



Soon, a call centre for city taxis

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Mumbai : If all goes well, the city will get a call centre exclusively for the taxi services in the next few months.

A private advertising company has approached the taxi unions with a proposal of setting up a call centre for them and in return has asked for exclusive advertising rights on their taxis. "As per the proposal, the advertising company would use the outer space of the taxis for advertising purpose. Since they want exclusive rights they have agreed to have a call centre for the taxis. The proposal has been sent to the state government and decision should be taken by the end of the week," said A L Quadros, general secretary, Mumbai Taxi Men's Union. He, however, refused to reveal the name of the advertising company.

"The call centre service would initially be given for the AC taxis affiliated to the union. These taxi men would sign a contract with the (ad) company," he said, adding, "It would be an independent service."

The Mumbai Taxi Association is also believed to have given its nod for the project.

Meanwhile, the taxi unions are also planning to induct seven-seater taxis in the city to accommodate more commuters in one vehicle. Quadros said the new taxis would have yellow colour unlike the existing black-and-yellow ones.

"The state government should come up with a notification in next three months. Before that, they should invite suggestions and objections before such change occurs," he said.