

Metro rail stns to soon sport names of cos in their vicinity

TIMES NEWS NETWORK

Chennai: Metro stations in the city may soon be named after big brands or companies that are located nearby.

Chennai Metro Rail Limited (CMRL) has planned to give 'semi-naming rights' to companies, whose name may appear as a prefix to a station's name. CMRL has floated a tender for the rights for 31 metro stations along corridors 1 (Washermenpet to airport) and 2 (Central to St Thomas Mount) of Phase 1.

Officials said the plan was to generate additional non-ticketing revenue. At present, the stations are named after the locality. The

MONETIZING EFFORT

company that wins the bid will have its name prefixed to the existing name of the station, a metro rail official said.

In Phase-2, some stations, particularly those along the IT corridor in OMR, have been planned to include names of private companies in the vicinity.