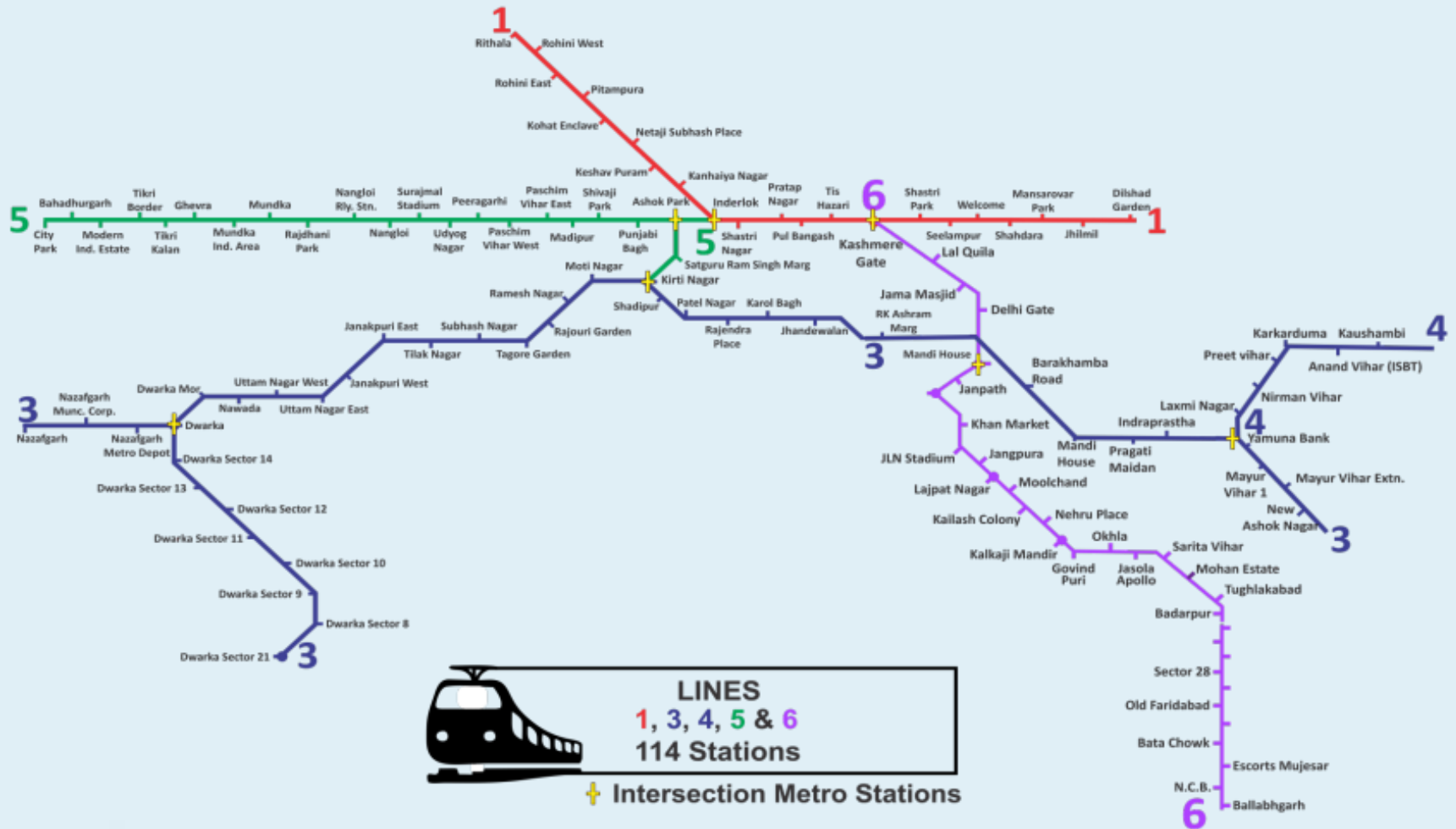
Brand gets exposure of 18 hours daily (5:30AM to 11:30 PM)

---

Shifting Focus

Over the years, both National and Regional brands have shifted significant focus and budgets towards advertising at Delhi Metro





**LINES**  
**1, 3, 4, 5 & 6**  
**114 Stations**

**+ Intersection Metro Stations**



## Line 1 – 21 Stations

1. DILSHAD GARDEN
2. JHILMIL
3. MANSAROVAR PARK
4. SHAHDARA
5. WELCOME
6. SEELAMPUR
7. SHASTRI PARK
8. KASHMERE GATE
9. TIS HAZARI
10. PUL BANGASH
11. PRATAP NAGAR
12. SHASTRI NAGAR
13. INDERLOK
14. KANHAIYA NAGAR
15. KESHAV PURAM
16. NETAJI SUBHASH PLACE
17. KOHAT ENCLAVE
18. PITAMPURA
19. ROHINI EAST
20. ROHINI WEST
21. RITHALA



## Line 3 (38 Stations)

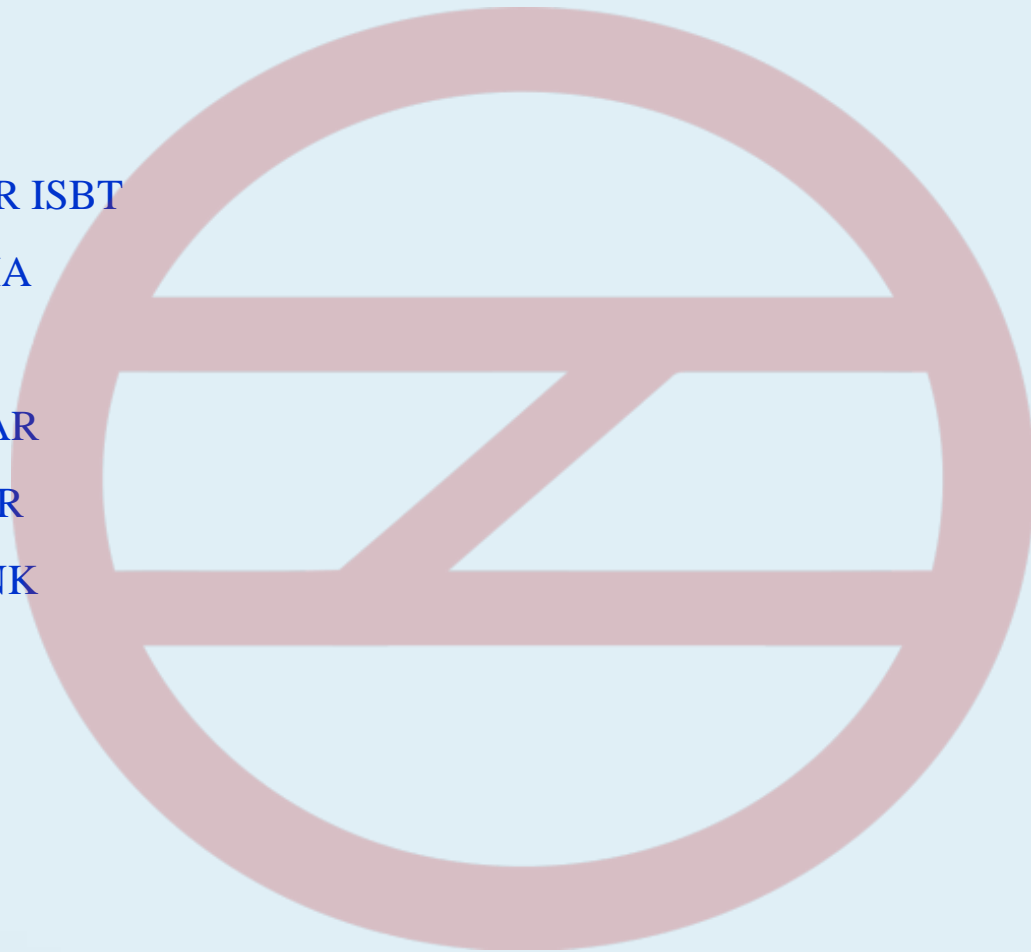
### Line 3 – 38 Stations

1. NEW ASHOK NAGAR
2. MAYUR VIHAR EXT.
3. MAYUR VIHAR -1
4. INDRAPRASTA
5. PRAGATI MAIDAN
6. MANDI HOUSE
7. BARAKHAMBA
8. R.K. ASHRAM MARG
9. JHANDEWALAN
10. KAROL BAGH
11. RAJENDRA PLACE
12. PATEL NAGAR
13. SHADIPUR
14. KIRTI NAGAR
15. MOTI NAGAR
16. RAMESH NAGAR
17. RAJOURI GARDEN
18. TAGORE GARDEN
19. SUBHASH NAGAR
20. TILAK NAGAR
21. JANAHPURI EAST
22. JANAHPURI WEST
23. UTTAM NAGAR EAST
24. UTTAM NAGAR WEST
25. NAWADA
26. DWARKA MOR
27. DWARKA
28. DWARKA SECTOR 14
29. DWARKA SECTOR 13
30. DWARKA SECTOR 12
31. DWARKA SECTOR 11
32. DWARKA SECTOR 10
33. DWARKA SECTOR 9
34. DWARKA SECTOR 8
35. DWARKA SECTOR 21
36. NAZAFGARH METRO DEPOT
37. NAZAFGARH MUNICIPAL
38. NAZAFGARH



## Line 4 – 7 Stations

1. KAUSHAMBI
2. ANAND VIHAR ISBT
3. KARKARDUMA
4. PREET VIHAR
5. NIRMAN VIHAR
6. LAXMI NAGAR
7. YAMUNA BANK



## Line 5 – 21 Stations

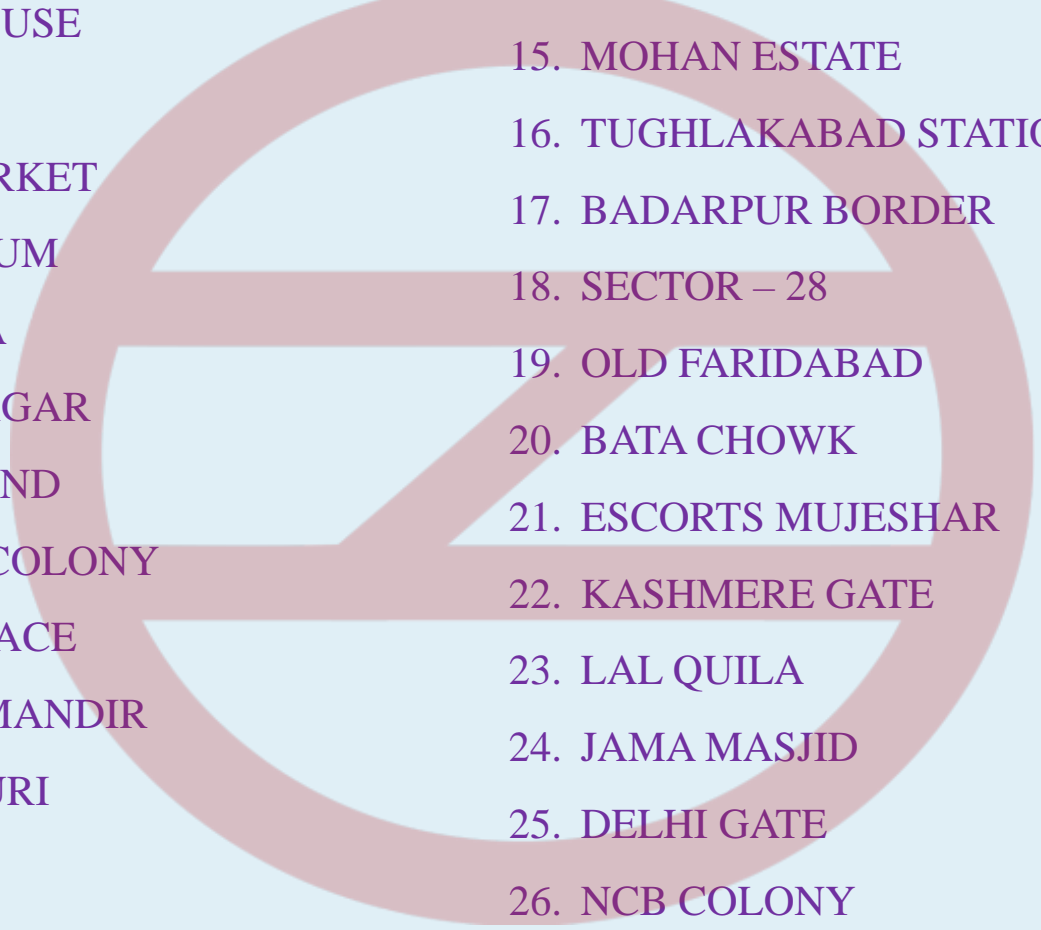
1. ASHOK PARK MAIN
2. SATGURU RAM SINGH MARG
3. PUNJABI BAGH
4. SHIVAJI PARK
5. MADIPUR
6. PASCHIM VIHAR EAST
7. PASCHIM VIHAR WEST
8. PEERAGARHI
9. UDYOG NAGAR
10. SURAJMAL STADIUM
11. NANGLOI
12. NANGLOI RAILWAY STATION
13. RAJDHANI PARK
14. MUNDKA
15. MUNDKA INDUSTRIAL AREA
16. GHEVRA
17. TIKRI KALAN
18. TIKRI BORDER
19. MODERN INDUSTRIAL ESTATE
20. BAHADURGARH
21. CITY PARK





# Line 6 (27 Stations)

## Line 6 – 27 Stations

- 
1. MANDI HOUSE
  2. JANPATH
  3. KHAN MARKET
  4. JLN STADIUM
  5. JANGPURA
  6. LAJPAT NAGAR
  7. MOOLCHAND
  8. KAILASH COLONY
  9. NEHRU PLACE
  10. KALKAJI MANDIR
  11. GOVINDPURI
  12. OKHLA
  13. JASOLA APOLLO
  14. SARITA VIHAR
  15. MOHAN ESTATE
  16. TUGHLAKABAD STATION
  17. BADARPUR BORDER
  18. SECTOR – 28
  19. OLD FARIDABAD
  20. BATA CHOWK
  21. ESCORTS MUJESHAH
  22. KASHMERE GATE
  23. LAL QUILA
  24. JAMA MASJID
  25. DELHI GATE
  26. NCB COLONY
  27. BALLABHGARH



<b>Size</b>	<b>: 10'x5'</b>	<b>Rate : Rs 1,000/ Sq Ft ( Including Printing and Mounting )</b>
<b>Location</b>	<b>: On the Platform</b>	



**Size** : 10'x5'  
**Location** : On the Platform

**Rate** : Rs 1,000/ Sq Ft ( Including  
Printing and Mounting )



**Size** : 10'x5'  
**Location** : Exit of the Platform

Rate : Rs 1,000/ Sq Ft ( Including  
Printing and Mounting )



**Size** : 8'x4'  
**Location** : On the Platform

**Rate** : Rs 1,000/ Sq Ft ( Including  
Printing and Mounting )



**Size** : 10'x5'  
**Location** : On the Platform

Rate : Rs 1,000/ Sq Ft ( Including Printing and Mounting )



**Size** : 16'x4'  
**Location** : Concourse

Rate : Rs 1,000/ Sq Ft ( Including  
Printing and Mounting )



**Size** : 20'x8'  
**Location** : Concourse

**Rate** : Rs 1,000/ Sq Ft ( Including  
Printing and Mounting )





<b>Size</b>	<b>: 10'x10'</b>	<b>Rate : Rs 1,000/ Sq Ft ( Including Printing and Mounting )</b>
<b>Location</b>	<b>: Concourse</b>	



<b>Size</b>	<b>: 18'x6'</b>	<b>Rate : Rs 1,000/ Sq Ft ( Including Printing and Mounting )</b>
<b>Location</b>	<b>: Concourse</b>	



**Station Name** : Pul Bangash  
**Size** : 10'x5'  
**Location** : Concourse

Rate : Rs 1,000/ Sq Ft ( Including  
Printing and Mounting )





**Size** : 15'x5'  
**Location** : Exit of the Platform

**Rate** : Rs 1,000/ Sq Ft ( Including Printing and Mounting )



**Size** : 9'x3'  
**Location** : On the Platform

**Rate** : Rs 1,000/ Sq Ft ( Including  
Printing and Mounting )



**Size** : 10'x5'  
**Location** : Concourse

Rate : Rs 1,000/ Sq Ft ( Including  
Printing and Mounting )

**Citra**  
FACE CREAM & FACE WASH

Nature's Best kept secrets for healthy glowing skin

JAPANESE GREEN TEA

KOREAN PINK PEARL

**Size** : 10'x5'  
**Location** : On the Platform

Rate : Rs 1,000/ Sq Ft ( Including Printing and Mounting )



**Size** : 12'x4'  
**Location** : On the Platform

**Rate** : Rs 1,000/ Sq Ft ( Including  
Printing and Mounting )





**Size** : 16'x5'  
**Location** : Exit of the Platform

Rate : Rs 1,000/ Sq Ft ( Including Printing and Mounting )



**Size** : 12'x4'  
**Location** : On the Platform

Rate : Rs 1,000/ Sq Ft ( Including  
Printing and Mounting )



**Size** : 10'x4'  
**Location** : On the Platform

**Rate** : Rs 1,000/ Sq Ft ( Including Printing and Mounting )



**Size** : 16'x8'  
**Location** : On the Platform

Rate : Rs 1,000/ Sq Ft ( Including Printing and Mounting )

एक बार  
भुगतान करें...  
और सुरक्षा के साथ  
समृद्धि पाएँ

एक नॉन-लिविंग  
लाभ-सहित,  
एकल प्रीमियम  
योजना

जीवन उत्कर्ष

For all LIC needs sms  
"CITY NAME" to 5676 7474  
(for example "DELHI")

LIC

भारतीय जीवन बीमा निगम  
LIC INSURANCE CORPORATION OF INDIA

सिफ्टी के साथ ही सिफ्टी के साथ ही

व्यापार मेले के टिकट की बिक्री इस स्टेशन से नहीं हो रही है। यात्री दूसरे मेट्रो स्टेशन से टिकट खरीद सकते हैं।

There is no Sale of Trade Fair Tickets from this Station. Passengers may purchase the Tickets from other Metro Stations.

**Size** : 15'x5'  
**Location** : Concourse

Rate : Rs 1,000/ Sq Ft ( Including Printing and Mounting )

**GNIOT GROUP OF INSTITUTIONS**  
 Approved by AICTE & Affiliated to Dr. A.P.J. Abdul Kalam Technical University, Lucknow (Formerly UPTU)

**Admission Open 2017-18**

**17**

<b>B.Tech. / B.Tech. (LEFT)</b>	CVE   IT   ME   ECE   EE Automobile Engg.   Civil Engg.		
<b>M.Tech.</b>	Civil   ME   CE   VLSI DESIGN		
<b>MBA</b>	<b>MCA</b>	<b>PGDM</b>	<b>MBA Integrated (MBA + MBA)</b>

**Toll Free No. : 18002746969**  
 Helpline : +91 - 8470002022 | +91 - 8866686813/62/63 | www.gniotgroup.edu.in | www.gniotgroup.edu.in

**Station Name** : Mandi House  
**Size** : 7'x3'  
**Location** : Concourse

**Rate** : Rs 1,000/ Sq Ft ( Including  
 Printing and Mounting )



**Size** : 16'x8'  
**Location** : Exit of the Platform

Rate : Rs 1,000/ Sq Ft ( Including Printing and Mounting )



**Size** : 10'x5'  
**Location** : On the Platform

**Rate** : Rs 1,000/ Sq Ft ( Including  
Printing and Mounting )



VINNAKOTA SRIKANTH'S  
**ANALOG IAS INSTITUTE**  
 W: [www.analogeducation.in](http://www.analogeducation.in) E: [ias.analog.delhi@gmail.com](mailto:ias.analog.delhi@gmail.com)

**OPTIONALS OFFERED**

- **MATHEMATICS**  
by Mr. Vinnakota Srikanth
- **TELUGU LITERATURE**  
by Mr. Satyanarayana Sir
- **ANTHROPOLOGY**  
by Mr. Vinay Mohan

**ADMISSIONS OPEN**

**TEST SERIES**

- Key with detailed explanation
- Personalized attention
- Modular and full length tests
- Flexible Timings

**Fees: Rs.7999/-**

**NEW DELHI : 8800270440, 8800283132**  
**HYDERABAD | BENGALURU | VISAKHAPATNAM | GUNTUR**

<b>Station Name</b>	<b>: Karol Bagh</b>	<b>Rate : Rs 1,000/ Sq Ft ( Including Printing and Mounting )</b>
<b>Size</b>	<b>: 10'x5'</b>	
<b>Location</b>	<b>: Entry/Exit On the Platform</b>	



**Size** : 14'x7'

**Location** : Exit of the Platform

**Rate** : Rs 1,000/ Sq Ft ( Including  
Printing and Mounting )



**Size** : 10'x5'  
**Location** : On the Platform

Rate : Rs 1,000/ Sq Ft ( Including  
Printing and Mounting )



**Size** : 14'x7' -  
**Location** : Concourse

**Rate** : Rs 1,000/ Sq Ft ( Including  
Printing and Mounting )



**Size** : 12'x6'  
**Location** : On the Platform

Rate : Rs 1,000/ Sq Ft ( Including  
Printing and Mounting )



**Size** : 16'x6'  
**Location** : On the Platform

Rate : Rs 1,000/ Sq Ft ( Including  
Printing and Mounting )



**Size** : 16'x8'  
**Location** : On the Platform

Rate : Rs 1,000/ Sq Ft ( Including  
Printing and Mounting )



**Size** : 16'x6'  
**Location** : On the Platform

Rate : Rs 1,000/ Sq Ft ( Including Printing and Mounting )





Get an AC car  
at ₹7/km\*

UBER

Pay in cash

First ride free,\* use code LAJPAT

DOWNLOAD THE UBER APP

\*T&Cs apply. More info on uber.com



**Size** : 10'x5'  
**Location** : On the Platform

Rate : Rs 1,000/ Sq Ft ( Including  
Printing and Mounting )





6.5 crore diabetics in India  
Are you adding to the numbers?  
High blood sugar. High cholesterol.

← → प्रिण्ट  
Exit

**Size** : 10'x5'  
**Location** : Exit of the Platform

Rate : Rs 1,000/ Sq Ft ( Including Printing and Mounting )



Echelon Institute of  
Technology, Faridabad

Initiative by "The Last Centre"

**ECHELON**  
TRANSFORMING THE ENGINEERING EDUCATION

Welcome to the Future of  
Engineering Education

B.Tech- CSE,ME,ECE,CIVIL,CS&IT  
M.Tech- CSE,ME

[www.eitfaridabad.com](http://www.eitfaridabad.com)



An Invitation to the Culture of Exploration, Invention and Growth

For Admission, Call: 9718312586, 87

**Size** : 4'x6'  
**Location** : Concourse

Rate : Rs 1,000/ Sq Ft ( Including  
Printing and Mounting )

- The sites are offered on "first come first served" basis.
- The minimum period of contract is for 3 months.
- Rates are inclusive of installation, electricity and maintenance.
- GST as applicable.
- Payment terms are advance basis.
- Inputs for the display material are to be provided by advertiser.



Advertising at Delhi Metro

**THANK YOU**



A commitment by the pioneers  
of Delhi Metro advertising

