

# Metro Rail calls for advertisements on trains

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**CHENNAI:** Amid indications that Chennai Metro Rail may roll out 'soon' between Koyambedu to Alandur, officials have begun to make plans for putting up advertisements in trains and stations.

According to officials of Chennai Metro Rail Limited (CMRL), the advertisements will augment their non-operational revenue.

They also expect the advertisements to "promote Chennai Metro as the gateway to Chennai tourism by highlighting its heritage and cultural beauty and promote the city as

amongst India's top three destinations for advertising," the official said.

"We have just floated the tenders; it may take at least a month for us to finalise the project. Some companies have already enquired about the provisions for advertisements," a CMRL official said.

Officials have already earmarked places for putting up advertisements in stations along this 10-km stretch from Koyambedu to Alandur and also in the trains, the official added.

The trains may also have 'wrap advertising', CMRL officials said.