

Metro stations don new look as CMRL looks to step up revenue

Firms given contracts to affix their name, paint stations

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Facades of some Metro stations have begun to sport colours.

To raise revenue, Chennai Metro has inked contracts for branding stations with a few firms, wherein the latter can affix the company's name before the station's, and can also paint the station walls in a colour of their choice.

According to officials of Chennai Metro Rail Limited (CMRL), contracts for branding were recently awarded for Nandanam and Teynampet Metro stations. The walls of the Nandanam station have been painted red, and The Muthoot Group's name has been added next to the station's name.

A similar exercise will be undertaken at the Teynampet station too, an official said.

A few months ago, when



Nandanam station has been painted red and The Muthoot Group's name has been added to its name. ■ B. JOTHI RAMALINGAM

Spencer Plaza bagged the contract for the Thousand Lights Metro station, it became the first station to be handed out this way.

Sources said many more stations would soon be given out on such contracts for branding, as it was a way to augment revenue.

Other revenue sources
“Advertising and branding can go a long way in boosting revenue for us. Apart from the usual income from

fares, most Metro systems in the country depend on other resources like advertising and branding of stations,” an official said.

This apart, several trains have been covered with advertisements of various brands.

There are also spaces inside trains where advertisements have been put up.

CMRL is also taking steps to rope in firms to set up retail outlets and restaurants at stations.