



## **Colaba-Bandra-SEEPZ Metro-3 Corridor**

### **Mumbai Metro Line 3 awards OOH Advertisement rights to Times Innovative Media Ltd (Times OOH) for 15 years**

**Mumbai, July 22, 2024** – MMRC has licensed out exclusive advertisement rights including station and train advertising to Times Innovative Media Ltd (Times OOH). The license covers rights to ~20,000 sqm of advertising space across 27 stations, 31 trains and ancillary buildings, along with station semi-naming rights. The license tenure is 15 years.

Total 6 leading OOH Advertisement firms participated in the bid process and Times OOH emerged winner. High expected ridership of Line-3 alignment which passes through major business districts of Mumbai with higher ridership and 15-year tenure attracted good participation.

“By maximizing revenue from non-fare sources, we can keep the passenger fares in check making it affordable and accessible to the public, and thereby act as a catalyst for shift from private to public transport in Mumbai.” Said Ms. Ashwini Bhide, Managing Director, MMRC

MMRC has previously concluded station semi-naming rights, telecom in-building solutions, optical fibre cables tenders. The tender for licensing of commercial spaces of around 1.5 lakh sqft which is open is generating a lot of interest. Auctus Advisors-StudioPOD consortium are the transaction advisors to MMRC for all non-fare monetization efforts.

Mumbai Metro Rail Corporation Limited (MMRC) is in the final stages of commissioning of Phase 1 of the fully underground Mumbai Metro Line 3 (MML3). The underground metro line spans across 27 stations from Aarey JVLR station to Cuffe Parade station. The metro line passes through prominent locations in the city like BKC, Airport Terminal 1 & Terminal 2, Worli, Dadar, Siddhivinayak, CSMT, Churchgate, Hutatma Chowk and Vidhan Bhavan. The metro line is expected to have the highest ridership compared to any other metro line in India. (Ends)

**For further information please contact: -**

**Vaidehi Khadse**  
**9028543087**  
**vaidehi.more@mmrcl.com**

**Niti Tamse**  
**8369727364**  
**niti.tamse@mmrcl.com**