



PROJECT DOSSIER

The digital front door to the Indore Metro

A fast, bilingual, mobile-first platform that helps every Indore commuter plan journeys, check fares and discover the city — while ranking #1 on Google.



myindoremetro.com

Indore Metro — commuter guide & digital platform

Prepared for prospective partners & investors

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01 • OVERVIEW

What is myindoremetro.com?

myindoremetro.com is an independent, commuter-first digital platform for the Indore Metro. It turns scattered, hard-to-find transit information into one clean, fast, bilingual experience — journey planning, fares, live notices, station details, an interactive map, lost & found and a local discovery layer — accessible on any phone, free of cost to the public.

#1

Ranks top on Google for key Indore Metro searches

29

Yellow Line stations fully covered

EN / हि

Bilingual — English & Hindi

15+

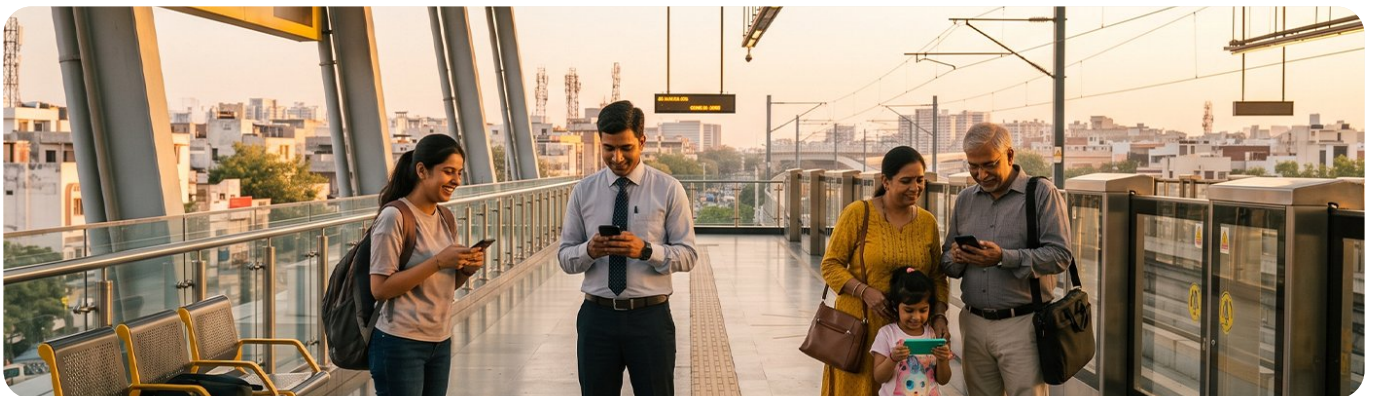
Tools & content pages live

The problem

- Metro information is fragmented across notices, PDFs and word of mouth.
- Official channels are not always mobile-friendly or bilingual.
- New commuters struggle with routes, fares, timings and first/last trains.
- Local businesses near stations have no easy way to reach commuters.

Our solution

- One fast, searchable hub for everything a rider needs.
- Plan a journey and see fare, route & time in seconds.
- Bilingual, mobile-first and genuinely quick to load.
- A discovery + advertising layer that funds the platform.



Built for real commuters — students, professionals, families and visitors.

02 · PRODUCT

Everything a commuter needs, in one place



Journey Planner

Pick From & To stations to get the route, interchanges and travel time instantly.



Fare Calculator

Exact fare between any two stations, QR ticket and smart-card guidance.



29-Station Directory

Every Yellow Line station with amenities, gates and nearby landmarks.



Interactive Route Map

Zoomable line map with all station names and tap-for-details.



Live Notices & Alerts

Service updates, timings and advisories surfaced in real time.



Lost & Found

Commuters report or claim lost items with photos, right from the site.



Explore Near Stations

Hotels, food, ATMs, malls and attractions around each station.



Guides & Blog

SEO-optimised travel guides, tips and city content that drive traffic.



Bilingual (EN / हिंदी)

Full English and Hindi experience for every Indore commuter.



AI Metro Assistant

In-page assistant answering fares, timings, routes and more.



Admin CMS

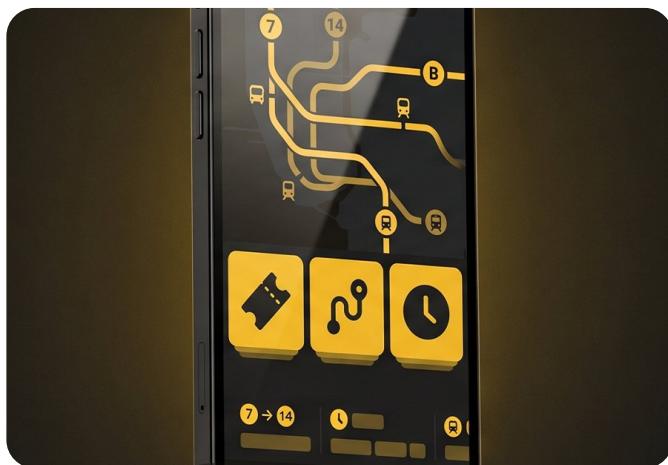
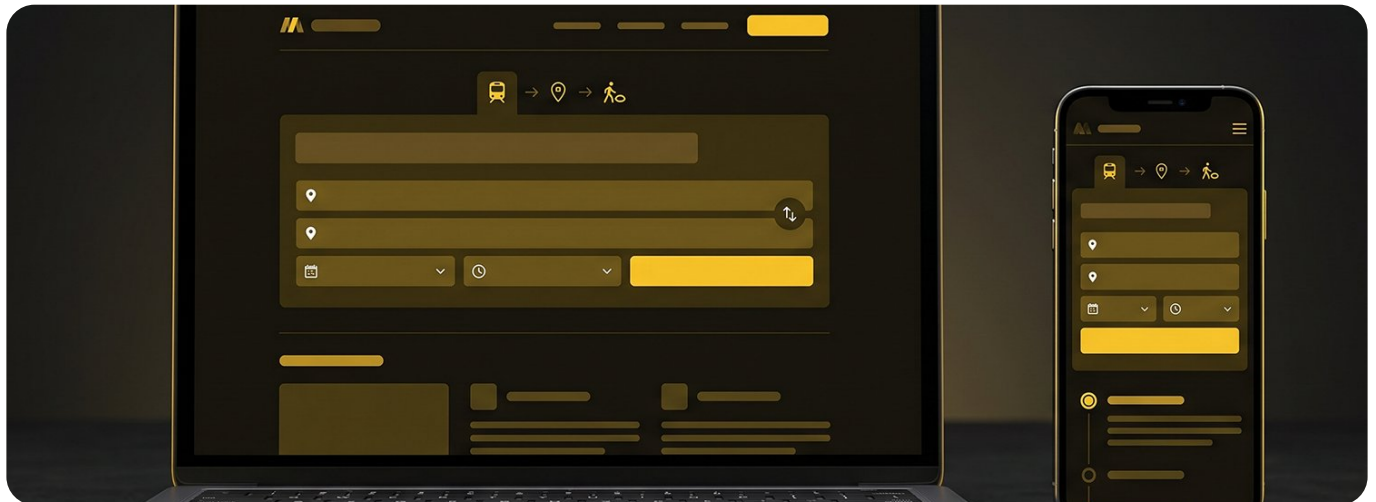
Secure back-office to manage notices, blog, listings, ads and leads.



Advertise & List

Free business listings plus paid banner & sponsored placements.

A look at the product



03 • TECHNOLOGY

Modern, fast and built to scale

The platform is built on a current, production-grade stack chosen for speed, SEO and low running cost — the same technologies used by leading global products.

**Next.js 16 + React 19**

Server-rendered pages for speed and search visibility.

**Prisma + PostgreSQL**

Reliable data layer for notices, listings, leads & analytics.

**Vercel edge hosting**

Global CDN delivery, auto-scaling, near-zero maintenance.

**Tailwind CSS v4**

Consistent, responsive, accessible design system.

**Secure admin + auth**

Hashed credentials, protected routes, first-party analytics.

**SEO-first architecture**

Structured data, clean URLs, fast Core Web Vitals.

Why we rank — and keep ranking

- **Speed & structure:** server-rendered, lightweight pages that Google rewards.
- **Depth of content:** a page for every station, guides and fresh notices.
- **Intent match:** we answer exactly what commuters search — routes, fares, timings.
- **Freshness:** live notices and a blog keep the site continuously updated.



04 · ROADMAP

Where we go next

- 1 Live & ranking (now)**
Full commuter toolkit, bilingual, #1 for core searches, ads & listings enabled.
- 2 Monetisation & leads**
Scale paid banners, premium listings and sponsored guides; grow the advertiser base.
- 3 Real-time & app**
Live train status, official-feed integration, notifications and a companion app.
- 4 City super-app**
Expand the discovery layer into a full commuter + local-commerce ecosystem.

Let's build the digital home of the Indore Metro.

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