

# AG-DMS metro station to sport fresh, blue look

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**Chennai:** After the red walls of the Nandanam metro station grabbed the attention of motorists on Anna Salai, the AG-DMS station, also on the arterial road, is to go all blue. A few other metro stations in the city will soon follow suit as Chennai Metro Rail Limited has awarded semi-naming rights to city firms. Semi-naming rights, where popular brands can prefix their brand name next to the station's and utilise the stations' space for promotional activities, is one of the avenues CMRL generates additional revenue from.



**A MAKEOVER:** While Nandanam metro station was painted red, AG-DMS station, also on Anna Salai, will soon be blue. CMRL has given semi-naming rights of 6 stations on the stretch to private companies to earn non-ticketing revenue

In the past few days, the dark blue outer walls of AG-DMS metro station's street-level structures have been grabbing the attention of motorists stopping at the traffic signal near DMS complex on the busy Anna Salai. Metro rail officials said the station's name will soon include a popular brand.

showing interest for our phase-2 stations," a metro rail official said.

R Anandakrishnan, managing partner of Mark Metro, which took the rights for the four Anna Salai stations, said, "In about two or three months, each of these stations will sport a different colour based on different brands. The rights have been given for a period of three years."

A metro rail official said so far, they have awarded semi-naming rights for six of the 32 stations in phase-1 corridors. It includes Nandanam, Teynampet, AG-DMS and Saidapet on Anna Salai, Koyambedu and Ekkatuthangal. While the semi-naming rights for the four stations on Anna Salai was given to an advertising company, a construction company was given the right for Koyambedu metro and an IT park for Ekkatuthangal. "Many brands are already

CMRL also rents out space inside and outside stations to retails outlets, restaurants and ATMs, puts up advertisements inside stations on the concourse and platform level as well as inside and on the exterior of metro trains to generate non-ticketing revenue. An official had earlier said maximising options to generate non-fare revenue helps in keeping the ticket fares low and operating efficiently.