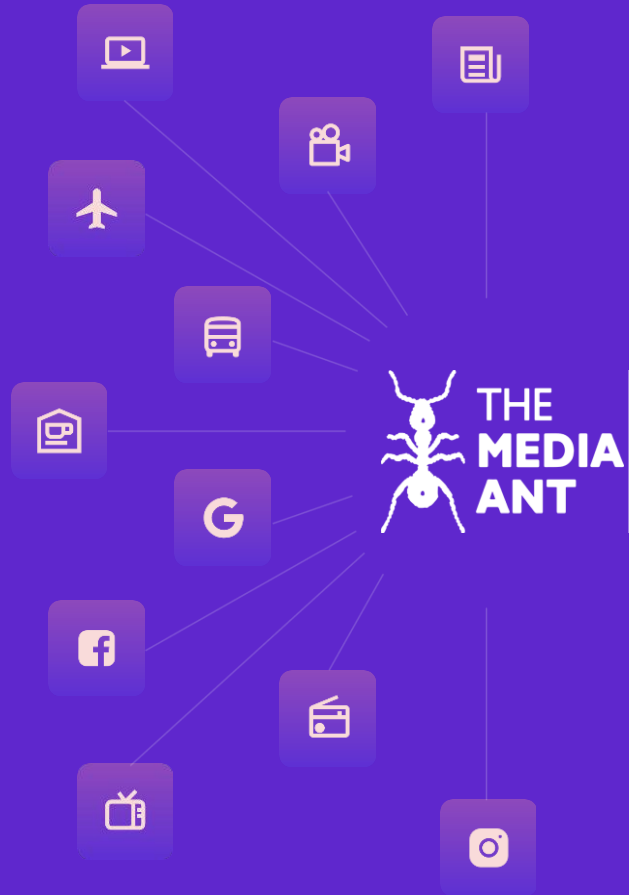




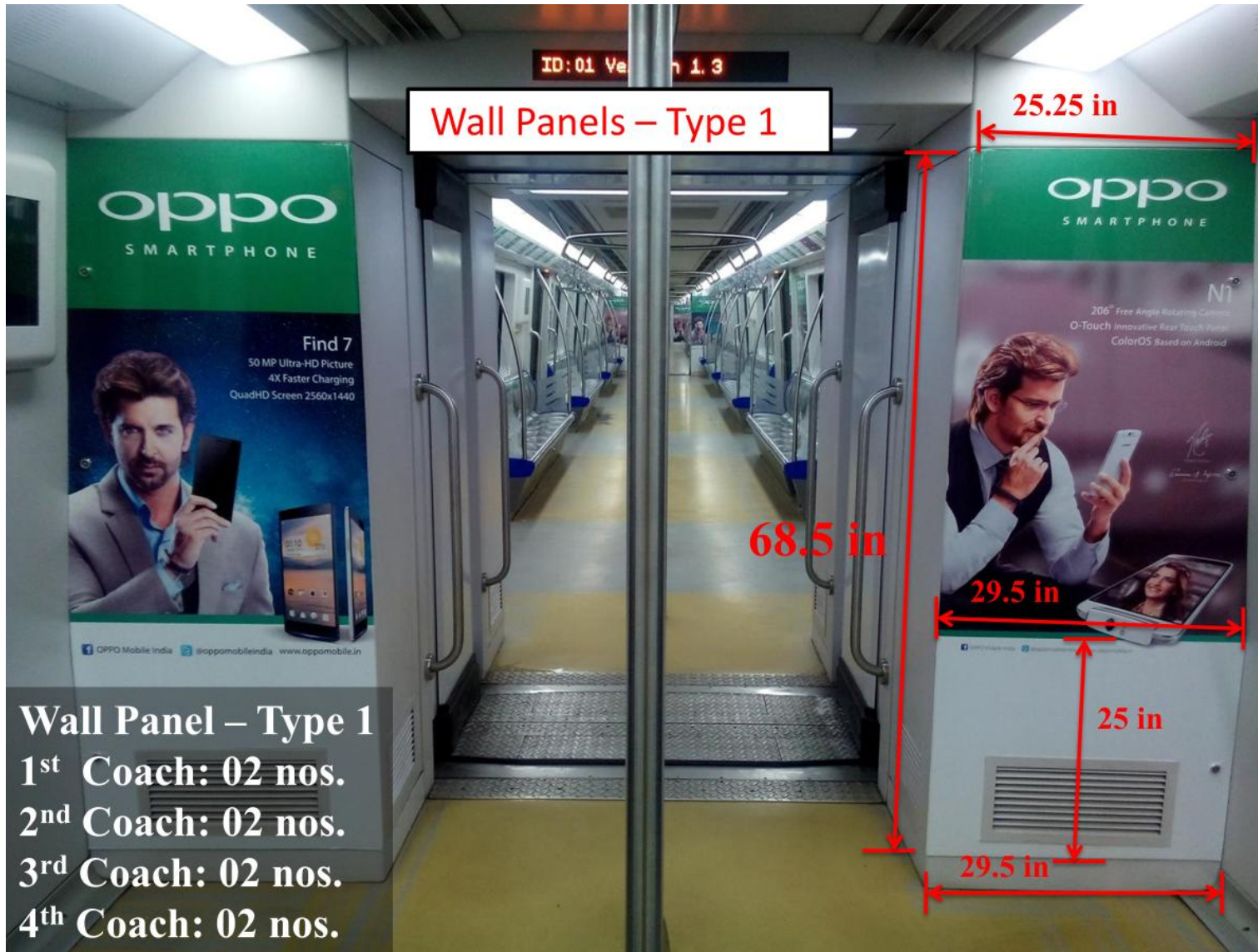
Interior Branding Dimension Details

Interior Branding: Line 1 (Coaches 4)

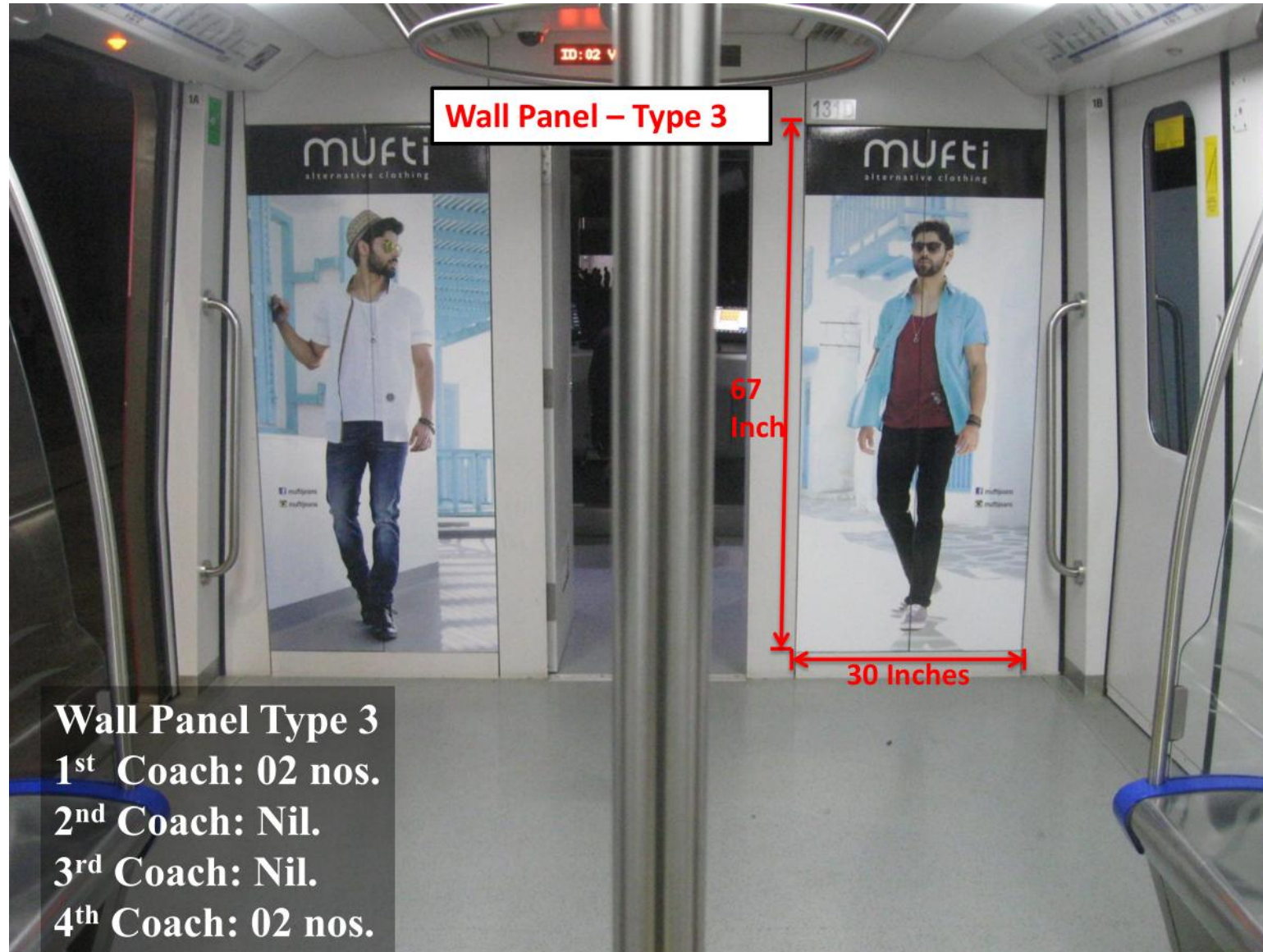
Line 1 (Coaches 4)- Interior Branding

Train Internal Dimension									
Description	No. of Panels	Length	Height	Total Sq ft	Description	No. of Panels	Length	Height	Sq ft
1st Coach - Engine Coach					3rd Coach - Engine Coach				
Wall Panel	2	2.50	5.58	27.92	Wall Panel	2	2.46	5.71	28.07
	2	2.46	5.71	28.07		2	2.46	5.71	28.07
Extra Wall Panel	1	2.19	6.27	13.72	Window Panel	8	2.37	3.13	59.25
Window Panel	6	2.37	3.13	44.44	Strips above the Window	6	5.58	0.50	16.75
Strips above the Window	6	5.58	0.50	16.75	Below Seat strips	4	11.50	0.92	42.17
Below Seat strips	4	11.50	0.92	42.17		2	9.33	0.92	17.17
	2	9.33	0.92	17.17		2	4.00	0.92	7.36
Handle Bar (Per Coach 36 nos.)	36	1.00	0.21	7.56	Handle Bar (Per Coach 36 nos.)	36	1.00	0.21	7.56
				197.79					206.39
2nd Coach - Middle Panel					4th Coach - Engine Coach				
Wall Panel	2	2.46	5.71	28.07	Wall Panel	2	2.50	5.58	27.92
	2	2.46	5.71	28.07		2	2.46	5.71	28.07
Window Panel	8	2.37	3.13	59.25	Extra Wall Panel	1	2.19	6.27	13.72
Strips above the Window	6	5.58	0.50	16.75	Window Panel	6	2.37	3.13	44.44
Below Seat strips	4	11.50	0.92	42.17	Strips above the Window	6	5.58	0.50	16.75
	2	9.33	0.92	17.17	Below Seat strips	4	11.50	0.92	42.17
	2	4.00	0.92	7.36		2	9.33	0.92	17.17
Handle Bar (Per Coach 36 nos.)	36	1.00	0.21	7.56	Handle Bar (Per Coach 36 nos.)	36	1.00	0.21	7.56
				206.39					197.79
Total Sq ft - 808.36									







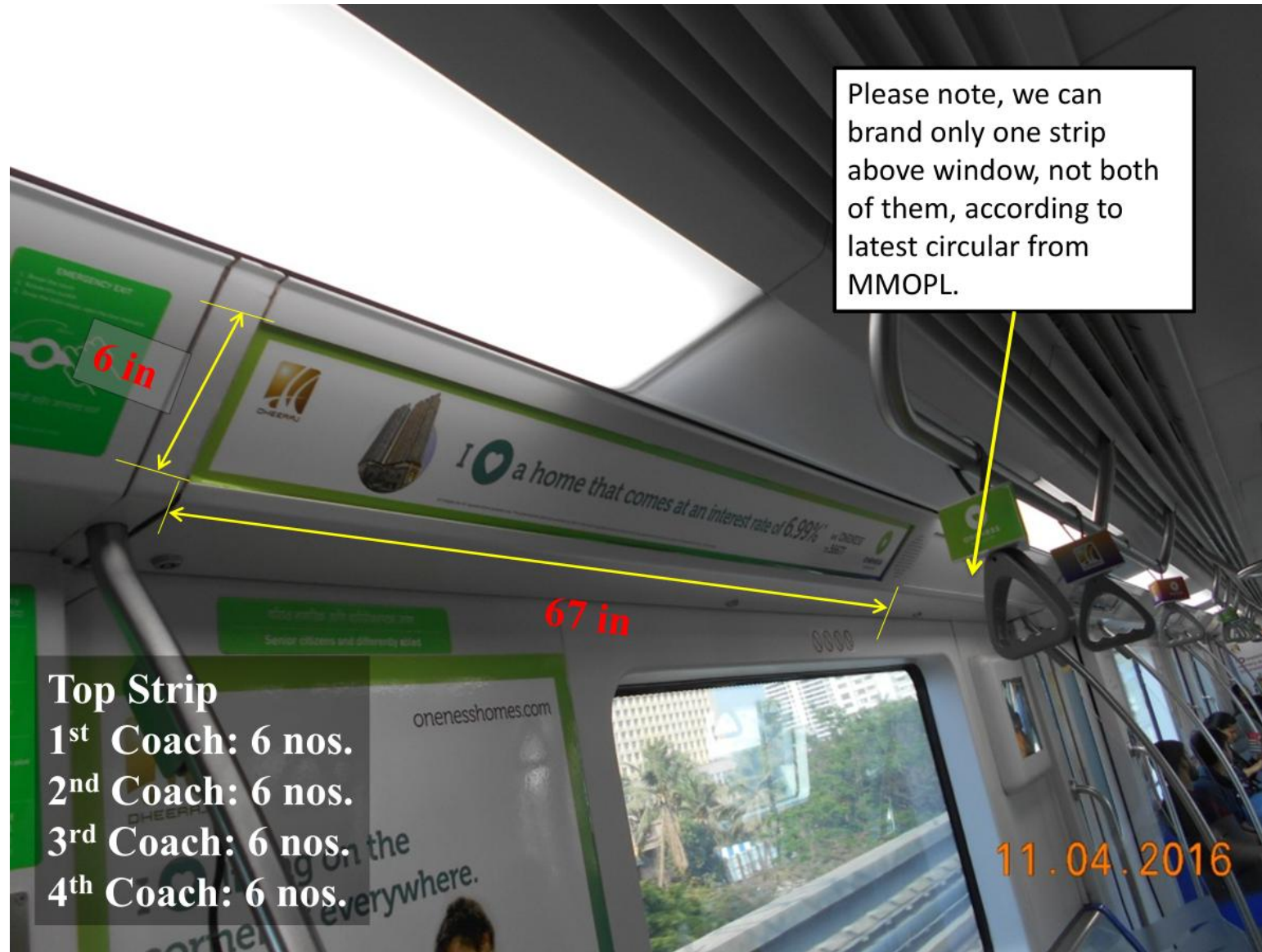


Wall Panel Type 3
1st Coach: 02 nos.
2nd Coach: Nil.
3rd Coach: Nil.
4th Coach: 02 nos.

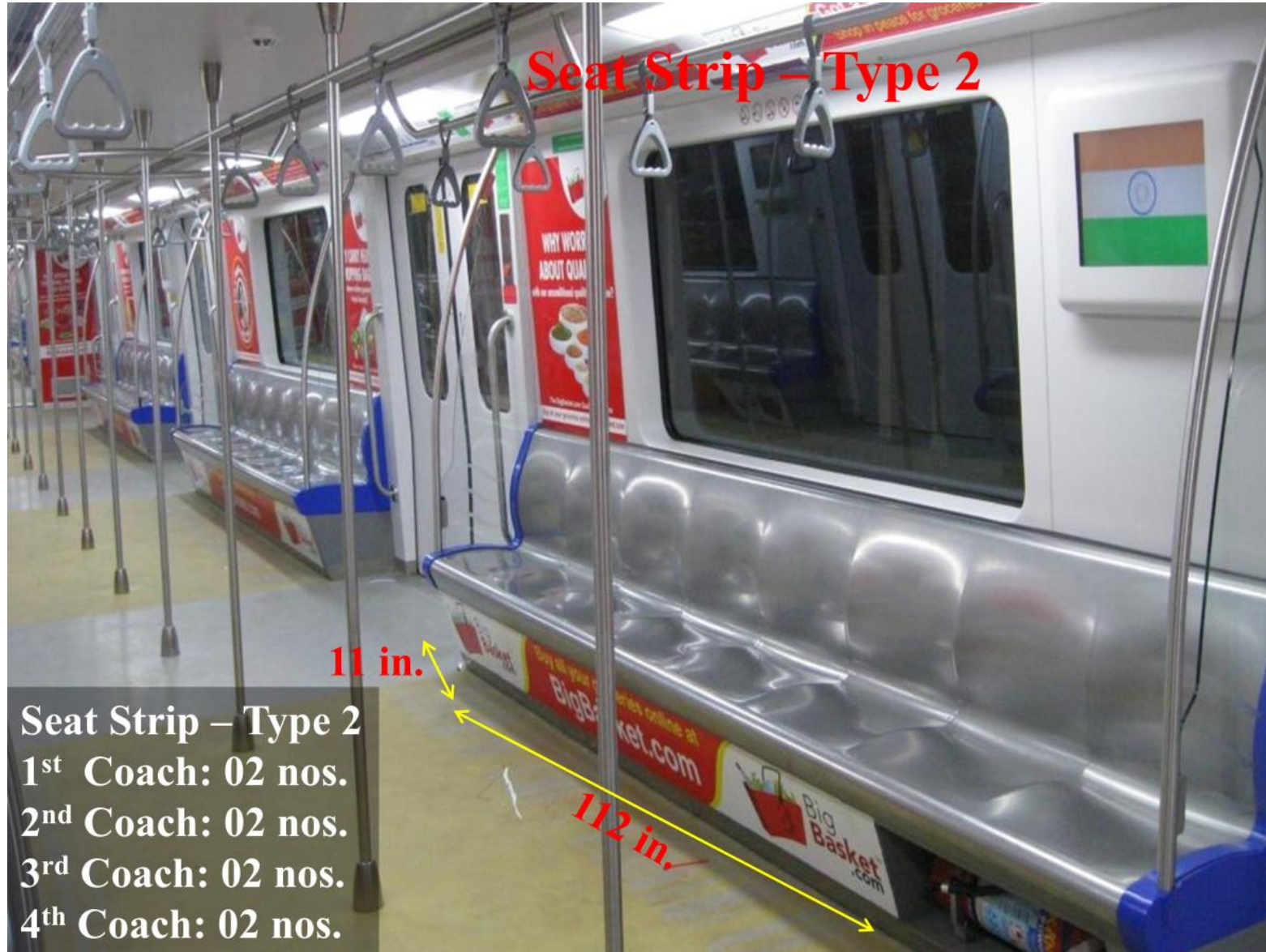


Wall Panel – Type 4

Wall Panel Type 4
1st Coach: 01 no.
2nd Coach: Nil.
3rd Coach: Nil.
4th Coach: 01 no.







Seat Strip – Type 2

Seat Strip – Type 2

1st Coach: 02 nos.

2nd Coach: 02 nos.

3rd Coach: 02 nos.

4th Coach: 02 nos.

11 in.

112 in.



Handle Bars

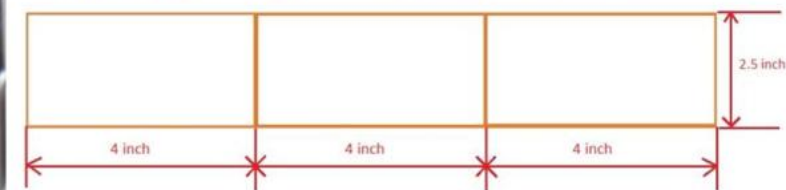
Handle Bar

1st Coach: 36 nos.

2nd Coach: 36 nos.

3rd Coach: 36 nos.

4th Coach: 36 nos.



handle Bar Triangle / Per coach = 36 nos.

Interior Branding: Line 2A & 7 (Coaches 6)

Line 2A & 7 (6 Coaches) Interior Branding

Internal Dimensions

End CARS	Description	Material	W		H	Qty	Sq ft
Internal (End Cars)	Top Sticker panel	Vinyl	36.00	x	7.00	10	17.5
Internal (End Cars)	Top Sticker panel Additional	Vinyl	37.00	x	6.00	4	6.166667
Internal (End Cars)	Driver Door Panel	Vinyl	17.50	x	24.50	4	11.90972
Internal (End Cars)	Driver Door Panel	Vinyl	31.50	x	64.00	4	56
Internal (End Cars)	Gangway Cubicle front	Vinyl	23.50	x	63.00	2	20.5625
Internal (End Cars)	Gangway Cubicle Side	Vinyl	51.00	x	63.50	4	89.95833
Internal (End Cars)	Gangway Cubicle Side	Vinyl	36.00	x	64.00	2	32
Internal (End Cars)	Draught Screen	Vinyl	21.00	x	28.00	24	98
Internal (End Cars)	Flip Frame	Vinyl	20.50	x	33.50	24	114.4583
Middle Cars							
Internal (Mid Cars)	Top Sticker panel	Vinyl	36.00	x	7.00	24	42
Internal (Mid Cars)	Top Sticker panel Additional	Vinyl	36.00	x	7.00	12	21
Internal (Mid Cars)	Top Sticker panel Additional	Vinyl	21.00	x	6.00	24	21
Internal (Mid Cars)	Gangway Cubicle front	Vinyl	32.00	x	63.00	16	224
Internal (Mid Cars)	Gangway Cubicle front	Vinyl	22.50	x	63.00	8	78.75
Internal (Mid Cars)	Gangway Cubicle front	Vinyl	23.50	x	63.00	4	41.125
Internal (Mid Cars)	Gangway Cubicle Side	Vinyl	36.00	x	64.00	8	128
Internal (Mid Cars)	Flip Frame	Vinyl	20.50	x	33.50	48	228.9167
Internal (Mid Cars)	Draught Screen	Vinyl	21.00	x	28.00	56	228.6667
Total Sq ft							1460.014

Total Interior Media

Interior Media

For train with 6 coaches

Display Area

Total Area in Sq. Ft. 1460

(Floor Branding & Handle of 2936 Sq.ft +
Other Internal Branding of 1461 Sq.Ft)

Train - Interior Media - DM Car (End Cars)



Flip Frame



Draught Screens



Driver Door Panel/Cards



Top Sticker

Cards- Size 20.5"x 33.5",
Qty – 24 Nos./Car,
Material - Technova Film Paper / Tyvek
Paper/180 GSM Digital Paper
Type of Installation: Print Inserts

Sticker - Size 21"x 28", Qty – 24
Nos./Car
Material – 3M IJ1220
Type of Installation: Sticker Wrap

Sticker - Size 31.5"x 64", Qty – 4
Nos./Car
Material – 3M IJ1220
Type of Installation: Sticker Wrap

Top Sticker - Size 36"x 7", Qty – 10
Nos./Car
Material – 3M IJ1220
Type of Installation: Sticker Wrap

Cards - Size 17.5"x 24.5", Qty – 4
Nos./Car
Material - Technova Film Paper / Tyvek
Paper/180 GSM Digital Paper
Type of Installation: Print Inserts

Train - Interior Media - DM Car (End Cars)



Gangway Cubicle Side

Sticker - Size 51"x 63.5"
Qty - 4 Nos./Car
Material - 3M IJ1220
Type of Installation: Sticker Wrap

Sticker - Size 36"x 64",
Qty - 2 Nos./Car
Material - 3M IJ1220
Type of Installation: Sticker Wrap



Gangway Cubicle Front

Sticker - Size 23.5"x 63"
Qty - 2 Nos./Car
Material - 3M IJ1220
Type of Installation: Sticker Wrap



Top Sticker Additional

Sticker - Size 36"x 7",
Qty - 4 Nos./Car
Material - 3M IJ1220
Type of Installation: Sticker Wrap

Train - Interior Media – T/M Car (Middle Car)



Identified Panels/Cards

Cards- Size 20.5"x 33.5",
Qty – 48 Nos./Car,
Material - Technova Film Paper / Tyvek
Paper/180 GSM Digital Paper
Type of Installation: Print Inserts



Draught Screens

Sticker - Size 21"x 28",
Qty – 56 Nos./Car
Material – 3M IJ1220
Type of Installation: Sticker Wrap



Top Sticker

Top Sticker - Size 36"x 7",
Qty – 24 Nos./Car
Material – 3M IJ1220
Type of Installation: Sticker Wrap

Train - Interior Media – T/M Car (Middle Car)



Gangway Cubicle Front

Sticker - Size 23.5"x 63"
Qty – 4 Nos./Car
Material – 3M IJ1220
Type of Installation: Sticker Wrap



Gangway Cubicle Side

Sticker - Size 36"x 64",
Qty – 8 Nos./Car
Material – 3M IJ1220
Type of Installation: Sticker Wrap



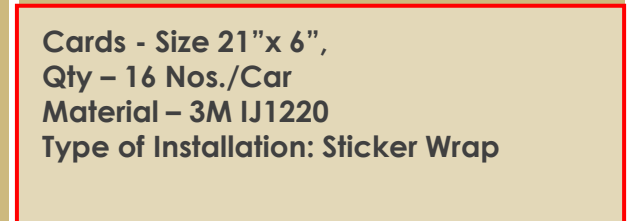
Gangway Cubicle Front

Sticker - Size 22.5"x 63"
Qty – 8 Nos./Car
Material – 3M IJ1220
Type of Installation: Sticker Wrap



Top Sticker

Sticker - Size 36"x 7",
Qty – 12 Nos./Car
Material – 3M IJ1220
Type of Installation: Sticker Wrap



Cards - Size 21"x 6",
Qty – 16 Nos./Car
Material – 3M IJ1220
Type of Installation: Sticker Wrap

Interior Branding: Line 3 (Coaches 8)

SNAPSHOT OF INTERNAL TRAIN WRAP ELEMENTS

Description	Height (Ft)	Width (Ft)	Qty	Area (Sq. Ft)
Wall Panel Type 1	6.17	1.70	4	41.96
Wall Panel Type 2	6.17	2.50	2	30.85
Wall Panel Type 3	6.25	1.50	2	18.75
Wall Panel Type 4	6.25	1.90	2	23.75
Wall Panel Type 5	6.17	2.50	2	30.85
Wall Panel Type 6	4.25	1.40	24	142.80
Wall Panel Type 7	6.05	1.70	4	41.14
Seat Glass Branding	2.90	1.20	224	779.52
Handlebar	0.30	0.30	248	69.39
Window Panel Type- 1	2.60	2.30	96	574.08
Window Panel Type- 2	2.90	2.50	4	29.00
Window Panel Type- 3	2.60	4.60	24	287.04
Top Strip Type-1	0.96	5.30	48	244.22
Top Strip Type-2	0.96	4.60	24	105.98
Below Seat Strip Type-1	1.00	5.40	4	21.60
Below Seat Strip Type-2	1.00	4.75	2	9.50
Below Seat Strip Type-3	1.00	9.50	8	43.20
Below Seat Strip Type-4	1.00	4.00	24	96.00
Inside Big Window Glass	2.50	5.60	24	336.00
Gangway- Round Panels	5.50	2.60	16	228.80
Gangway- wall Panels	5.50	2.20	4	48.40

~44
Wall panel
options
available!

**~ 3200 sq
ft. available
for
branding!**

~124
Window
panel
options
available!



USP:

- Uncluttered visibility to Metro commuters, assuring maximum SOV

*actual images of trains with Times OOH branding

PROPOSED INVENTORY

Side Wall Panel- Type 1

TYPE OF DISPLAY

SAV

LOCATION

1st coach and 8th coaches

DETAILS

6.17ft (H) x 1.70ft (W)

No. of Units

4 (2 in each coach)



USP:

- Head-on visibility at eye level, assuring maximum SOV

*actual images of trains with Times OOH branding

PROPOSED INVENTORY

Side Wall Panel- Type 2

TYPE OF DISPLAY

SAV

LOCATION

1st and 8th Coaches

DETAILS

6.17ft (H) x 2.50ft (W)

No. of Units

2 (1 in each coach)



USP:

- Prominent visibility at the level of train route map displays, assuring maximum SOV

*actual images of trains with Times OOH branding

PROPOSED INVENTORY

Side Wall Panel- Type 3

TYPE OF DISPLAY

SAV

LOCATION

1st and 8th Coaches

DETAILS

6.25ft (H) x 1.50ft (W)

No. of Units

2 (1 in each coach)



USP:

- Prominent visibility at the level of train route map displays, assuring maximum SOV

*actual images of trains with Times OOH branding

PROPOSED INVENTORY

Side Wall Panel- Type 4

TYPE OF DISPLAY

SAV

LOCATION

1st and 8th Coaches

DETAILS

6.25ft (H) x 1.90ft (W)

No. of Units

2 (1 in each coach)



USP:

- Prominent visibility at the level of train route map displays, assuring maximum SOV

*actual images of trains with Times OOH branding

PROPOSED INVENTORY

Side Wall Panel- Type 5

TYPE OF DISPLAY

SAV

LOCATION

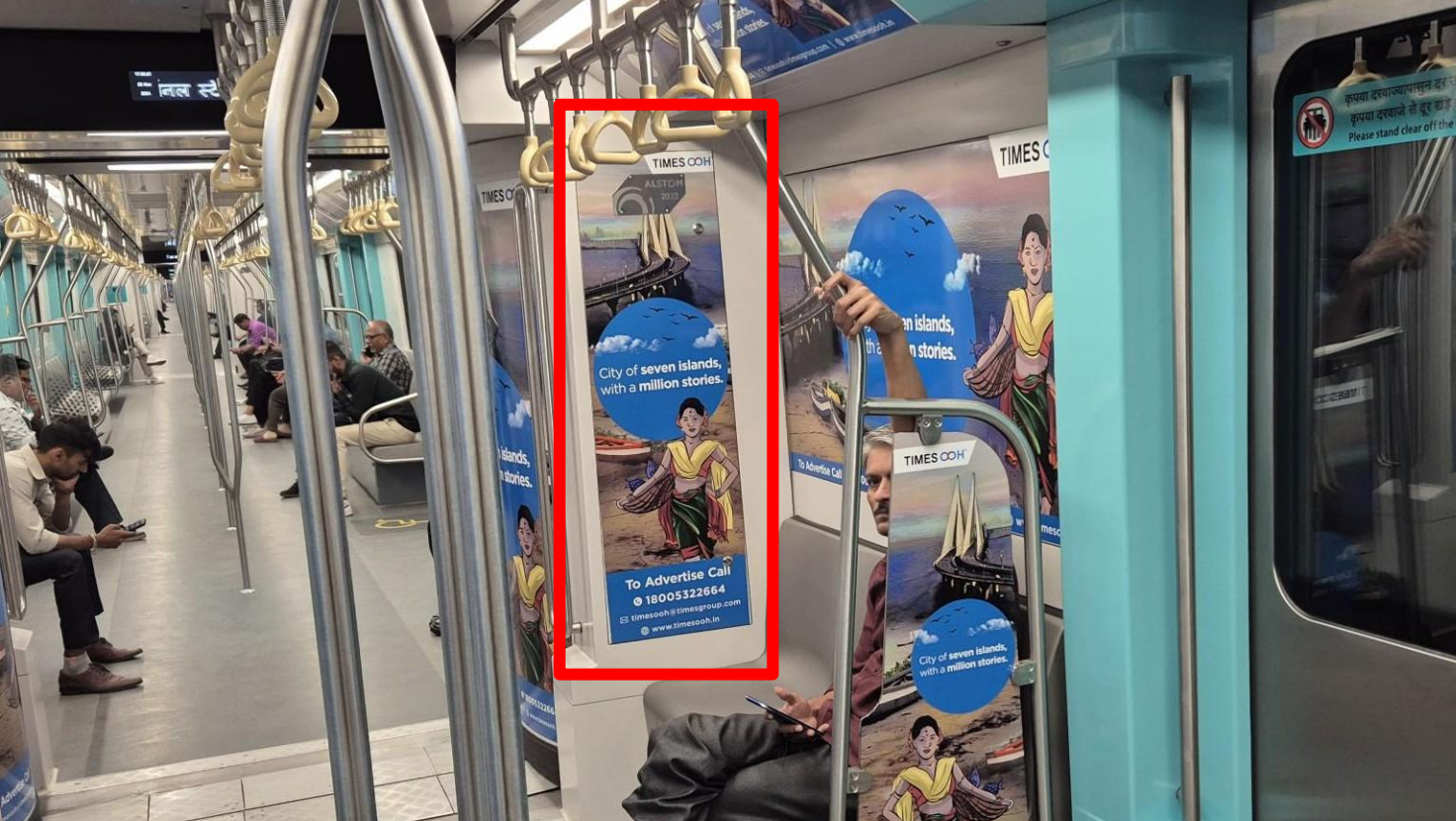
1st and 8th Coaches

DETAILS

6.17ft (H) x 2.50ft (W)

No. of Units

2 (1 in each coach)



USP:

- Prominent visibility at the level of train route map displays, assuring maximum SOV

*actual images of trains with Times OOH branding

PROPOSED INVENTORY

Side Wall Panel- Type 6

TYPE OF DISPLAY

SAV

LOCATION

2nd, 3rd, 4th, 5th, 6th, 7th coaches

DETAILS

4.25ft (H) x 1.40ft (W)

No. of Units

24 (4 in each coach)



USP:

- Prominent visibility at the level of train route map displays, assuring maximum SOV

*actual images of trains with Times OOH branding

PROPOSED INVENTORY

Side Wall Panel- Type 7

TYPE OF DISPLAY

SAV

LOCATION

1st and 8th coaches

DETAILS

6.05ft (H) x 1.70ft (W)

No. of Units

4 (2 in each coach)



Seat Glass Branding (Single side count)

- 1st Coach: 22 units.
- 2nd Coach: 30 units.
- 3rd Coach: 30 units.
- 4th Coach: 30 units.
- 5th Coach: 30 units.
- 6th Coach: 30 units.
- 7th Coach: 30 units.
- 8th Coach: 22 units.

USP:

- Prominent visibility at the level of train route map displays, assuring maximum SOV

*actual images of trains with Times OOH branding

PROPOSED INVENTORY

Seat Glass Branding

TYPE OF DISPLAY

SAV

LOCATION

All coaches

DETAILS

2.9ft (H) x 1.20ft (W)

No. of Units

224



Handlebar Branding

- 1st Coach: 31 nos.
- 2nd Coach: 31 nos.
- 3rd Coach: 31 nos.
- 4th Coach: 31 nos.
- 5th Coach: 31 nos.
- 6th Coach: 31 nos.
- 7th Coach: 31 nos.
- 8th Coach: 31 nos.

USP:

- Prominent visibility at the level of train route map displays, assuring maximum SOV

*actual images of trains with Times OOH branding
Tentative design

PROPOSED INVENTORY

Handle-Bars

TYPE OF DISPLAY

Handle-bars

LOCATION

All coaches

DETAILS

0.30ft (H) x 0.30ft (W)

No. of Units

248



USP:

- Prominent visibility at the level of train route map displays, assuring maximum SOV

*actual images of trains with Times OOH branding

PROPOSED INVENTORY

Window Panel Type-1

TYPE OF DISPLAY

SAV

LOCATION

All coaches

DETAILS

2.60ft (H) x 2.30ft (W)

No. of Units

96 (12 per coach)



USP:

- Prominent visibility at the level of train route map displays, assuring maximum SOV

*actual images of trains with Times OOH branding

PROPOSED INVENTORY

Window Panel Type-2

TYPE OF DISPLAY

SAV

LOCATION

1st and 8th coaches

DETAILS

2.90ft (H) x 2.50ft (W)

No. of Units

4 (2 per coach)



USP:

- Prominent visibility at the level of train route map displays, assuring maximum SOV

*actual images of trains with Times OOH branding

PROPOSED INVENTORY

Window Panel Type-3

TYPE OF DISPLAY

SAV

LOCATION

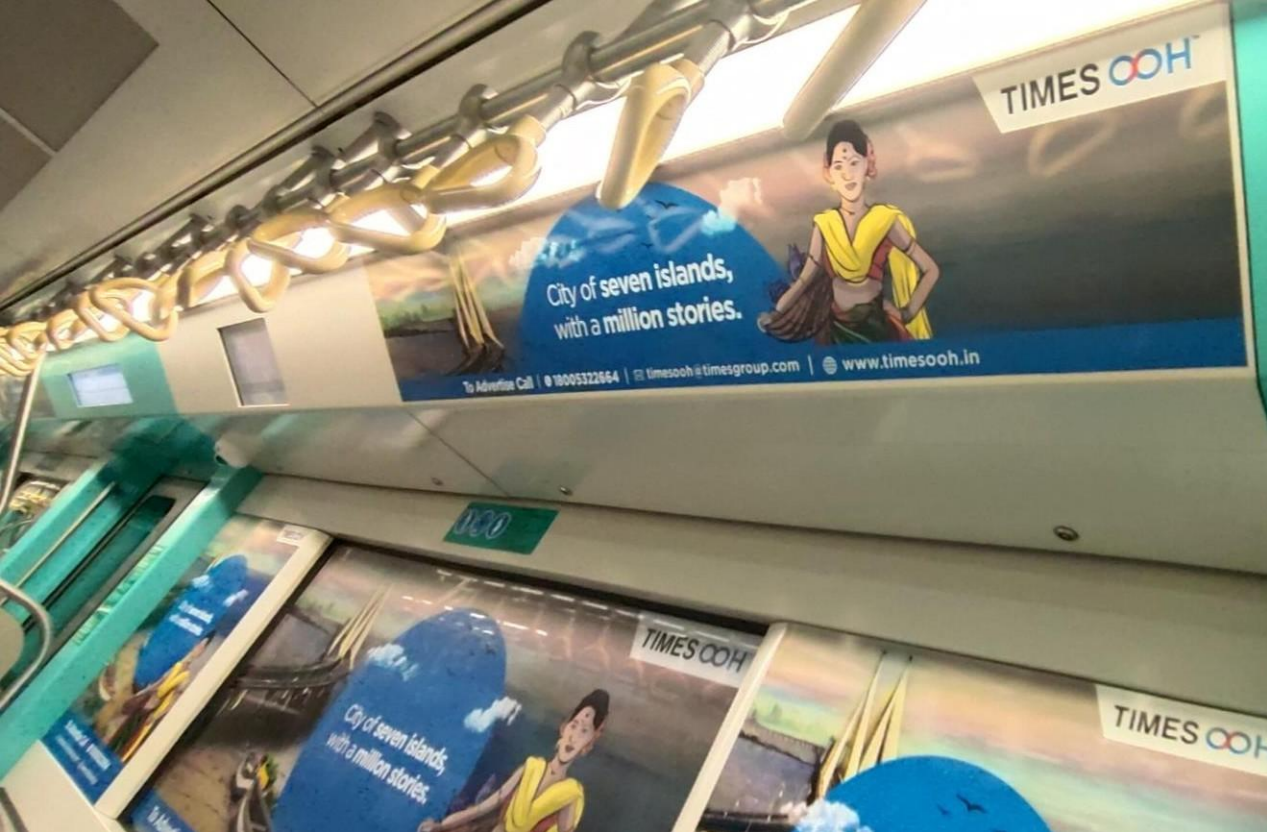
2nd, 3rd, 4th, 5th, 6th, 7th coaches

DETAILS

2.60ft (H) x 4.60ft (W)

No. of Units

24 (4 per coach)



USP:

- Prominent visibility at the level of train route map displays, assuring maximum SOV

*actual images of trains with Times OOH branding

PROPOSED INVENTORY

Top of Seat Strip- Type 1

TYPE OF DISPLAY

SAV

LOCATION

All coaches

DETAILS

0.96 ft (H) x 5.30 ft (W)

No. of Units

48 (6 per coach)



USP:

- Prominent visibility at the level of train route map displays, assuring maximum SOV

*actual images of trains with Times OOH branding

PROPOSED INVENTORY

Top of Seat Strip- Type 2

TYPE OF DISPLAY

SAV

LOCATION

2nd, 3rd, 4th, 5th, 6th, 7th coaches

DETAILS

0.96 ft (H) x 4.60 ft (W)

No. of Units

24 (4 per coach)



USP:

- Prominent visibility at the level of train route map displays, assuring maximum SOV

*actual images of trains with Times OOH branding

PROPOSED INVENTORY

Below Seat Strip- Type 1

TYPE OF DISPLAY

SAV

LOCATION

1st , 3rd , 5th , 8th coaches

DETAILS

1.00 ft (H) x 5.40 ft (W)

No. of Units

4 (1 per coach)



USP:

- Prominent visibility at the level of train route map displays, assuring maximum SOV

*actual images of trains with Times OOH branding

PROPOSED INVENTORY

Below Seat Strip- Type 2

TYPE OF DISPLAY

SAV

LOCATION

1st and 8th coaches

DETAILS

1.00 ft (H) x 4.75 ft (W)

No. of Units

2 (1 per coach)



USP:

- Prominent visibility at the level of train route map displays, assuring maximum SOV

*actual images of trains with Times OOH branding

PROPOSED INVENTORY

Below Seat Strip- Type 3

TYPE OF DISPLAY

SAV

LOCATION

All coaches

DETAILS

1.00 ft (H) x 9.50 ft (W)

No. of Units

8 (1 per coach)



USP:

- Prominent visibility at the level of train route map displays, assuring maximum SOV

*actual images of trains with Times OOH branding

PROPOSED INVENTORY

Below Seat Strip- Type 4

TYPE OF DISPLAY

SAV

LOCATION

2nd, 3rd, 4th, 5th, 6th, 7th coaches

DETAILS

1.00 ft (H) x 4.00 ft (W)

No. of Units

24 (4 per coach)



USP:

- Prominent visibility at the level of train route map displays, assuring maximum SOV

*actual images of trains with Times OOH branding

PROPOSED INVENTORY

Gangway Round Panels

TYPE OF DISPLAY

SAV

LOCATION

All coaches

DETAILS

5.60 ft (H) x 2.60 ft (W)

No. of Units

16 (2 per coach)



USP:

- Prominent visibility at the level of train route map displays, assuring maximum SOV

*actual images of trains with Times OOH branding

PROPOSED INVENTORY

Gangway Wall Panels

TYPE OF DISPLAY

SAV

LOCATION

1st and 8th coaches

DETAILS

5.50ft (H) x 2.20ft (W)

No. of Units

4 (2 in each coach)



USP:

- Prominent visibility at the level of train route map displays, assuring maximum SOV

*actual images of trains with Times OOH branding

PROPOSED INVENTORY

Inside Big Window Glass

TYPE OF DISPLAY

SAV

LOCATION

All coaches

DETAILS

2.50 ft (H) x 5.60 ft (W)

No. of Units

24 (3 per coach)



Thank You

