

File No: 14/13/2024-AEI Section-part2(30036)
Government of India
Ministry of Heavy Industries
AEI Section

GPOA-3, Netaji Nagar, New Delhi-110023.
Dated: the 31st July, 2026.

To:

The Administrative Secretaries/ Principal Secretaries of States & UTs (As per list attached)

Subject: Guidelines for use of the PM-eBus Sewa logo on e-buses deployed under the PM E-DRIVE Scheme – reg.

Sir/Madam,

The PM E-DRIVE Scheme, notified on 29.09.2024 has an allocation of ₹4,391 crore for roll-out of 14,028 e-buses.

2. The Ministry of Housing and Urban Affairs (MoHUA) has issued detailed technical and usage guidelines for the logo for the e-buses to be deployed under PM-eBus Sewa Scheme, vide letter No.K-14011/72/019-UT-I dated 06.10.2025 (**Annexure-I**). The same includes logo design, dimensions, colour scheme, placement and material specifications.

3. It has been decided that the aforesaid “PM-eBus Sewa” logo & its guidelines issued by MoHUA (Annexure-I) shall be adopted *mutatis mutandis* for the e-buses to be deployed under the PM E-DRIVE Scheme. For the purpose of PM E-DRIVE, all references to MoHUA in the said guidelines dated 06.10.2025 should be read as MoHUA/ MHI, as applicable. It is clarified that branding guidelines for Bus Depots issued by MoHUA (vide letter No.K-14011/72/019-UT-I dated 31.10.2025) shall not be applicable for the PM E-DRIVE scheme.

4. The e-bus Original Equipment Manufacturers (OEMs), e-bus operators & State/ city Transport Undertakings (STUs) participating under the PM E-DRIVE scheme shall ensure strict adherence to these logo guidelines and conditions, including mandatory provision and proper display of the “PM-eBus Sewa” logo on all sides of the eligible buses, before commissioning and operations of the buses under the PM E-DRIVE Scheme.

5. This issues with the approval of the Competent Authority.

Yours faithfully,



(Rajkumar)

Under Secretary to the Government of India

Copy to:

1. PSO to Secretary (HI).
2. PSO to Secretary (HUA).
3. CEO, CESL – To communicate the same to all the LoCQ awardees/ OEMs under the PM E-DRIVE Scheme.
4. DG, SIAM – To communicate the same to all e-Bus OEMs.
5. Testing Agencies of MHI (ARAI/ ICAT/ GARC/ NATRAX)

Annexure-I

List of Administrative Secretaries/ Principal Secretaries of States & UTs

S.No.	State/ UT Name	Administrative Secretary/ Principal Secretary
1	Andaman & Nicobar Islands	Shri Rajanish Kumar Singh, IAS, Secretary Transport. secytp@and.nic.in
2	Chandigarh	Shri. Diprava Lakra, IAS, Secretary Transport. fs-chd@nic.in
3	Dadra & Nagar Haveli and Daman & Diu	Shri Ankur Garg, IAS, Advisor to Hon'ble Administrator, advisor-dnh-dd@ddd.gov.in
4	Delhi	Ms. Niharika Rai, IAS, Principal Secretary-cum-Commissioner of the Transport Department for the Government of Delhi. commtp@nic.in
5	Gujarat	Shri M. Thennarasan, IAS, Principal Secretary of the Urban Development and Urban Housing Department. securban@gujarat.gov.in
6	Jammu & Kashmir	Ms. Avny Lavasa, IAS, Administrative Secretary (Transport Department). transport-jk@nic.in
7	Ladakh	Shri Rahul Sharma, IAS, Chief Electoral Officer & Administrative Secretary (Transport, Elections, Inspector General of Registration, Food, Civil Supplies & Consumer Affairs) pstoadmsecy123@gmail.com
8	Lakshadweep	Dr. S B Deepak Kumar, IAS, Secretary, General Administration & Protocol, Road Transport, Food, Civil Supplies & Consumer Affairs and Cooperatives. lk-advisor@gov.in
9	Tamil Nadu	Shri Thiru Nirmal Raj, IAS, Secretary to Government (Transport Department). transec@tn.gov.in
10	Telangana	Shri Vikas Raj, IAS, Special Chief Secretary to Govt, (Transport, R&B Dept.). secy_trb@telangana.gov.in
11	Karnataka	Ms. Deepa Cholan, IAS, Secretary to Government, Transport Department. secretarytransport@gmail.com
12	Maharashtra	Shri. Sanjay Sethi, IAS, Additional Chief Secretary (Transport & Ports). acs.transport@maharashtra.gov.in
13	Puducherry	Dr. A. Muthamma, IAS, Chief Secretariat (Transport) secytran@py.gov.in tc@py.gov.in
14	West Bengal	Dr. Ravi Inder Singh, IAS, Principal Secretary, Transport Department. sec.transportwb@gmail.com

No. K-14011/7/2019-UT-I
Government of India
Ministry of Housing and Urban Affairs
(Urban Transport Division)

Sankalp Bhawan, KG Marg, New Delhi
Dated the 6th October, 2025

To,
The Principal Secretaries of State/UTs
(As per the list attached)

Subject: Guidelines for use of the 'PM-eBus Sewa Scheme' logo on the Buses deployed under the scheme-reg.

Sir/Madam,

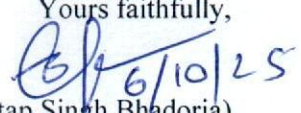
"PM-eBus Sewa" launched on 16th August 2023 aims to augment city bus operations in urban areas with Central Assistance (CA) of **₹20,000 crores** for deploying electric buses under the PPP model. Now, the Central Government has finalised the Logo of the scheme. The technical guidelines for use of logo along with logo dimensions, colour schemes and usage specifications is attached as **Appendix-I**.

2. In addition to the technical guidelines of the Scheme, following guidelines are to be adhered to by the States/Cities participating under the PM-eBus Sewa Scheme:

- a. It will be mandatory for the bus Original Equipment Manufacturers (OEMs) to provide PM-eBus Sewa Scheme Logo as per the above guidelines at the time of supply of buses itself.
- b. The bus shall not be commissioned without the availability of PM-eBus Sewa Logo. Furthermore, the bus shall not be permitted to move out of the depot if the logo is not displayed in proper condition.
- c. The digital file for the color scheme of the logo shall be provided by MoHUA so as to ensure the uniformity of logo color scheme across all participating cities.
- d. The above guidelines are to be adhered to by all the participating States/UTs mandatorily.

3. This issues with the approval of the Competent Authority.

Encl: a/a

Yours faithfully,

(Bhanu Pratap Singh Bhadoria)
Director (UT)

Copy to:

- i) PSO to Secretary (HUA), PSO to OSD (UT), MoHUA
- ii.) CEO, CESL- To communicate the same to all the LOCQ awardee/OEMs under the PM-eBus Sewa Scheme
- iii.) PMU-TL (PM-eBus Sewa)

Sr. No	State/UT Name	Concerned Department/ Authority Pr. Secy/Secy/Joint Secretary
1	Andhra Pradesh	Shri Kantilal Dande, IAS Principal Secretary to Govt. and Vice Chairman, AP Road Development Corporation, Transport Roads and Buildings Department, 0863-2445340, 2445336 prlsecy-trb@ap.gov.in
2	Assam	Adil Khan Secretary (Transport) 0361-2237306 9435486121 adilkhaniias@nic.in
3	Bihar	Shri Sandeep Kumar R Pudakalkatti, IAS Secretary (Transport) 0612-2546449 transecy-bih@nic.in
4	Chandigarh	Diprava Lakra, IAS Finance Secretary 3rd Floor, Chandigarh Secretariat, Sector 9, Chandigarh Tel. +91 172 2740017 fs-chd@nic.in
5	Chhattisgarh	Dr. Basavaraju S. Secretary (Urban Administration & Development) 0771-2510261, 2221328 8435801099 uad.cg@nic.in
6	Gujarat	Ashwini Kumar Pr. Secy (UD) 079-23251003, 9978407251 Office location: 14th Block, 9th Floor, New Sachivalaya, Gandhinagar - 382 010 securban@gujarat.gov.in
7	Haryana	Ashok Khemka (IAS) 1991 ACS (Transport) 0172-2711964 / 3578491 Office Address - Transport Commissioner, Haryana, 30 Bays Building, 2nd Floor, Sector 17C Chandigarh, Haryana-160017 acs.transport-hry@gov.in
8	Jammu and Kashmir	Ms. Mandeep Kaur, IAS Secretary, 0191-2542765, 0191-2571609 hudd-jk@nic.in , principalsecretaryhuddjk@gmail.com
9	Ladakh	Sh. Bhupesh Chaudhary, IAS 01982-255567 ladakhdivcom@gmail.com
10	Madhya Pradesh	Sanjay Kumar Shukla, IAS 1994 7552708012 Office Address – Prayas Bhavan, Mother Teresa Road, Bhopal – 462011 psuaddmp@mpurban.gov.in
11	Maharashtra	K.H. Govinda Raj Pr. Secy (UD-II) 022-22021444 9902010029 sec.ud2@maharashtra.gov.in
12	Meghalaya	Dr. Vijay Kumar D, IAS 0364-2220502 Office Address: Main Secretariat Building, Shillong dvijaykumar@ias.nic.in
13	Odisha	Smt. Usha Padhee Pr. Secretary (UD) 0674-2536903

		9437095067 hudsec.or@nic.in , ctsec.or@nic.in
14	Puducherry	Dr. A. Muthamma Secretary (Transport) 0413-2334484, 2233306 secytran@py.gov.in
15	Punjab	Tejveer Singh Additional Chief Secretary, Local Government 01722661064 secy.lg@punjab.gov.in
16	Rajasthan	Rajesh Yadav (IAS) Principal Secretary (UD) 0141-2227061 8696055555 secy.lsg.gor@gmail.com , acs.udh@rajasthan.gov.in
17	Uttarakhand	Arvind Singh Secretary (Transport) 0135-2655867 ahyanki@gmail.com Reena Joshi, Additional secretary (Transport) 08755072648 asctransportuk@gmail.com
18	Karnataka	Dr. N.V. Prasad Secretary (Transport) Government of Karnataka 080-22353912 080-22032548 secretarytransport@gmail.com
19	Telangana	Sri K.S. Sreenivasa Raju, IAS Principal Secretary to Chief Minister prlsecy-sr-cm@telangana.gov.in Sri Vikas Raj, IAS Spl. Chief Secretary to Government spics-trb@telangana.gov.in

PM e-Bus Sewa



Aspect Ratio 1:2.4

Technical Guidelines for PM-eBus Sewa Logo

The guidelines for the use of the 'Logo' of PM-eBus Sewa Scheme for e- buses deployed under the Scheme are as under:

A) Location and Size of the 'Logo'

1. The logo should be **located on all sides of the bus** as recommended in "**Table 2- Logo Specifications**" provided in later pages. **The nominal dimensions and material of the logo** for 12m, 9m & 7m buses is enclosed in "**Table 2- Logo Specifications**".
2. The surface of the logo, where it will be placed, should not be openable on the sides (e.g. door, windows) to keep its view uninterrupted and intact.
3. There must always be a minimum safe space of 1.0 cm on top and bottom and 10.00cm on the sides of the logo.
4. The alignment of the logo should be horizontal with the bus and the aspect ratio of 2.4 is to be maintained across all the logo sizes.
5. The area and size of all other logos / branding should be smaller than the size of the PM-eBus Sewa logo.
6. Do not stick any other logo over the PM-eBus Sewa Scheme Logo. The Authority shall ensure that the advertisements or any other form of display material does not obstruct partially or completely, the visibility of logo.
7. Do not stretch, redraw, distort, warp, skew, condense, reverse, rotate, flip or alter the logo, its proportions and shape, or modify the size or position of any of its elements.

B) Color Scheme of the ‘Logo’

- 1. The **colour of the 'Logo' and colour of the 'bus'** should be as recommended in **Table 1- "Font and Color Scheme"** provided in the later pages.
- It is also recommended to use the plain color scheme for the bus.
- 3. City may choose any other color and patterns of color in consultation with MoHUA.
- 4. Do not use the logo as a watermark with over-running design or text.
- 5. Do not recreate or rearrange the logo, change its design, or any color.

C) Material of the ‘Logo’

- 1. The material of the logo should be durable and should last for atleast 6 years.
- 2. Material of the logo should be tested for following properties against applicable international/ national standards with any National Accreditation Board for Testing and Calibration Laboratories (NABL) certified lab or any Central Motor Vehicle Rules (CMVR) testing agency. The test certificate to be submitted to MoHUA.

Weatherability	Hot water resistance
Abrasion resistance	Salt spray resistance
Adhesion resistance	Water resistance
Scratch resistance	Impact resistance
Heat humidity resistance	Thermal shock
High pressure wash resistance	Chemical resistance

INDICATIVE AREAS FOR LOGO ON THE BUS



Drive side: Center



Front: Center



Passanger side: After Entry Door/Rear of the bus/Front (Choose One)



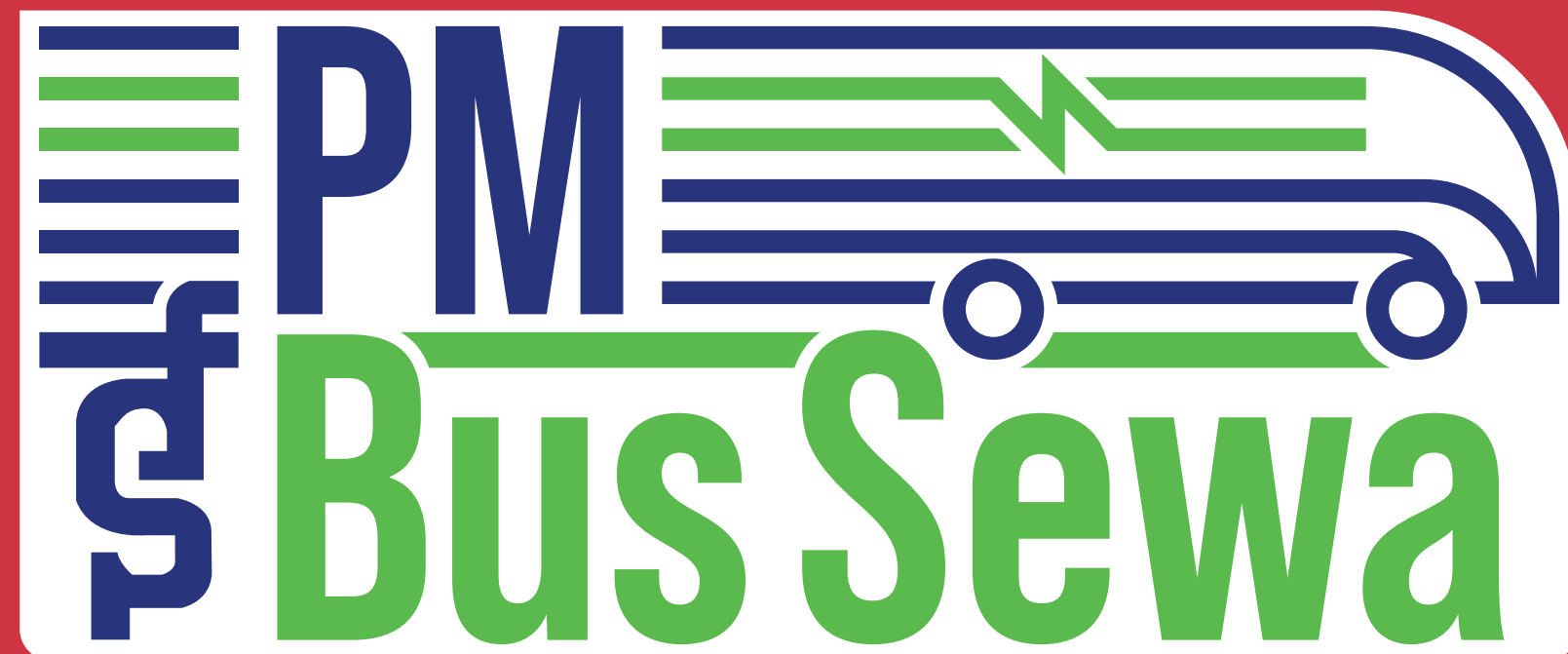
Rear: Above/Center



Color Code: 5eba4c



Color Code: 2d6325



Color Code: cc3741



Color Code: ad1f24



Color Code: 304499



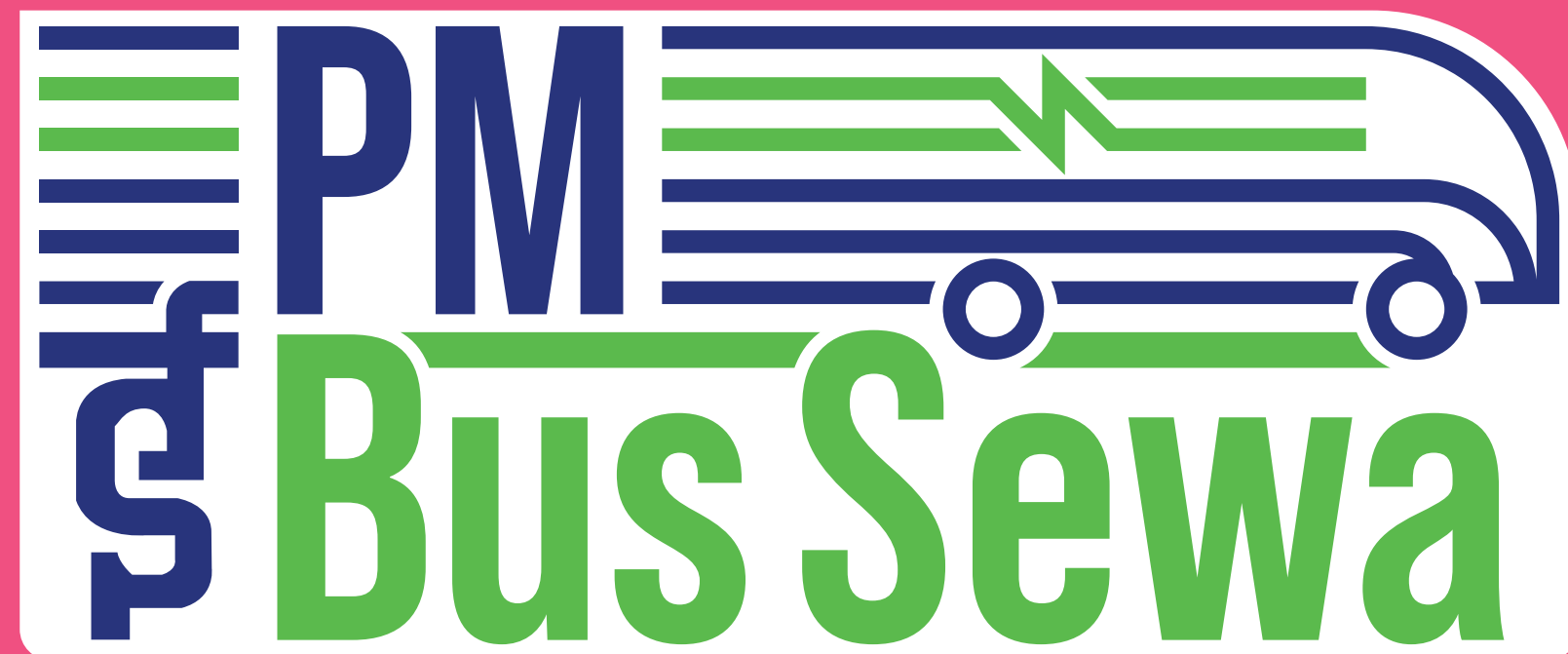
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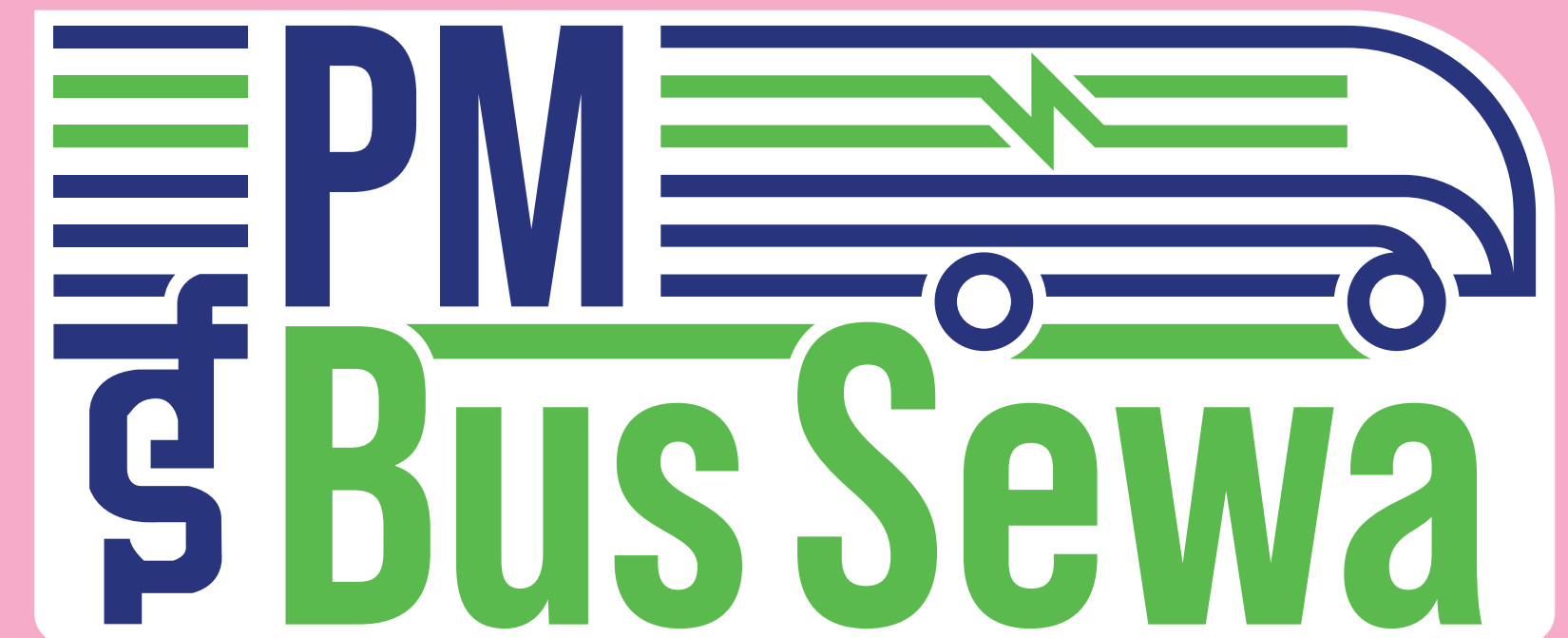
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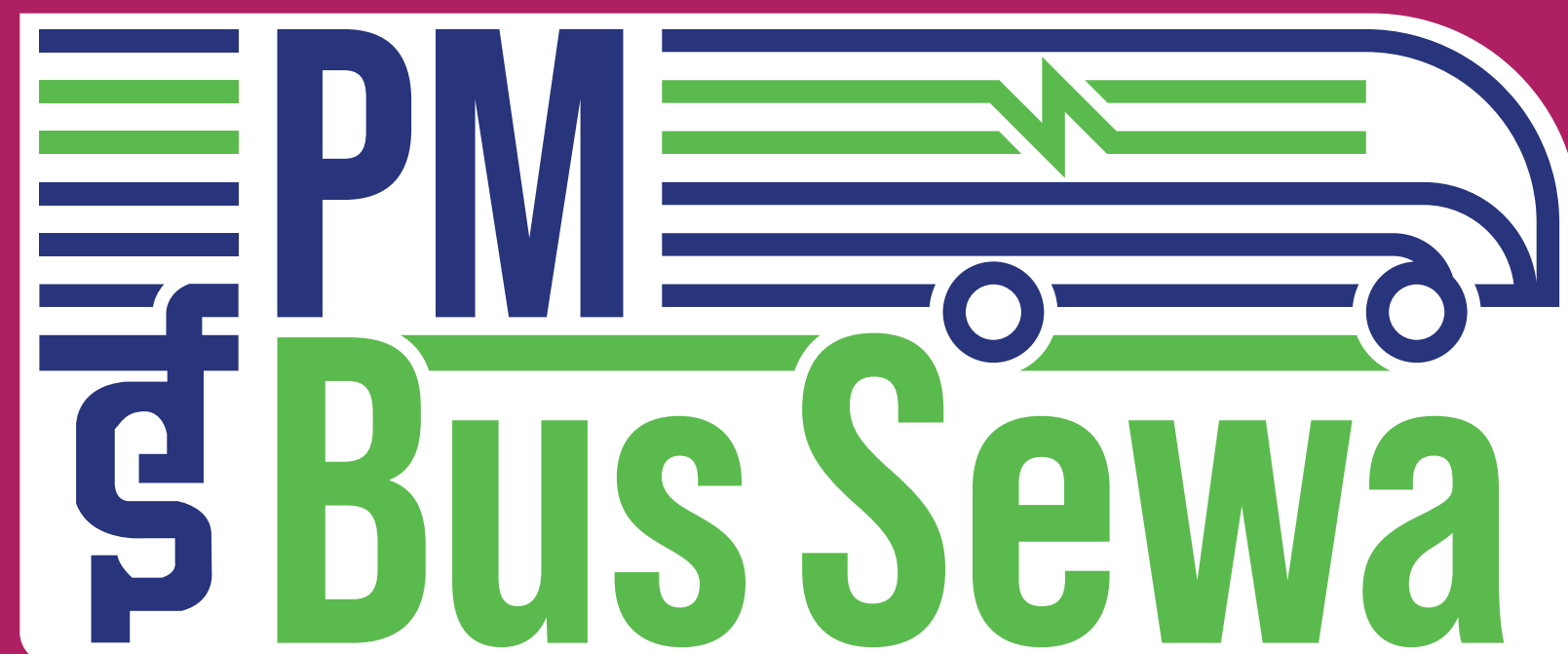
Color Code: f58220



Color Code: ef5081



Color Code: f6adc8



Color Code: ae1f63



Color Code: 80153b



Color Code: e8a423



Color Code: ffcc05

Table 1 – Font and Color Scheme

Font
PM-eBus Sewa - Bebas Neue Pro

Logo Colors

#2a357c	#5eba4c	#ffffff
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Bus Colors

#5eba4c	#cc3741	#304499	#df6026	#ef5181	#80153b	#e8a423
#2e6431	#ad1f24	#4189c9	#f58220	#f6adc8	#ae1f63	#ffcc05

Table 2 – Logo Specifications

BUS TYPE / PLACEMENT	LOGO SPECIFICATION	DIMENSIONS (MINIMUM)	ASPECT RATIO	PLACEMENT NOTES
12-Meter Bus – Driver Side	2D Logo	500 mm x 1200 mm	1:2.4	Top centre aligned- Below the window Aspect ratio maintained
12-Meter Bus – Passenger Door Side	2D Logo	500 mm x 1200 mm	1:2.4	Priority 1- Adjacent to middle passenger door Priority 2- Rear Side Priority 3- Front side
9-Meter Bus – Driver Side	2D Logo	500 mm x 1200 mm	1:2.4	Top centre aligned- Below the window Aspect ratio maintained
9-Meter Bus – Passenger Door Side	2D Logo	375 mm x 900 mm	1:2.4	Priority 1- Adjacent to middle passenger door Priority 2- Rear Side Priority 3- Front side
7-Meter Bus – Driver Side	2D Logo	7m sizes to be confirmed	1:2.4	To be confirmed
7-Meter Bus – Passenger Door Side	2D Logo	7m sizes to be confirmed	1:2.4	To be confirmed
Front (All Bus Types)	3D printed colored emblem	175 mm x 420 mm	1:2.4	Center-aligned on the bus front.
Back (All Bus Types)	3D printed colored emblem	225 mm x 540 mm	1:2.4	Center-aligned on the bus rear.

Note:
In case of technical design limitation, 5% downward variation may be allowed in size of the logo with prior consultation with the Ministry, however the specified aspect ratio must be maintained.