



**P.R.No.46/2024**

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**Press Release**

CMRL as a part of sustainability and generating alternate revenue (non-fare box), have licensed advertising rights of Piers and portal across Metro allignments to M/s. Mudra Ventures, Chennai through a tender process. The contract was awarded for different stretches from Meenambakkam Metro to Alandur Metro, Alandur to Little mount Metro & Ekkattuthangal to CMBT Metro Station.

This will be one of the major alternate revenue generations for CMRL along with other mediums of advertising and retail and office space portfolios which would help in covering the operational expenses.

CMRL will also float tender for Piers and Portals advertising rights for Newwashermenpet to WIMCO Nagar Depot Metro station allignment shortly.

**Issued By: Joint Director / Public Relations Officer  
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