



# ಬೆಂಗಳೂರು ಮೆಟ್ರೋ ರೈಲ್ ನಿಗಮ ನಿಯಮಿತ

(ಸಹಭಾಗಿತ್ವದ - ಕರ್ನಾಟಕ ಸರ್ಕಾರ ಹಾಗೂ ಕೇಂದ್ರ ಸರ್ಕಾರ ಉದ್ಯಮ)  
ನೋಂದಾಯಿತ ಕಚೇರಿ : ಬಿ.ಎಂ.ಟಿ.ಸಿ. ಕಾಂಪ್ಲೆಕ್ಸ್, 3ನೇ ಮಹಡಿ, ಕೆಂಗಲ್ ಹನುಮಂತಯ್ಯ ರಸ್ತೆ, ಶಾಂತಿನಗರ  
ಬೆಂಗಳೂರು - 560 027, ಭಾರತ

## Bangalore Metro Rail Corporation Ltd.

(A Joint Venture of Government of Karnataka & Government of India)

Regd. Office : B.M.T.C. Complex, 3rd Floor, K.H. Road, Shanthinagar,  
Bangalore - 560 027. INDIA

BMRCL/GMF(T&R)/PD/Advt Logo on CSC/2016-17/ 6127

Date:26/10/2016

### Notification

**Sub:** Advertisement on Travel Cards.

BMRCL is printing 4,00,000 Contactless Smart Card (CSC) [Travel Card] for issue to commuters. While one face of the Travel Card will have BMRCL's branding, the other face is available for sponsorship. The contractors of BMRCL project have come forward for sponsoring by way of their logo being printed. However some space is available for branding leading Corporate Companies who wish to join BMRCL as one of the sponsors by having their brand logo printed on cards. The size of the logo should be measuring 8mm x 20 mm. The charge for the co-branding the CSC along with other corporate and contractors is Rs. 5 Lakh + service tax.

As the CSC will have a very large reach and an excellent medium to advertise, we have sought sponsorship from the contractors to the Metro Rail Project and also leading Corporate Companies as this would convey to the people of Bengaluru your company's association with this mega infrastructure project.

Since the number of space available in the card is only 15 numbers, each of size 8mm x 20mm approximate, we have placed this notification on first come first served basis. Interested Corporate Companies may please confirm their participation along with an artwork of their company logo and their contribution of RS. 5 Lakh + service tax latest by the 3<sup>rd</sup> November 2016.

For reference we have placed the sponsorship that was done earlier on the Contactless Smart card.

Chief Public Relations Officer

Bangalore Metro Rail Corporation Limited

  Ahluwalia Contracts (India) Ltd  ALSTOM  AXIS BANK

    

   

    

    

      