



ADVANCED ANALYTICS: DATAMATICS ENHANCED BRAND MESSAGING FOR A EUROPEAN CANCER NGO

For nearly five decades, the Mumbai Metropolitan Region Development Authority (MMRDA) has been the driving force behind the city's infrastructural evolution. Established in 1975, MMRDA has played a pivotal role in shaping Mumbai's urban landscape through long-term planning, strategic execution, and financing infrastructure development.

The Challenge: Ensuring Seamless AFC Integration

Development Authority (MMRDA) embarked a project to expand the city's metro network. The introduction of Metro Lines 2A, 2B, and 7 aimed to alleviate the burden on existing transport systems and provide commuters with a seamless travel experience. However, integrating these new lines into Mumbai's complex urban fabric presented significant challenges. A crucial component was the implementation of an Automatic Fare Collection (AFC) system that was not only efficient and accurate but also ensured minimal downtime.

Managing fare collection for Mumbai's expanding metro network was no small feat. With the city's high population density and a transportation ecosystem already under immense pressure. The new Metro lines had to not only meet the ever-growing demand but also ensure a seamless, hassle-free commuter experience. A failure in the AFC system could lead to bottlenecks at ticketing counters, long queues at entry gates, and frustrated passengers—issues that could undermine the very purpose of metro expansion.

The Solution: Datamatics AFC Revolution

Datamatics secured the contract to implement the AFC system across 52 stations of Mumbai Metro Lines 2A, 2B, and 7. This consortium was awarded the Letter of Acceptance by MMRDA for a project valued at approximately ₹160 crores.

Datamatics recognized the need for an AFC system that was not just functional but transformative. Leveraging its extensive expertise in transit technology. The solution introduced QR-based paper and mobile tickets, catering to both tech-savvy commuters and those preferring traditional ticketing methods.

Additionally, the implementation of the RuPay National Common Mobility Card (NCMC) unlocked 'True' interoperability, allowing seamless travel across various metro rail and bus networks. With this integration, passengers could transition effortlessly between different transport systems without juggling multiple tickets or payment methods.

This seamless execution not only enhanced the passenger experience but also set a new benchmark for transit infrastructure in India.

Impact: Seamless Travel, Measurable Success

Seamless access of Metro services

With state-of-the-art AFC solution

Interoperable and NCCM compliant system

Along with Transit Operator
specific products

Supports multi-channel, multi-modal transit interface

Through RuPay NCCM card
CSA wallet

ABOUT **DATAMATICS**

Datamatics enables enterprises to go Deep in Digital to boost their productivity, customer experience, and competitive advantage. Datamatics' portfolio spans across three pillars of Digital Technologies, Digital Operations, and Digital Experiences. It has established products in Intelligent Document Processing, Robotic Process Automation, AI/ML models, Smart Workflows, Business Intelligence, and Automatic Fare Collection.

Datamatics caters to a diverse global clientele across Banking, Financial Services, Insurance, Healthcare, Manufacturing, International Organizations, and Media & Publishing. The Company has a presence across four continents with significant delivery centers in the USA, India, and the Philippines. To learn more about Datamatics, visit www.datamatics.com

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