

Commercial Exploitation of Metro Infrastructure for Revenue Generation – A case Study on Mumbai Metro

Ajay Yadav¹, Girish Joshi², Yojana Patil³

¹Structural Engineering Post Graduate Student, GHRCEM Wagholi, Pune

²Assistant Professor, GHRCEM Wagholi, Pune

³Executive Engineer, MMRDA Mumbai

Abstract - The Population of Mumbai City, the financial capital of India is increasing day by day also the employment in the city is also increasing and this trend is expected to be increasing in near future also. The people from all over Maharashtra and some parts of Country are migrating in Mumbai for the Job. Today the major challenge in front of the city is to provide connectivity and promote growth by providing adequate infrastructure which results in increasing the living standards of the citizens. And respect to this MMRDA (Mumbai Metro Politian Development Authority) has prepared the master plan of Mumbai Metro in 2004 which includes the execution of metro corridors in 3 phases that are Phase 1 (2005-2011) Phase 2 (2011-2016) and Phase 3 (2016-2021). The DPR studies for all the 3 phases were already carried out by MMRDA The Line 1 is from Versova to Ghatkopar via Andheri (11.4 Km), Line 2 is from Dahisar to Mankhurd via Bandra and Charkop (40 Km), Line 3 is from Colaba to Seepz (33.5 Km). This paper is the technical study in what way the Mumbai Metro is going to generate revenue and it is beneficial for the passengers.

Any typical Metro station is very important like it is useful for adjacent neighbourhoods in many ways such as for travel purpose and to fulfill their daily needs. Considering today's fast lifestyles, the various retail opportunities have been developed at the station to fulfill daily requirements of the passengers and the commuters. Semi Naming , Advertisement , Station advertisement , Co Branding, Pier Advertisement , Viaduct Advertisement and Scrolled advertisement inside the metro stations are the various ways of commercial exploitation of Metro station. And from this advertisement the expected revenue generation is 10.5 Cr per year for a single metro station.

Key Words: Mumbai Metro, MMRDA, Revenue Generation, Metro Station, Connectivity

1. INTRODUCTION

Metro systems usually offer an attractive alternative for mass transit transportation system in most large cities. Metro systems are considered a smart option for transportation systems in outsized metropolitan areas. It is well known that rapid rail transit, as one of the modern public transport modes with greater capacity, speed, safety

and reliability, is playing more and more important role in most of metropolitan region [4].

1. The Issues for Consideration

The following issues will be taken into account while preparing the technical report:

- a) Reviewing the Merits and Demerits of commercial exploitation in view of Metro System
- b) Various modes of advertisement in Metro System should cover all costs for both the system.
 - Construction Cost
 - Infrastructure Cost
 - Land Acquisition Cost
 - Rehabilitation and Resettlement cost
 - Litigation Cost
 - Cost of Delays due to legal or other obstacles
 - Environmental Cost
 - Social Cost
 - Economic Cost
 - Including Impact of increase in FSI from 1 to 2 requiring additional infrastructure and resulting in intensive densification along the entire length of the corridor.
- c) Types of Advertisements
 - Metro Rail System with its potential is not only a boon for the people of city but also for Brands/Companies looking for smart & unique Advertisement opportunities that will fetch them.
 - Cut through the clutter
 - Top of the mind recall
 - Competitive edge
 - Varied Reach
 - Awareness & Exposure

- Deeper Market Penetration
- Unique advertising opportunities for Individual Brands as well as Advertising & Media companies, positively impacting life style changes.
- Rights Business
- Station Naming Rights: List of Stations Eg: "XYZ" (brand)



Fig 1 – Station Naming Branding

- Corridor Naming Rights: An Individual corridor to be named after a Brand. Eg: Line crossing "XYZ" (brand name) Corridor (either 1, 2 or 3)
- Pouring Rights on stations: A leading beverages brand shall be entitled to sell its range of beverages across stations



Fig 2 – Beverages Advertisement

- Broad casting Rights: Rights to air only a particular channel on station (s) – Concluded
- Experiential Marketing Rights: Rights to sample a product (s) on station (s)
- Train Wraps & Inside advertisements
- Advertising on Smart Card & Tokens:
- The Smart Cards & Tokens
- Standalone Advertising Possibilities

- Outside the stations



Fig 3 – Branding outside the station

- Inside the stations
- On the train exteriors – Train wrap



Fig 4 – Advertisement on Train Exterior

- Inside the trains – Static & Digital
- On the piers/pillars



Fig 5 – Advertisement on piers/pillars

- On the portals
- On the viaduct
- On the Transit Oriented Development spaces

CONCLUSIONS

Many metro rail corporations/authorities in the world can use the commercial exploration of transport Infrastructure project for revenue generation and sustainability of that project. The various sources of commercial exploitations are co-branding the metro station names to the companies/organizations, Semi naming of metro stations ,advertisement on piers pillars , viaducts , pouring rights , insides the metro to generate the additional revenue apart from the regular revenue from the passenger ticketing. The contribution of this revenue to the total revenue is considerable amount and can be earned only changing station name on the façade of the station building and at the same time without utilizing/disturbing the main services like announcement of the station names, station name inside the trains and authorized metro rail network maps. It is a well-defined approach to determine the optimum use of scarce resources, involving comparison of two or more alternatives in achieving a specific desired objective under the given assumptions and constraints. With this commercial exploration we can generate approximately near about 10.5 cr/ station / year .

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BIOGRAPHIES



Mr. Ajay Prakash Yadav
Structural Engineering Post
Graduate 2nd Year Student



Prof. G. V. Joshi
Assistant Professor at G.H.Raisoni
College of Engineering and
Management, Wagholi, Pune



Smt. Yojana B Patil
Executive Engineer, MMRDA,
Mumbai