

13<sup>th</sup> November 2024

**Press Note**

**NOIDA METRO RAIL CORPORATION (NMRC) Non-Fare Box Revenue Generation through Metro Station-Based Business Initiatives**

To diversify and boost non-fare box revenue, NMRC is pleased to announce a set of forward-thinking initiatives aimed at monetizing the revenue potential at various metro stations. By offering strategic business opportunities within metro station premises, NMRC aims to support entrepreneurship, enhance passenger amenities and improve commuter experience. These initiatives will create a vibrant ecosystem that benefits both commuters and the local economy.

**1. Key Initiative: Short-Term Policy for Kiosks, Vending Machines, ATMs, and Other Innovative Business Ventures**

As part of its ongoing efforts to increase non-fare box revenue, NMRC has introduced a new **short-term policy** designed to attract a variety of small businesses, including kiosks, vending machines, ATMs, and other innovative business formats. Under this policy, kiosks not exceeding 10 square meters in size will be allocated on a first-come, first-served basis at metro stations at prefixed license fee per sq. meter/month. By this allocation process the applicant will not be required to go through the usual tender process; instead the applicant can apply as per the simple process outlined in the policy. The complete policy details, with terms and conditions will be available on the NMRC website in the coming days.

This policy aims to enhance convenience for metro users while encouraging startups and first-time entrepreneurs to bring fresh business ideas to the metro network. It reflects NMRC's commitment to creating a dynamic business ecosystem within metro stations, providing both operational flexibility and valuable economic opportunities for entrepreneurs.

**Highlights of the New Short Term Policy**

- **Supporting First-Time Entrepreneurs:** NMRC's policy is especially geared toward startups and first-time business owners, offering an accessible and manageable entry point into business. The policy is open to various business types, such as small retail kiosks, automated vending machines, ATMs, and other innovative concepts that can operate within compact spaces (not exceeding 10 Sq. meters). By opening these spaces, NMRC hopes to encourage fresh, diverse business ideas that cater to the unique needs of metro passengers.

- **Policy Activation Period:** The policy will become effective 15 days after its notification on the NMRC website. This activation period allows interested entrepreneurs to visit any of the 21 metro stations, assess available spaces, and make informed choices regarding the most suitable locations for their businesses.
- **Transparent and Accessible Allotment Process:** Allotments for kiosk spaces and other business locations will be conducted on a first-come, first-served basis, ensuring a fair and transparent selection process. This approach reflects NMRC's dedication to accessibility and equal opportunity for all applicants.
- **License Duration and Flexibility:** The license for each allotted space will initially be valid for a period of three years, providing businesses with a stable and supportive environment to establish themselves. An optional extension of two additional years is available, allowing entrepreneurs the opportunity to grow and develop their businesses over a longer term if desired.
- **Comprehensive Information for Applicants:** Complete details regarding the policy, including eligibility criteria, application procedures, location options, and fee structures, will be available in the next few days in the NMRC website. This ensures that potential applicants have access to all necessary information to make well-informed decisions and prepare their applications.
- **Community-Centric Approach:** By promoting local entrepreneurship and creating accessible business opportunities, NMRC also aims to strengthen ties with the community and contribute to local economic development. These initiatives are expected to benefit not only metro users, who will have access to a broader range of products and services, but also the surrounding communities by encouraging a lively, community-focused metro environment.

NMRC believes that these initiatives will not only augment revenue but also transform metro stations into bustling hubs of activity and innovation. Through this policy, NMRC seeks to create an inclusive platform for new entrepreneurs and foster a vibrant business ecosystem that enhances the daily commute experience for all metro passengers. We look forward to seeing dynamic new businesses take root and flourish within the NMRC network.

Apart from this new policy in the offing, NMRC is also in the process of finalizing several tenders that were previously issued and upcoming tenders. These tenders, which are set to be finalized in the coming days, include the following:

2. **Outdoor Advertisement Tender:** NMRC presents a lucrative opportunity for outdoor advertising along its metro piers and medians throughout the NOIDA metro corridor.

With heavy footfall and consistent vehicular traffic, these advertising spaces are ideally positioned for maximum visibility, making them an attractive option for brands looking to reach a wide audience. The license for these advertising spaces is available for a 5-year term, providing businesses with a stable, long-term platform to strengthen brand presence. This initiative is projected to bring in approximately Rs. 2 crores additional annual revenue, contributing significantly to NMRC's non-fare box income.

3. **Parking Tender:** NMRC has opened tenders for managing parking facilities at 16 metro stations across the network, aiming to improve accessibility and convenience for commuters. Interested bidders can apply to operate parking at one or multiple stations, depending on their preferences and capacity. The eligibility criteria, including financial and technical requirements, have been clearly outlined, and all relevant details are available on the NMRC website. The submission deadline for applications is set for 25<sup>th</sup> November 2024, and NMRC anticipates good response from parking management firms due to the revenue potential and high passenger demand.
4. **Kiosks at Alpha 1 Metro Station:** NMRC recently issued a tender for the establishment of five kiosks at the Alpha 1 metro station, attracting substantial interest from potential bidders. Located at a key location in the metro network, these kiosks offer excellent business opportunities due to high commuter traffic and proximity to a busy commercial area. The tender has advanced to the financial evaluation stage and is expected to be finalized soon. Once operational, these kiosks are projected to generate an estimated additional annual revenue of Rs. 25 lakhs, enhancing passenger convenience with a variety of small retail and service options.
5. **Kiosk Spaces Under Station Staircases:** NMRC floated a tender to set up kiosks beneath the staircases at six metro stations. These staircases are strategically located in high-traffic business areas, attracting good response from prospective bidders. The tender has moved to the technical evaluation stage and is expected to be finalized soon. This initiative is projected to generate approximately Rs. 50 lakhs additional annual revenue.
6. **Indoor Station Advertisement:** NMRC issued a tender for indoor advertising spaces across six metro stations, bundled as a single package. The tender received a positive response and is currently undergoing technical evaluation. Once finalized, this initiative is anticipated to generate additional annual revenue of around Rs. 33 lakhs.
7. **Bare Space at Pari Chowk Metro Station:** A tender for a bare commercial space at the Pari Chowk metro station was recently announced, with the application deadline set for 14th November 2024. Given the strategic location of this open space, NMRC expects a high level of interest from businesses. The estimated additional annual license fee for this space is approximately Rs. 25 lakhs annually.

8. **Commercial Spaces at Sector 101, Sector 81, Sector 83, and Depot Metro Stations:** NMRC has floated a tender to license commercial spaces at Sector 101, Sector 81, Sector 83, and Depot metro stations. Interested parties can submit applications until the deadline of 14th November 2024. These spaces collectively are expected to generate additional annual revenue of approximately Rs. 70 lakhs

9. **Upcoming Tenders:**

- a. **Sector 83 Large Commercial Space:** NMRC is finalizing tender documents for a substantial commercial space located at Sector 83. This prime area is ideally suited for developing co-working spaces shared office spaces, serviced office spaces, business centers, or coaching centers, which would provide much-needed facilities for professionals and students in the region. With ample space and independent access, the Sector 83 location offers a valuable opportunity for businesses to establish or expand their presence in a growing commercial hub. The tender for this space is expected to be issued by the end of the month.
- b. **Land Parcel at Sector 94:** NMRC is preparing a tender for a 3.75-hectare land parcel adjacent to Okhla Bird Sanctuary Station in Sector 94. This expansive plot is strategically located near prominent landmarks, making it an attractive option for large-scale developments such as commercial complexes, Office complex, or mixed-use facilities. Expression of Interest (EOI) for this parcel received a good and significant interest from developers. Following this positive feedback, NMRC plans to launch a formal tender soon, providing a rare opportunity for businesses to invest in a high-potential area with excellent connectivity.
- c. **Metro Station Co-Branding Opportunities:** In a move to enhance brand visibility and generate additional revenue, NMRC is preparing a tender for the co-branding of select metro stations across the network. This initiative offers businesses a unique chance to associate their brand with metro stations, giving them prominent exposure to thousands of daily commuters. Co-branding would allow selected companies to integrate their branding into station signage, and other visible assets, reinforcing their market presence. The details of this tender are currently being finalized, and NMRC anticipates issuing it by the end of December 2024. Interested companies who wish to associate their brand along with the NMRC band value can meet the MD, NMRC for the value proposition.