

Decked-up, metro rail set for a cracker of a Diwali

TIMES NEWS NETWORK

Metro rail has burst into a colourful Diwali season with decked-up train interiors.

Fifteen metro trains welcomed commuters on Tuesday with stickers of rangoli and images of lamps on the walls and floors. The 15 trains will run on both corridors, from Central Metro to St Thomas Mount and AG-DMS to Airport.

Metro rail officials said it was a goodwill gesture to add to the festive mood the commuters would be in. "We have used high-quality 3M stickers, usually used for advertisements. The material is flame retardant. It took four days for us to complete decorating one train," an official said. "These stickers have a good life. So, we are planning to retain them as long as possible."

FESTIVE FERVOUR

Along with the decoration, advertisements and social messages that usually adorn the walls have been changed to suit the new theme. Metro rail services in many other countries like Singapore and Malaysia too beautify the interiors during a few Indian festivals, besides putting up colourful advertisements that bring additional non-ticketing revenue.

CMRL released a 7.3-minute film on train maintenance. The film, in English and Tamil, will be posted on CMRL's social networking accounts. CMRL had earlier decorated the first set of trains that were operated on the first line, between Koyambedu and Alandur.

Pics: C Suresh Kumar



NEW COLOURS: Metro rail has used high-quality 3M stickers that are flame retardant to decorate interiors of trains ahead of Diwali. The stickers will remain after the festival

