Branding, Marketing, and Communications

The case of iBus Indore BRT

Workshop on Quantifying the Environmental, Social and Economic Benefits from Bus Rapid Transit Systems

A SPAD Academy & Asia LEDS Partnership Workshop
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Public Transport – As Promoted
Public Transport – As Perceived
Two Problems

$21 Billion
Advertising dollars spent by major auto companies in 2009

$3.2 Billion
Advertising dollars spent by General Motors in 2009

Little Planning
and resources dedicated to marketing and communications
Three Objectives to Marketing & Comms

1. Attract new users that currently use private transport, such as automobile and car users

2. Maintain current users that are thinking from switching from public transport to cars

3. Secure the political and financial support
I am a road safety expert.

Marketing
I am a road safety expert.
I am a road safety expert.
I am a road safety expert.
Trust me, he is a road safety expert.

Public Relations
I understand, you are a road safety expert.

Brand Creation
From the very beginning...
Before City Bus: Unorganised Transport in Indore
But that was not enough!
The launch of iBus: India’s first, fully air-conditioned BRT

- Distinctive Image
- Stations with Prepayment and Level Boarding
- Centralized Control
- Large Buses with Wide Doors
- Segregated Median Bus-ways
However, all was not going well...
Media Coverage: Before Project Start

बहुत रुलाने वाला ट्रैफिक सिस्टम

फिट जाम का जजाल

बीआरटीएस की डिजाइन में कमी
Most of it was because of lack of understanding on the project and facilities.

Before it started...
System Branding
ibus
Launched and extensive outreach effort...
BRT will benefit ALL road users
Indore Approach: Public Outreach
Focus group tours, to educate the citizens...
Focus group tours, to educate the citizens...
Focus group tours, to educate the citizens...
Focus group tours, to educate the citizens...
IBus

IBus is Indore's new BRT system that has been commissioned for passenger operations since May 2013.

www.facebook.com/IndoreBRT
iBus had a great start...
Students give a thumbs-up to i-Bus

iBus had a great start...

Students entering the i-bus for the trial run.

**What’s in the Bus?**

The buses are fully air-conditioned. A bus has been installed with features like LED display and voice announcement machines depicting bus stops for the passengers. CCTV cameras are placed to keep the safety. Comfortable seats, special space for wheelchairs, and a total passenger capacity of 59 excluding the driver. The buses have been kept at full capacity with all the required seat arrangements. The space between the footbridge of the bus and the platform is sufficient for boarding the differently-abled people.

**Hiccups of BRTS**

The teams of the buses are forced to halt at Nasik Road stop. A major setback was noticed between the BRTS corridor, right outside the Nasik Road station. The maximum fare of the bus is Rs 8 and maximum time to travel is 45 minutes.

**What’s the officials say?**

The plan is of having a 68 km stretch across the city and the first phase of construction includes 45 km of stretch. The 1.14 km stretch is a part of the first phase, which is why it is called pilot corridor. BRTS has been brought to Indore only after studying the buses that have been faced by other BRT systems of the country. It is for the first time that the country only fully air-conditioned buses will be plying on the BRTS corridors.

**Vox pop**

There is none who think that anything good will be experienced. BRTS buses are good enough to change the mind-set. Looking at the facilities that the new buses are providing, the fare has been kept minimum for the passengers. I don’t think people will mind paying maximum of Rs 15 for travelling in an air-conditioned bus. Since the concept is pretty new to Indore, people might take little time to adjust with it. But according to me, it will only promote travel for the city.

APURVA DEUBE, MBA student

I have travelled in the air-conditioned buses of Pune, Ahmedabad and Mumbai. There is hardly any difference in the i-Buses, but I compare the buses plying in these cities. The problem that BRTS will face is only of people’s acceptance. The idea of plying such buses is excellent but people here are still not comfortable with travelling in public transport. After sitting in the bus, I feel that Indore has the best public transport that Indore can have. The best thing about the buses is that they have made travelling safer for the women with the installation of CCTV cameras.

JOSHUA PATEL, MBA student

It is an amazing concept of introducing i-buses to Indore. It has been a comfort for the citizens and also a bumpy ride. The nature of the staff is friendly. The ticketing system is just on the entrance of the bus.

ZARINA Qureshi, MBA student

After travelling in the bus, I feel that this new concept of buses is good but we have some issues associated with it. Though the officials said that ambulance will be allowed to travel through BRTS corridors in peak hours or jams, the problem of mass bus lanes for the mass traffic still remains. Otherwise, it is a brilliant transport facility being offered to the common man. The CCTV cameras installed in the buses prove that the safety of women has been taken care of.

EKTA SHARMA, MBA student

Bus had a great start...
Redefined public transport in Indore
iBus is an enabler...
The project surpassed many benchmarks in public transport
Ridership Growth…

290% Increase in 4 months
Now, recognised internationally...
However, this doesn’t seem to be enough!
Learning from experience...
What is Important?

- Having a plan
  - A cohesive and comprehensive one

- Communicate the plan
  - To stakeholders
  - To general public
  - Create a demo
  - Citizen support groups... it has to be the people’s project
What is Important?

- Institution is essential
  - Like a metro authority

- Support systems
  - Having a knowledge partner: no ad-hoc decisions
  - Industry participation

- Know where you started from...
  - Record base conditions
  - Segregate issues and communicate
Thank You …

FROM HERE TO THERE
A creative guide to making public transport the way to go
Thank you!

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› EMBARQ helps cities make sustainable transport a reality