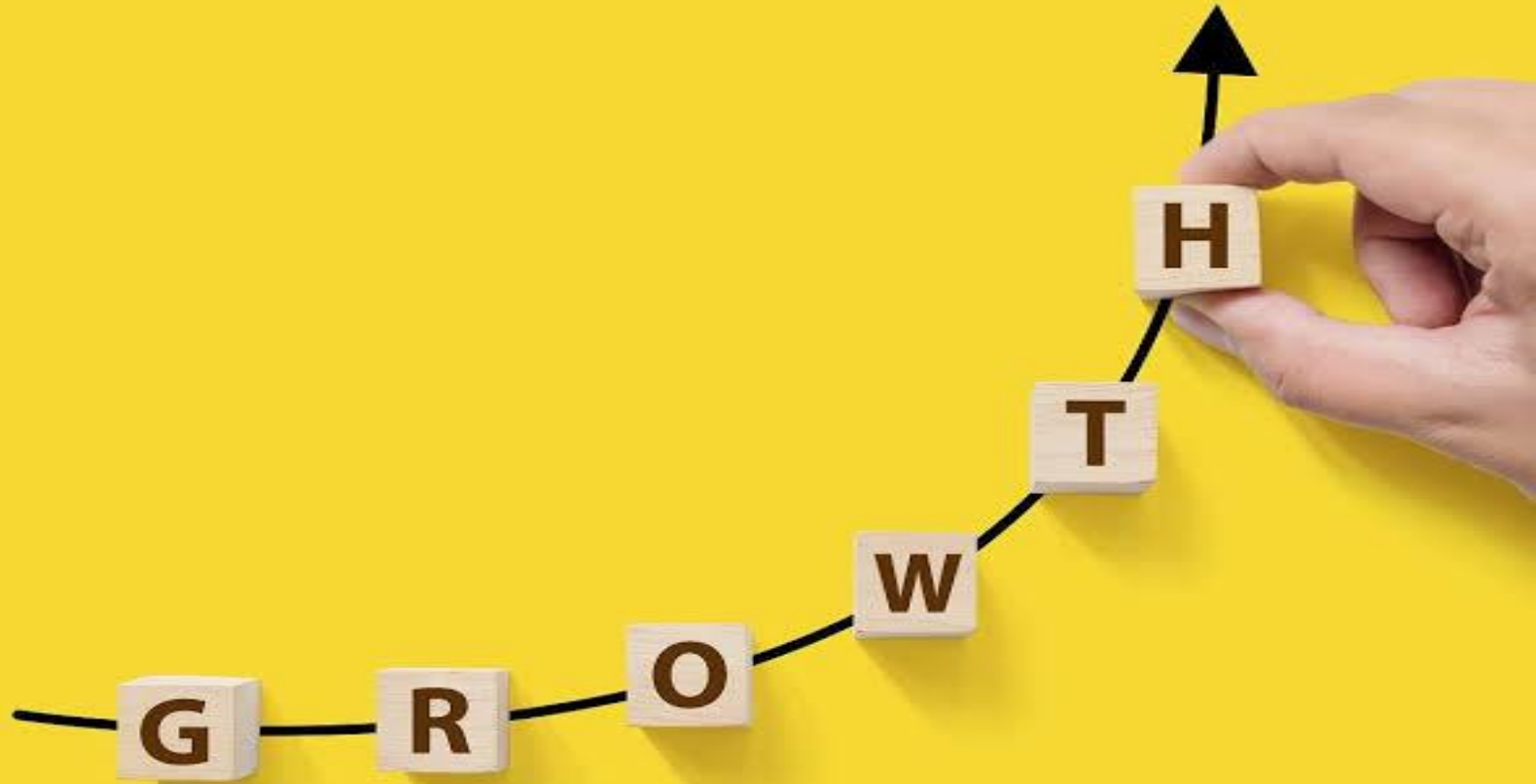


Avenues for Revenue Increase



KOCHI METRO RAIL LIMITED

Fare Box Revenue



01 Last Mile Connectivity

E Auto

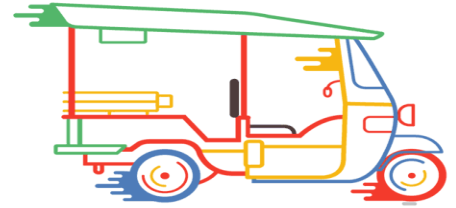
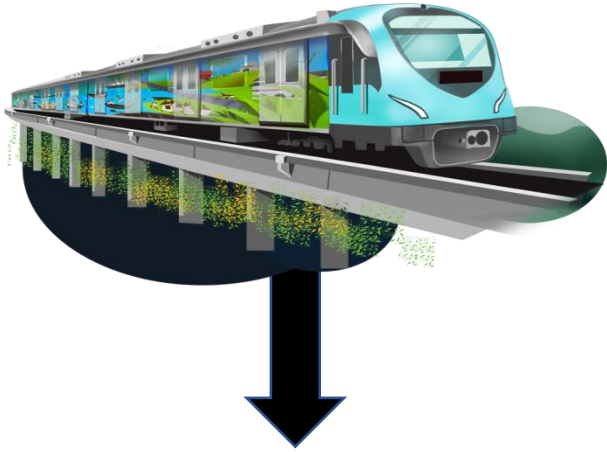


E Bikes



E Van

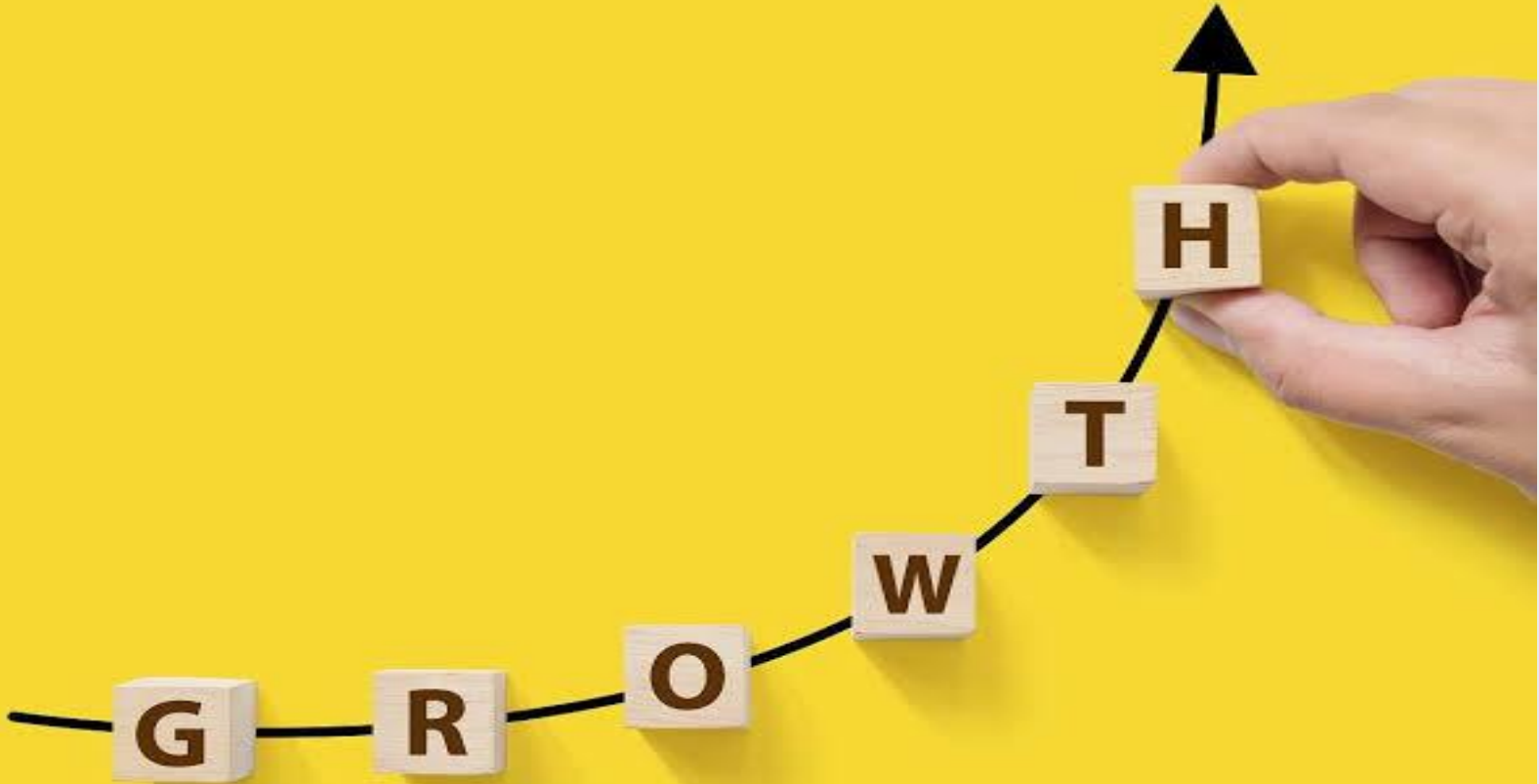
02 Single Ticketing



Other Avenues

- 3 Dedicated Connectivity to commercial enterprises, bus stands, railway stations, malls through elevated walkway
- 4 Encouraging schools to use metro as the main mode of transport. - Pick up and drop to nearest metro stations
- 5 Pricing strategy for non-peak hours
- 6 Extensive promotion of Kochi One Card
- 7 Group Bookings for Schools/Colleges/Tourists

Non Fare Box Revenue





01 Co-Branding of Stations

Encouraging brands to co-brand the stations



02 Property Development



Property development with unique mixture of food, entertainment and shopping

03 Advertisement Inside/Outside Stations, trains, pillars & medians





4

INTERCONNECTION BRIDGE



5

UNIT CELL (TELECOM TOWERS) ON METRO PILLARS

Other Avenues

- 6 Advertisements to change from static to dynamic
- 7 Segmentation of the retail area as per the customer preferences in the catchment area and as per the geography of the metro stations
- 8 Delivery/pick up points for online e-commerce companies and food companies
- 9 Client exclusive - Promos & Events on the Metro Train

Transit Oriented Development

“Metro Rail Corporations are not just about running trains, but are in the business of creating markets that will fill those trains.....”

TOD is the Solution”

- Basic TOD principle – *Build Communities Not Projects*
- Re-densification of Metro alignment locations through
 - Residential / Commercial area development
 - Business Center development
 - Creation of feeder network
- Create value propositions for Metro Rail Corporations, through TOD – Revenue generation options
 - Land development rights
 - PPP for Area Development in the Metro influence area



Value Capture Finance

Traditional methods of VCF

- Premium on Additional FAR for Influence zone
- Value Revision for Property Tax and Transaction Guideline
- Land value tax
- Fees for changing land use (agricultural to non-agricultural)
- Betterment levy & Impact Fees
- Vacant land tax

TOD Approach

- Inclusionary Zoning rights together with Transfer of Development Rights
- Transfer of Development Rights

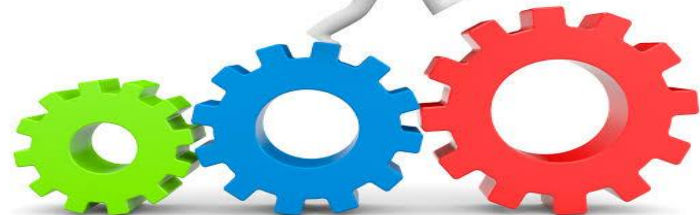


Cost Reduction Measures



Project Cost Rationalization

- ❖ PPP for construction of station in consideration of co-branding. This will reduce the Project Investment relating to stations
- ❖ Land acquisition using Transfer of Development Rights with alternative low value land and higher FAR as incentive
- ❖ Standardization of cost estimates across metros for elevated structures/underground structures to facilitate ease of comparison and standardization
- ❖ Equipment standardization across Metro organizations to attain economies of scale – Pooled procurement by Metros?



Operations Cost Rationalization

- ❖ Optimization of manpower operational cost through judicious implementation of task based outsourcing of activities
- ❖ Automation of ticketing to reduce customer facilitation and ticketing manpower
- ❖ Flexible headway between trains during peak and off-peak hours to reduce the operating cost especially energy cost
- ❖ Energy cost savings through Renewable power sources on RESCO model
- ❖ Cooperation with other Metro organizations to consolidate the Energy requirements and create better bargaining position to further reduce the PPA costs
- ❖ Creation of funding source funds at optimal costs.



pices of MoHUA for raising

Thank You

