

Bombay's Red Double Decker Bus

Aim & Scope of the Exhibit: This exhibit introduces us to the iconic Red Double Decker Bus of Bombay (now Mumbai) through the eyes of picture postcards.

Choice of Materials: Materials have been chosen to reflect the best possible examples to illustrate the topic. Only original picture postcards are exhibited and strictly NO reproductions are used. Most are unused (non-postally treated) picture postcards that have printed text or printed address lines or a postage area, which shows that the card is meant to be posted without an envelope and is not merely a photograph. All Picture postcards used except Pg 1 and Pg 12 also use a Stamp. Pg 1 uses a India Post booklet in window. Pg 15 has a Maxicard.

Presentation and Treatment: The text that relates to the picture on the postcard is in Brown Colour. The text that relates to the publisher / printing / postcard number / posting / size is in Blue. General Text is in Black.

PLAN

Title & Plan : Pg 1

1. History : Pg 2

2. Bus on the Move: Pg 3 to 14

3. Not Just Red : Pg 15

4. Conclusion: Pg 16



2017 Red Double Decker Stamp and window extract from the India Post Prestige Booklet issued for the same showing the 'Pitambari' open top tourist Double Decker of Bombay.



A Double Decker Tram, the precursor to the Double Decker Bus, outside Boribunder. Divided Back, Publisher: Gevaeq Real Photo Postcard. Size 14x9cm

Bombay's Red Double Decker Bus

1. History

Bombay Tramway Company Limited was setup in 1873 Under the "The Bombay Tramways Act, 1874" to run a horsecar tramway service in Bombay. In 1889, it received a licence to operate Electric Trams. In 1905 it received a licence to also supply electricity in parts of the City. In 1905, "Bombay Electric Supply & Tramway Company Limited" (B.E.S.T.) was formed. The B.E.S.T. undertaking was then granted the monopoly for electric supply and the running of an electric tram service in the city hence it took over the assets of the Bombay Tramway Company Limited in due course. B.E.S.T entered into the service of running buses and Bombay saw its first bus run on 15 July 1926 between Afghan Church and Crawford Market. In 1920, Double Decker Trams were introduced. On 8th Dec 1937, B.E.S.T introduced the first Double Decker Diesel Bus in Bombay. With reduction in Tram operations and increase in bus services, B.E.S.T was renamed as Bombay Electric Supply and Transport. The trams were discontinued in 1964. In 1967, B.E.S.T introduced Double Decker Buses manufactured in India by Ashok Leyland Ltd. With the renaming of the city from Bombay to Mumbai in 1995, the organisation was renamed to "Brihanmumbai Electric Supply & Transport (B.E.S.T.)".



Leyland UK, the foreign partner in Ashok Leyland Ltd also manufactured the London Double Decker. Divided Back. Real Photo Postcard. Mayfair Series by the Postcard Warehouse, UK

Office of the Bombay Tramway Company near the Church of Holy Name. Card No 366. Unknown Publisher. Printed in Saxony. Colotype Pg 2

Bombay's Red Double Decker Bus

2. Bus on the Move



Outside Churchgate Station. Printed by Times of India Press. Published by A Ganny & Co. Used in 1962. Divided Back. Real Photo Postcard. Size 14.7 x 9.4 cm



Outside Churchgate Station. Printed and Published by LR Trading Co. Card No 62. Divided Back. Real Photo Postcard. Size 14.7 x 10 cm

Pg 3

Bombay's Red Double Decker Bus

2. Bus on the Move



Outside Churchgate Station. Published by STC. Card no 8. Divided Back. Real Photo Postcard. Size 14.5 x 10 cm



Outside VT Station and Municipal Corporation. Printed by STC. Card No 19 Real Photo Postcard. Size 14.4 x 9.7 cm

Pg 4

Bombay's Red Double Decker Bus

2. Bus on the Move



Outside Victoria Terminus. Published by VT Card no 352. Divided Back. Real Photo Postcard. Size 14.7 x 10.1 cm

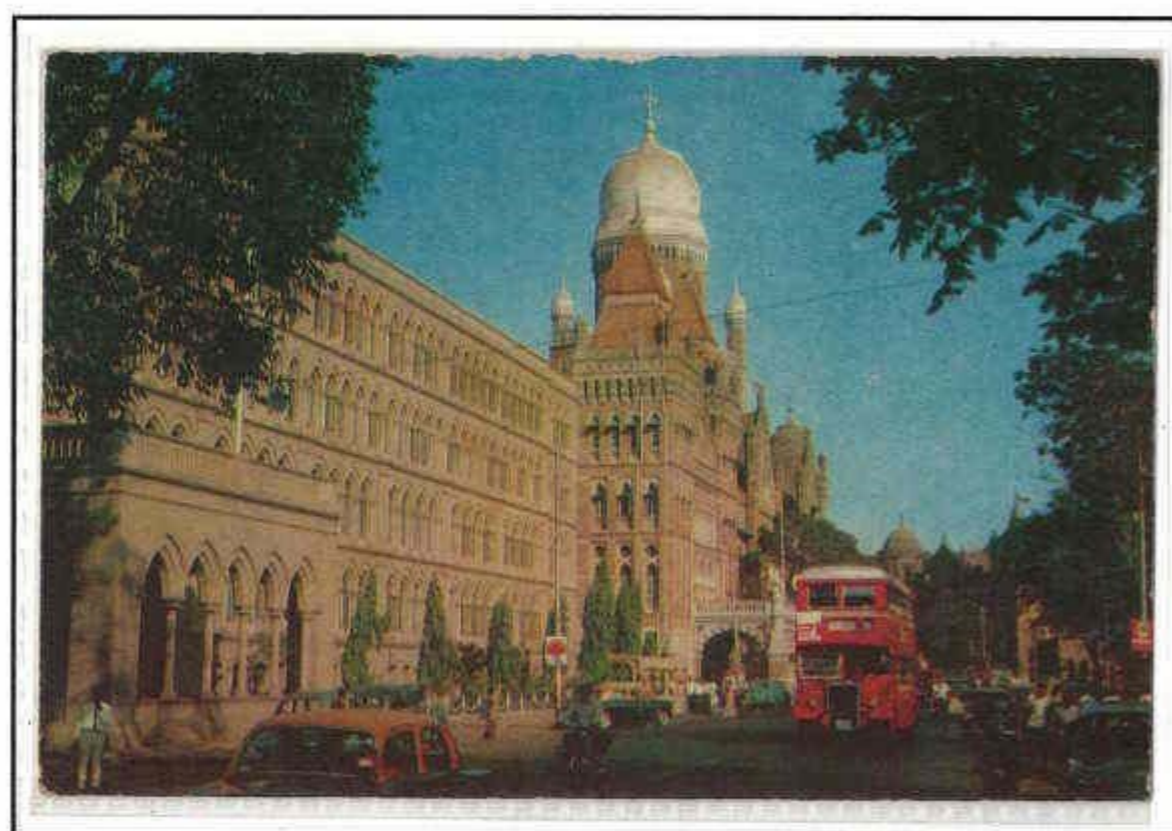


Outside Victoria Terminus. Printed by LR Trading Company. Card No 7. Divided Back. Real Photo Postcard. Size 14.4 x 10.2 cm

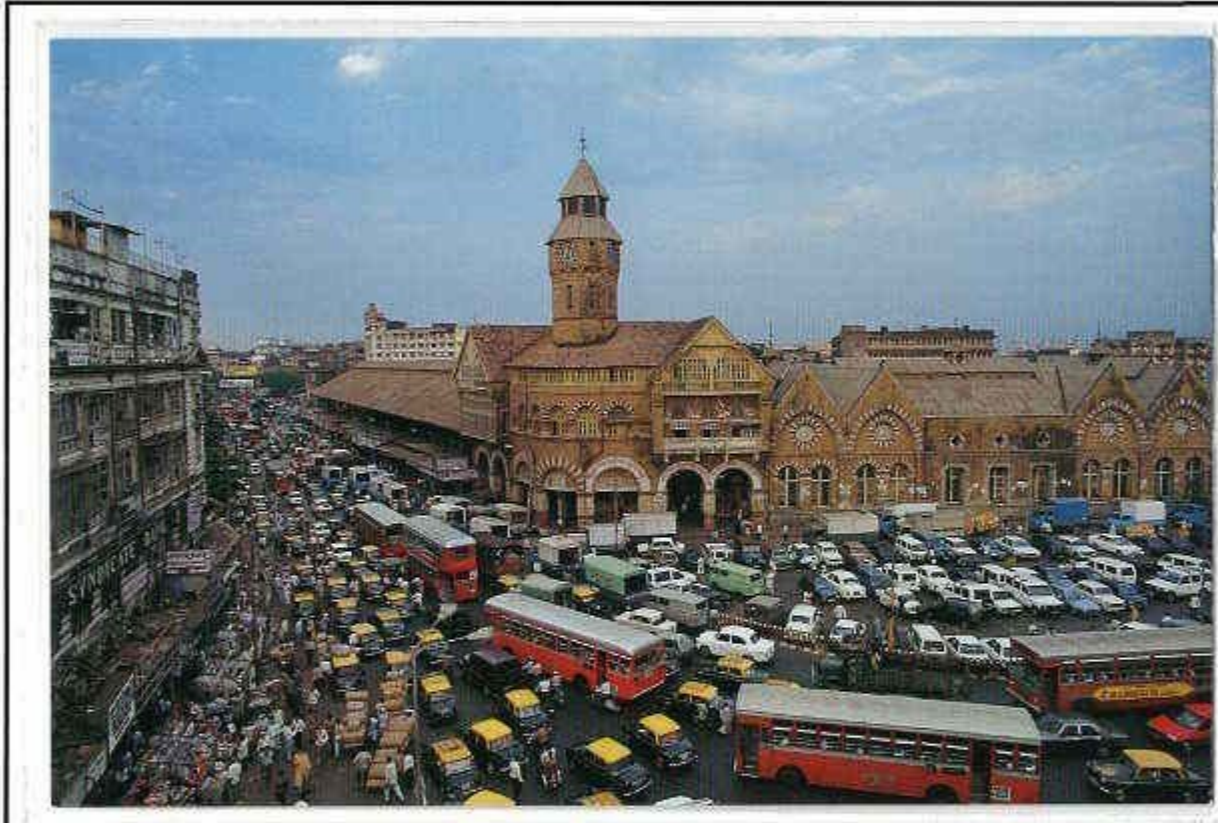
Pg 5

Bombay's Red Double Decker Bus

2. Bus on the Move



Outside Municipal Corporation Building. Published by STC. Card No 54. Divided Back. Size 14.5 x 9.8 cm

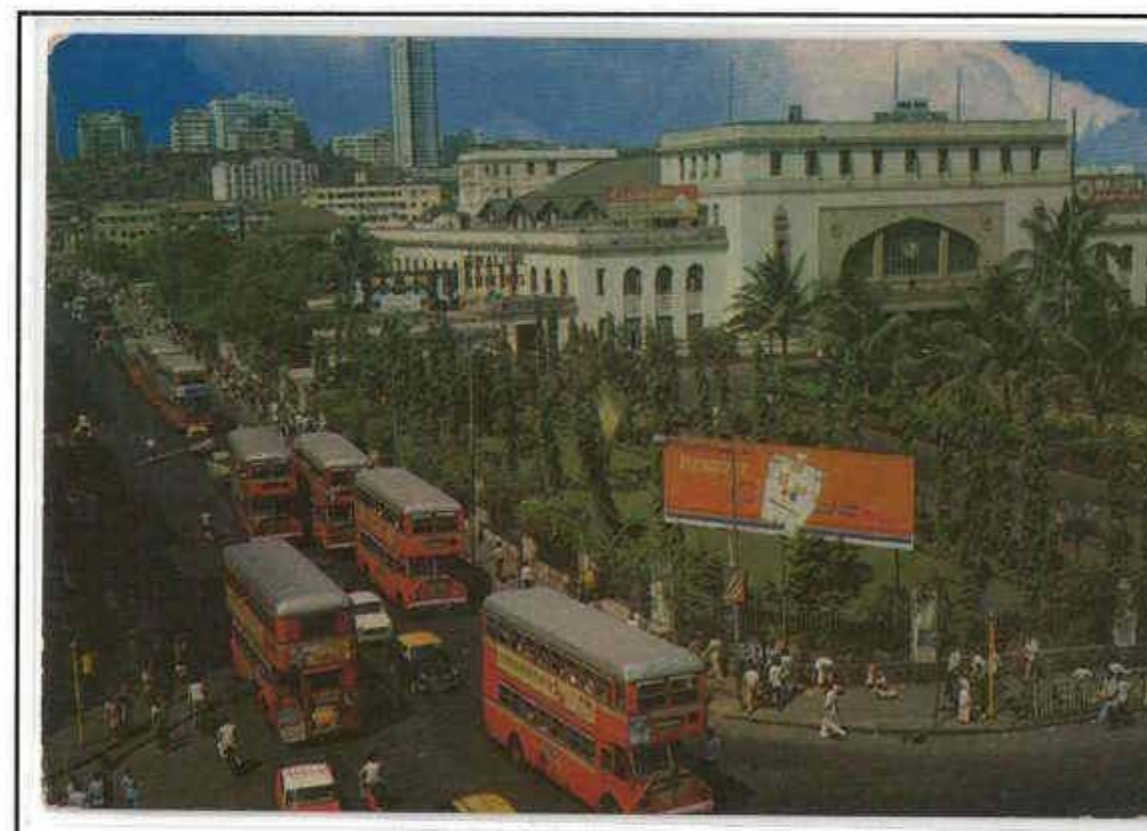


Outside Crawford Market. Printed by Magnate Publishing. Card No 014. Divided Back. Real Photo Postcard. Size 15.2 x 10 cm

Pg 6

Bombay's Red Double Decker Bus

2. Bus on the Move



Outside Bombay Central Station. Published by Shabbar Trading Corp. Card No 12. Divided Back. Real Photo Postcard. Size 14.7 x 10 cm

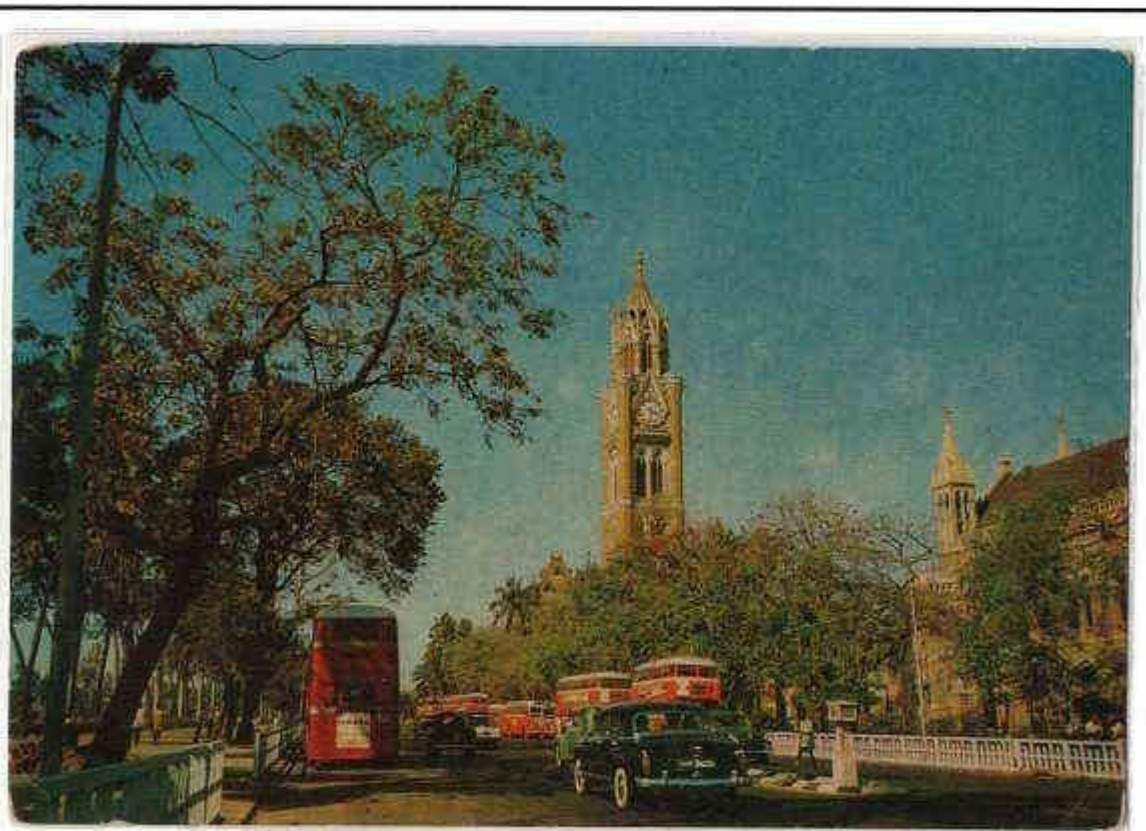


Outside Bombay Central Station. Published by Elar Trading Company. Card No 1. Divided Back. Real Photo Postcard. Size 14.6 x 9.8 cm

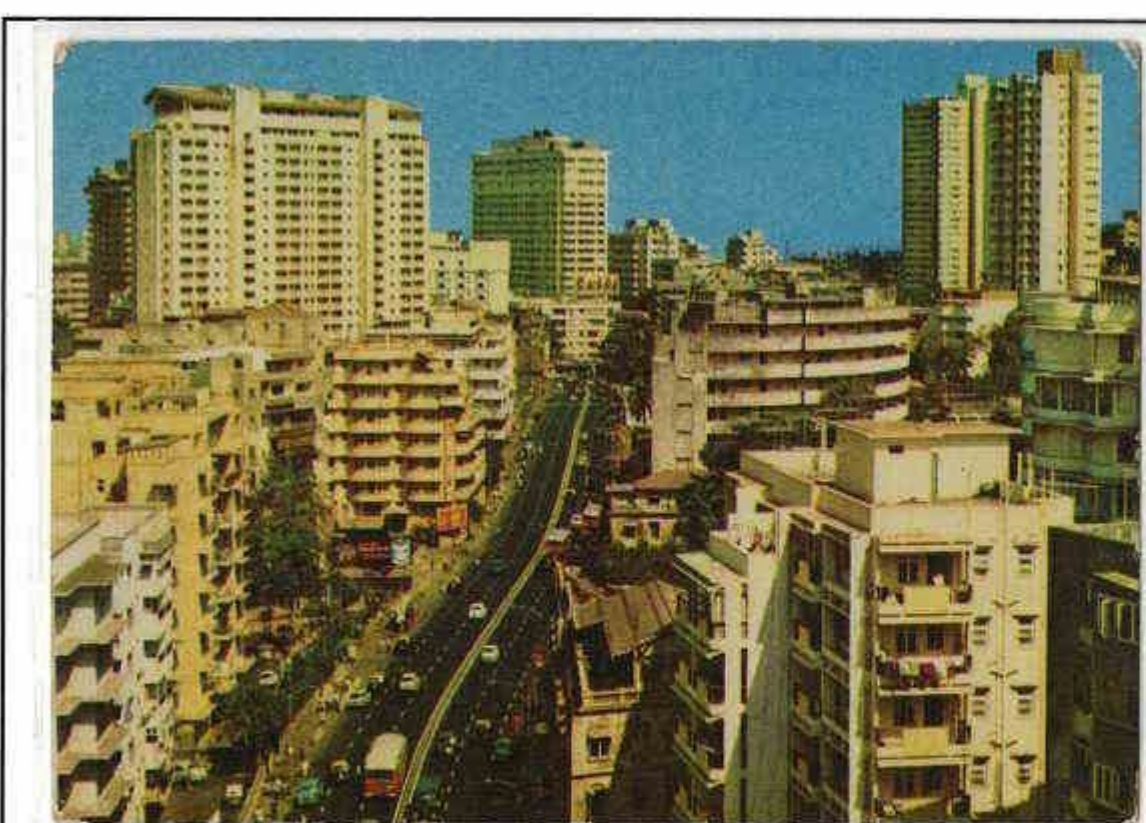
Pg 7

Bombay's Red Double Decker Bus

2. Bus on the Move



Outside Rajabai Tower. Published by LR Trading Company. Card No 65. Divided Back. Real Photo Postcard. Size 14.6 x 10.3 cm

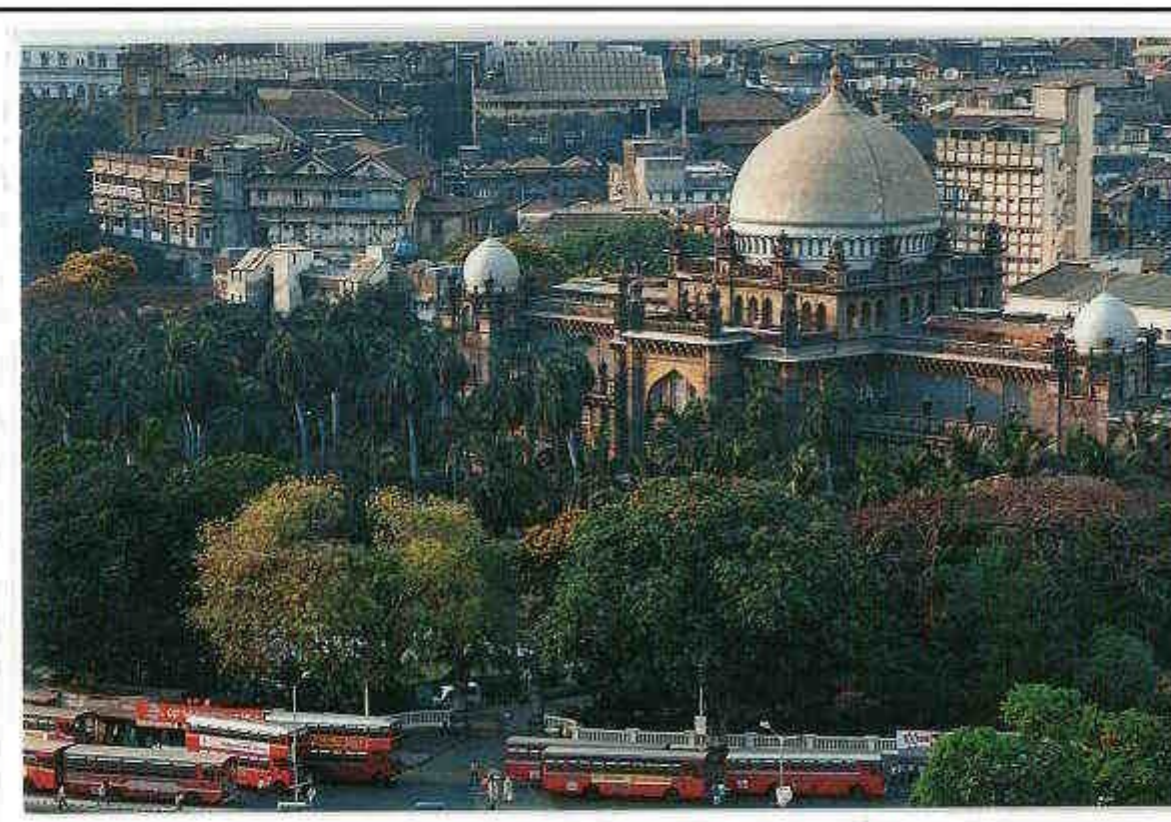


On Peddar Road. Published by Sunder Art. Divided Back. Card No 77. Real Photo Postcard. Size 14.3 x 10.4 cm

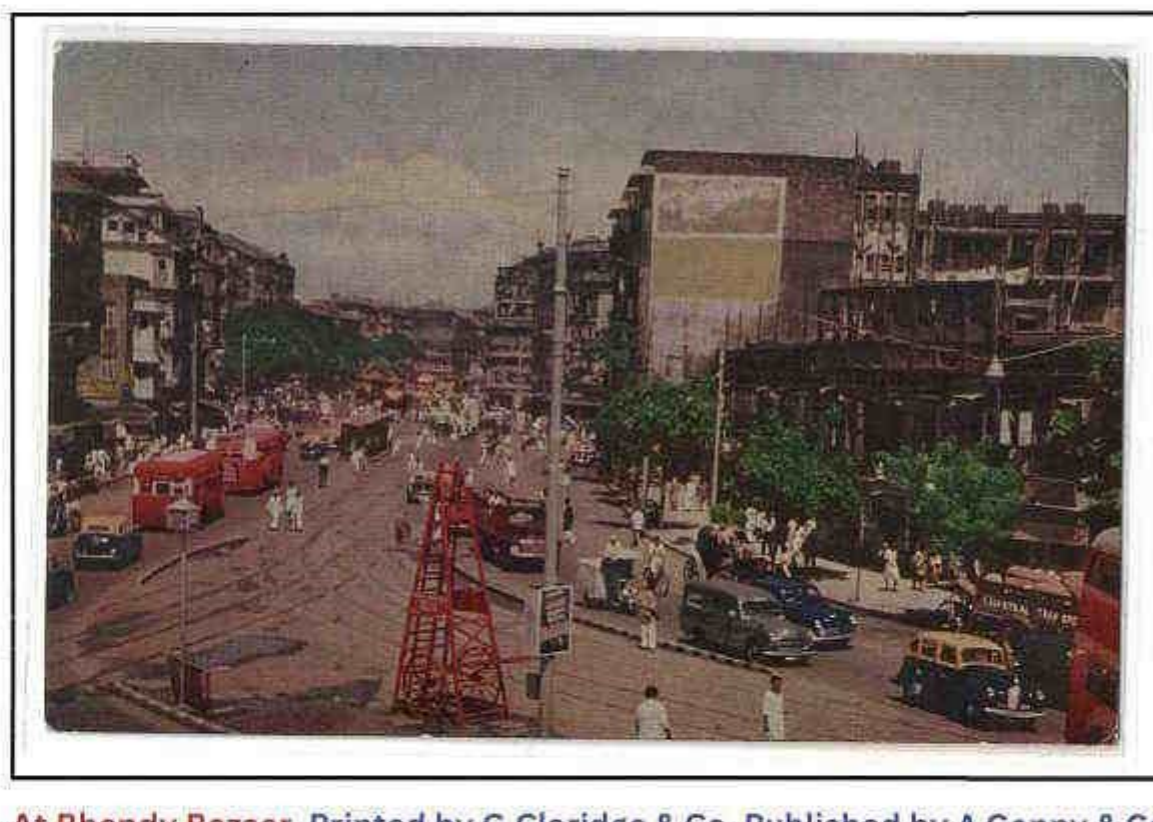
Pg 8

Bombay's Red Double Decker Bus

2. Bus on the Move



Outside Chatrapati Shivaji Vastusanghralay (Prince of Wales Museum). Published by Magnate Publishing. Card No 010. Divided Back. Real Photo Postcard. Size 15.2 x 10 cm

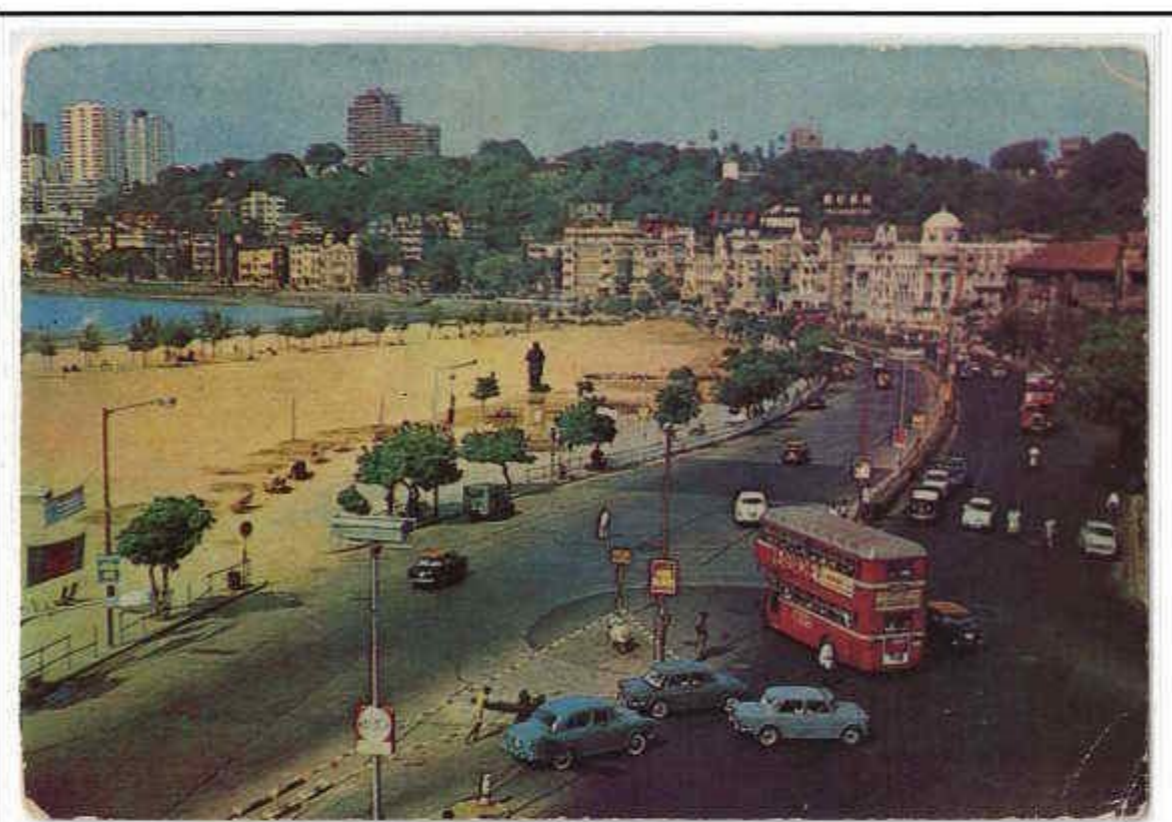


At Bhendy Bazaar. Printed by G. Claridge & Co. Published by A Ganny & Co. Divided Back. Real Photo Postcard. Size 14.1 x 9.1 cm

Pg 9

Bombay's Red Double Decker Bus

2. Bus on the Move



Near Chowpatty Beach. Unknown Publisher. Divided Back. Used in 1971. Real Photo Postcard. Size 14.7 x 10.2 cm

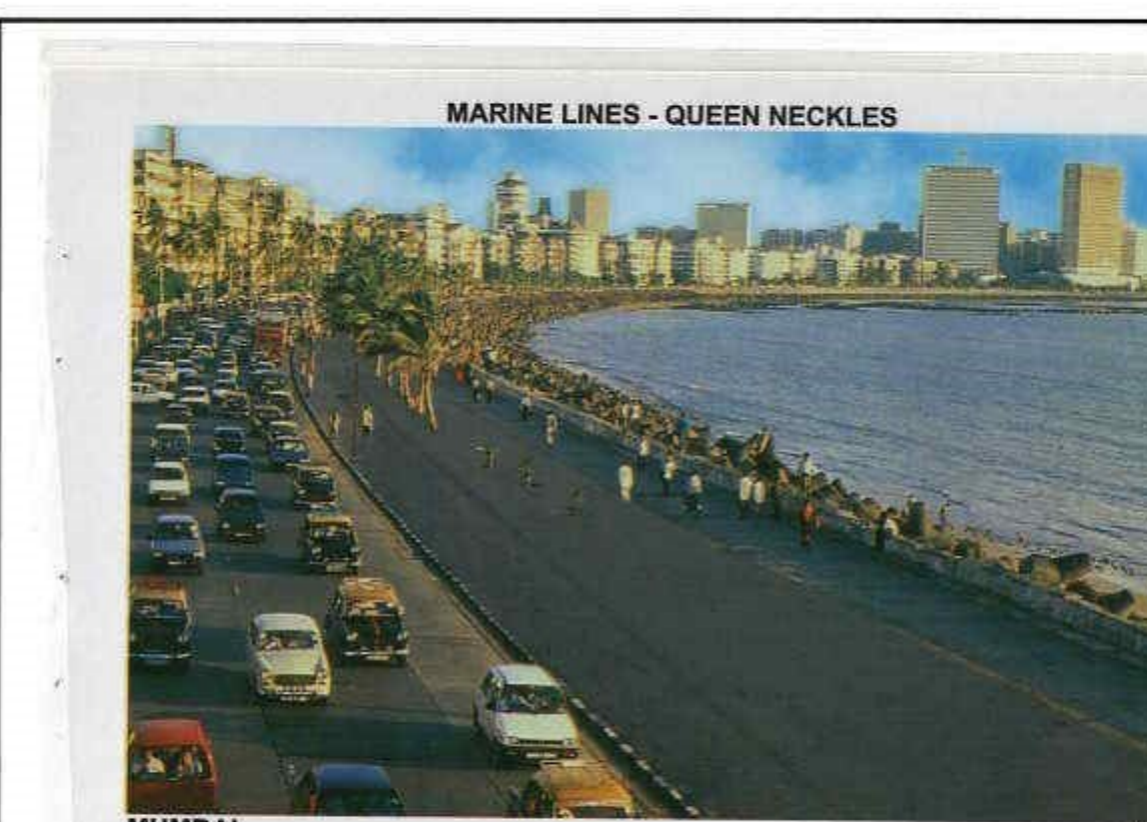


Below Princess Street to Marine Drive Flyover. Published by Elar. Card No 67. Divided Back. Real Photo Postcard. Size 14.6 x 10.3 cm

Pg 10

Bombay's Red Double Decker Bus

2. Bus on the Move



At Marine Lines Queens Neckline. Unknown Publisher. Divided Back. Real Photo Postcard. Size 16.2 x 10.9 cm

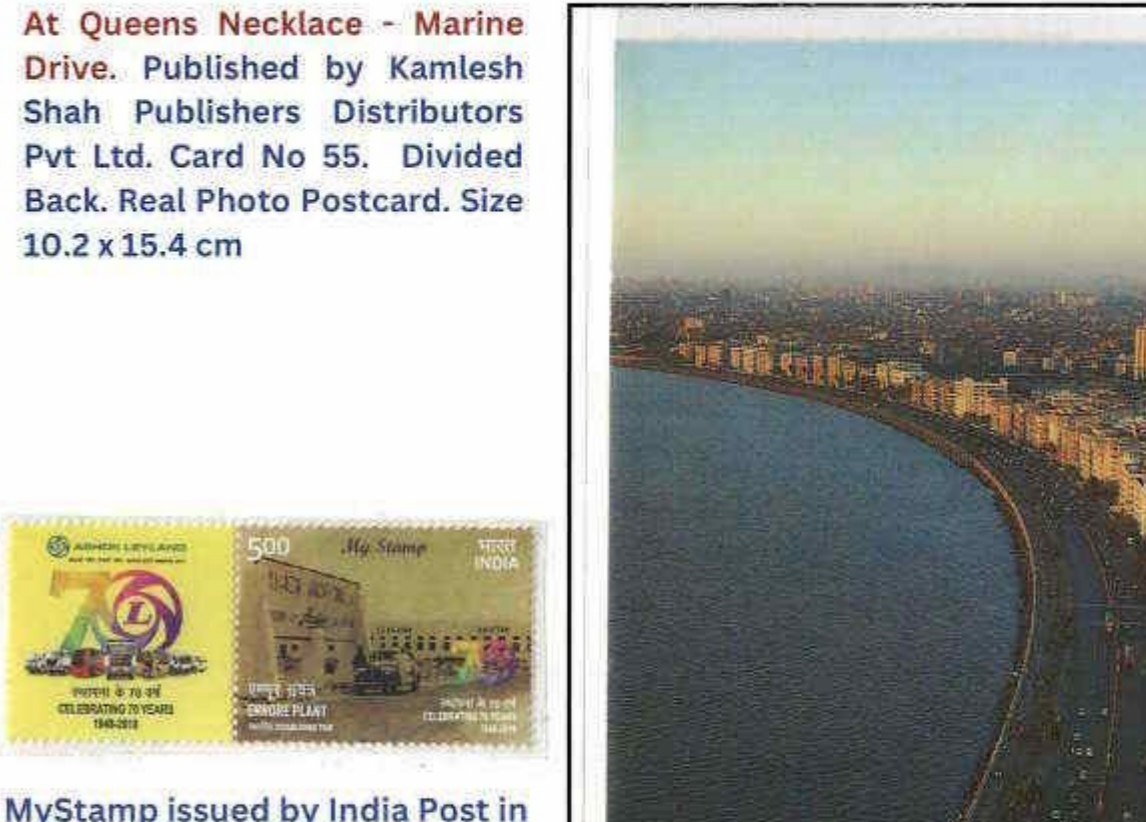


At Marine Drive. Unknown Publisher. Divided Back. Real Photo Postcard. Size 14.7 x 10.4 cm

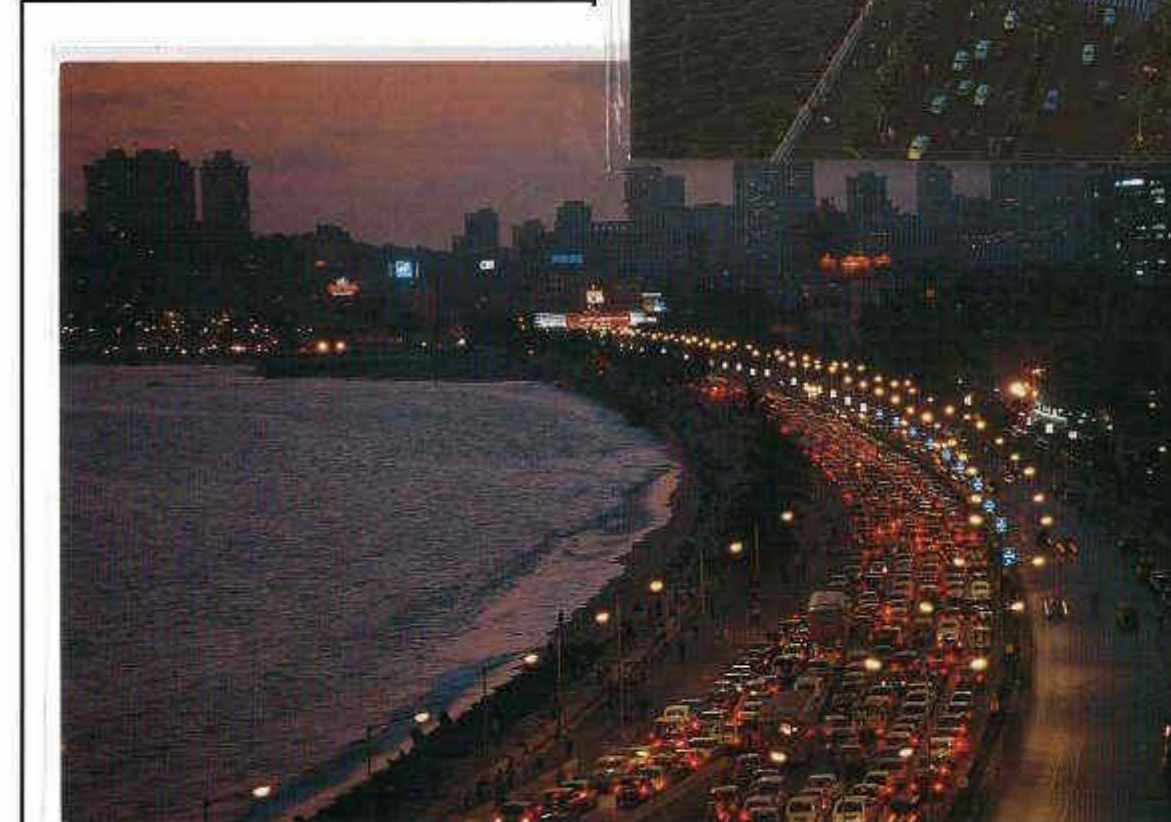
Pg 11

Bombay's Red Double Decker Bus

2. Bus on the Move



At Queens Neckline - Marine Drive. Published by Kamlesh Shah Publishers Distributors Pvt Ltd. Card No 55. Divided Back. Real Photo Postcard. Size 10.2 x 15.4 cm

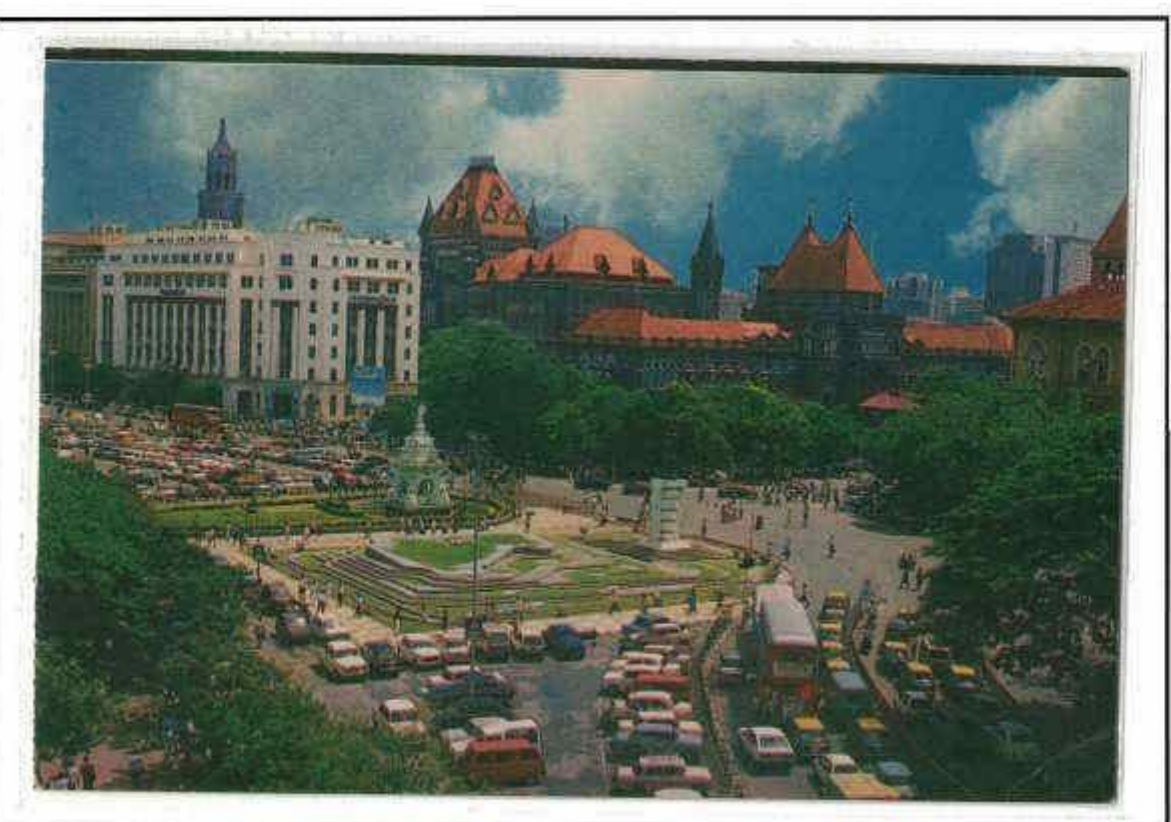


In Night Traffic at Marine Drive. Magnate Publishing House. Card No 008. Divided Back. Real Photo Postcard. Size 15.4 x 10.2 cm

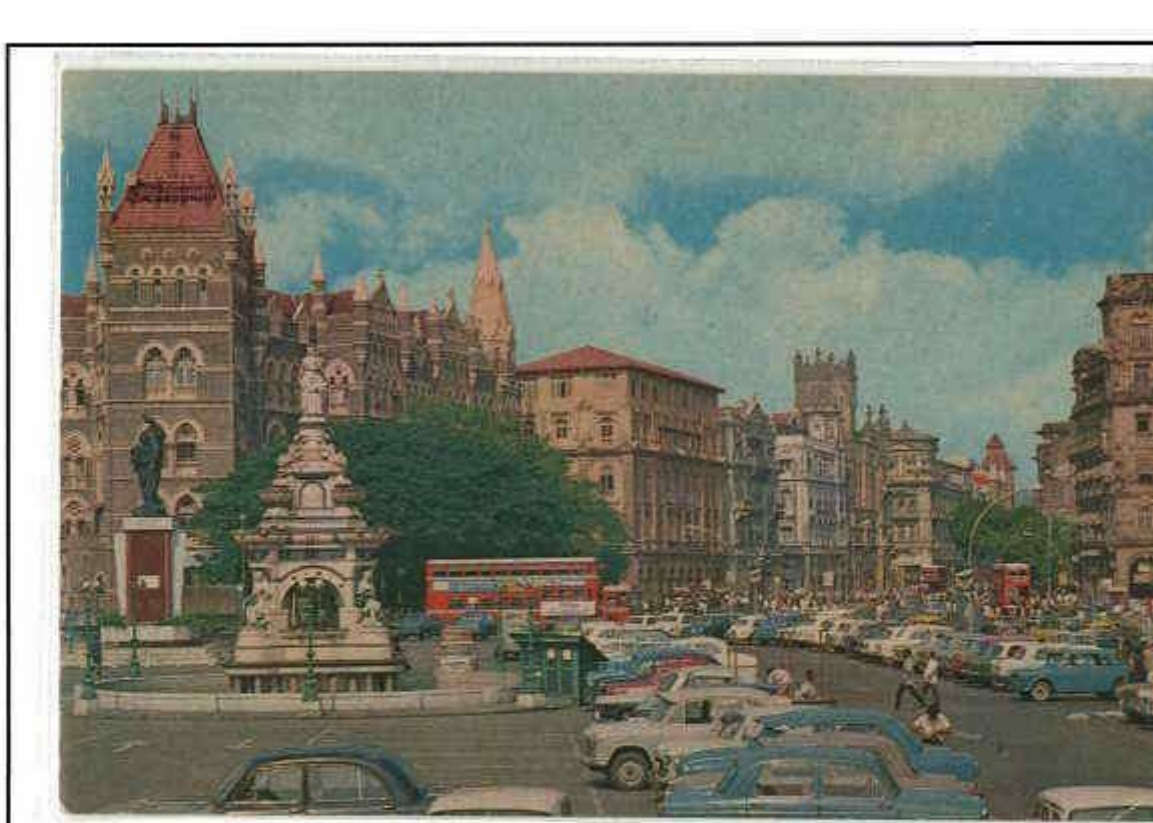
Pg 12

Bombay's Red Double Decker Bus

2. Bus on the Move



At Flora Fountain. Published by Aibani Greetings. Card No 2. Photographer is AH Khatri. Divided Back. Real Photo Postcard. Size 14.3 x 9.8 cm

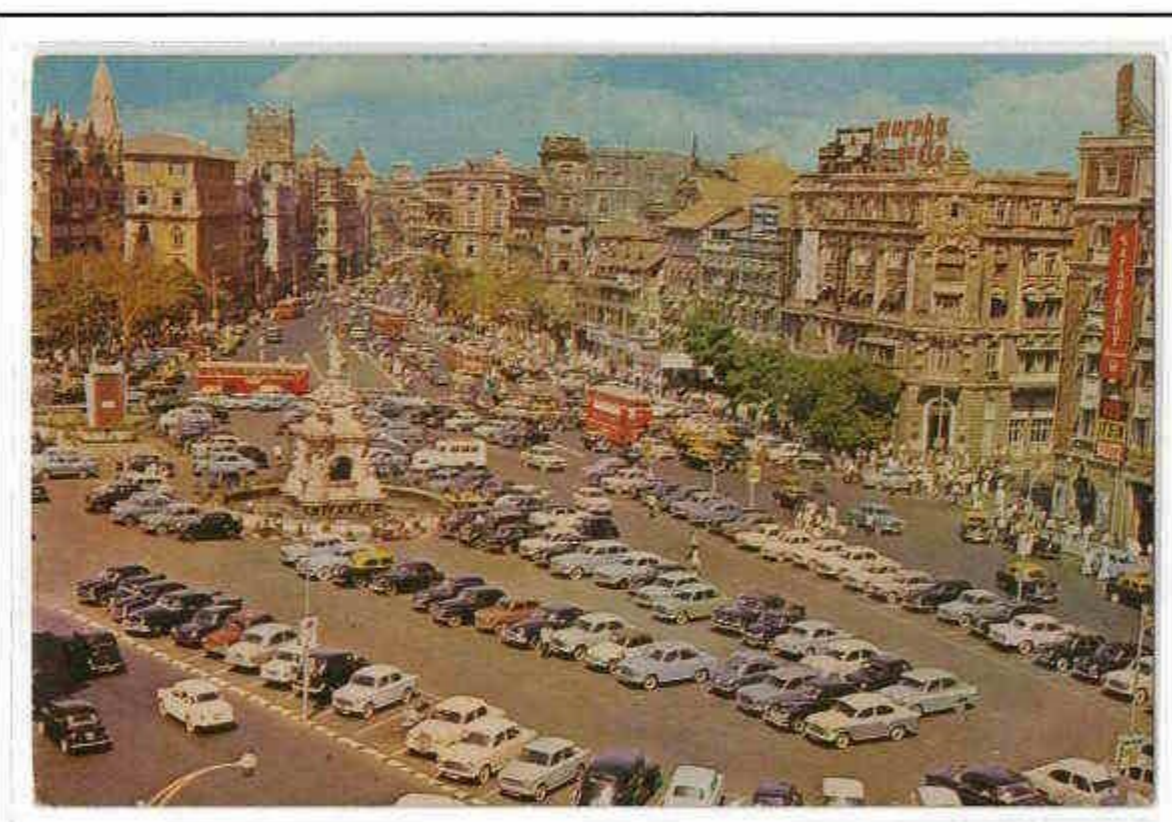


At Flora Fountain Published by LR Trading Company. Card No 502. Divided Back. Real Photo Postcard. Size 14.7 x 9.8 cm

Pg 13

Bombay's Red Double Decker Bus

2. Bus on the Move



At Flora Fountain. Published by LR Trading Company. Card No 4. Divided Back. Real Photo Postcard. Size 14.8 x 10 cm



At the Fort Area. Unknown Publisher. Divided Back. Real Photo Postcard. Size 14.6 x 10.4 cm

Pg 14

Bombay's Red Double Decker Bus

3. Not Just Red

Sometimes the distinct Red colour of the Double Decker is changed to other colours due to an Advertisement on the Bus Body. They also had a Blue open top version named "Pitambari" for Tourists shown on the title page.



A Yellow Double Decker Bus. Outside Chatrapati Shivaji Terminus. Published by Magnate Publishing. Card No 005. Divided Back. Real Photo Postcard. Size is 14.8 x 10.2 cm



White Double Decker behind the Red one. Maxi Card published by India Post. Stamp on it shows the Double Decker bus stamp which was a part of the "Means of Transport through the ages" issue of 2017.

Pg 15

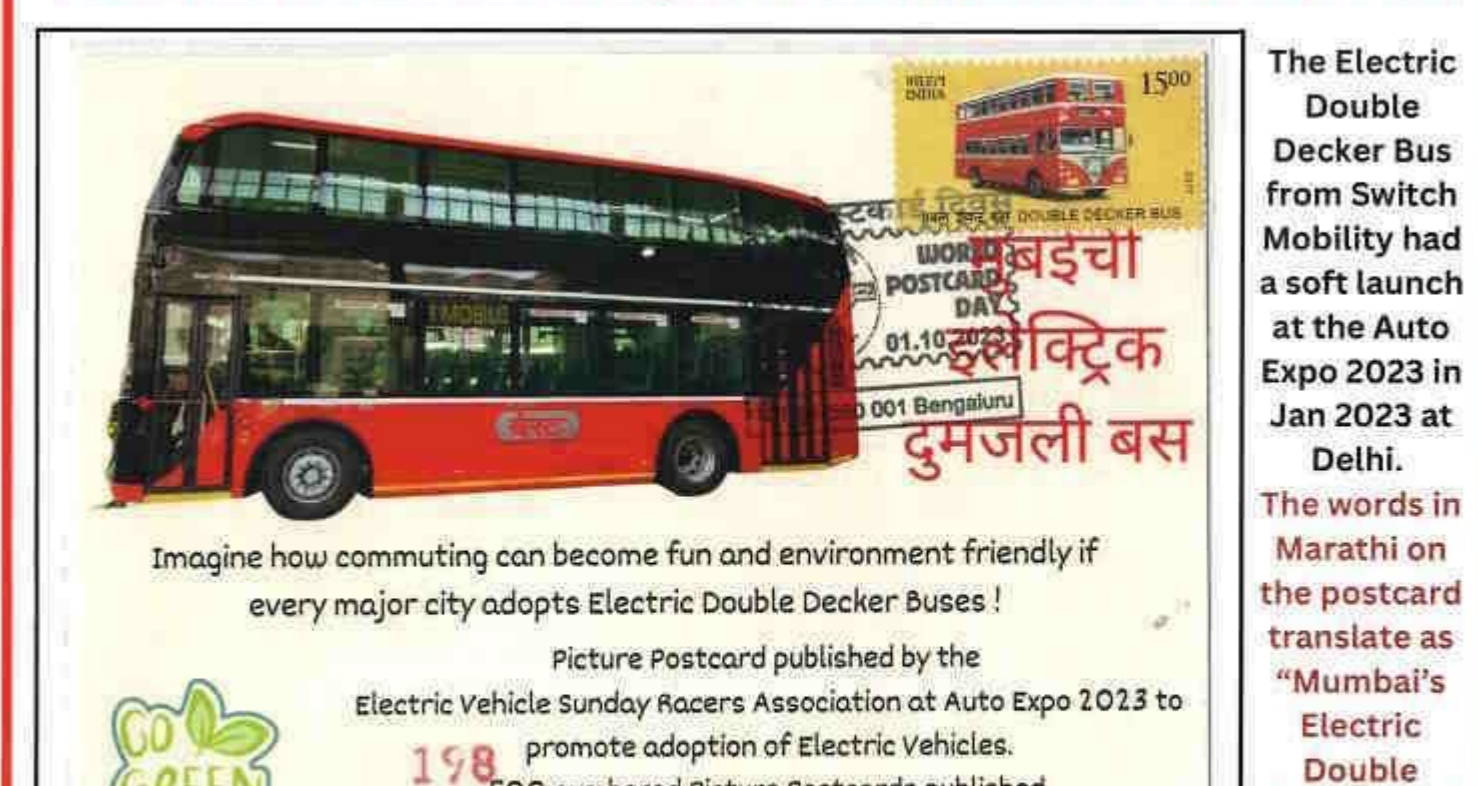
Bombay's Red Double Decker Bus

4. Conclusion

After being in service for 86 years, the Red Double Decker diesel bus of Bombay finally stopped service with the last ride on 15th September 2023. B.E.S.T will replace them with Electric Double Decker buses manufactured by Switch Mobility Pvt Ltd which is incidentally a subsidiary of Ashok Leyland Ltd, which made the diesel Double Decker buses too.



Picture Postcard to commemorate 85 years of Mumbai's Double Decker on 8th Dec 2022.



The Electric Double Decker Bus from Switch Mobility had a soft launch at the Auto Expo 2023 in Jan 2023 at Delhi. The words in Marathi on the postcard translate as "Mumbai's Electric Double Decker Bus".

This limited number digital print picture postcard (500 printed) was distributed at Auto Expo 2023 by Electric Vehicle Sunday Racers Association to promote Electric Vehicles. Postmarked on World Postcard Day 2023 Pg 16

Bombay's Red Double Decker Bus

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2017 Red Double Decker Stamp and window extract from the India Post Prestige Booklet issued for the same showing the 'Pitambari' open top tourist Double Decker of Bombay.



A Double Decker Tram, the precursor to the Double Decker Bus, outside Boribunder.

Divided Back, Publisher: Gevaeq
Real Photo Postcard. Size 14x9cm

Bombay's Red Double Decker Bus

1. History

Bombay Tramway Company Limited was setup in 1873 Under the "The Bombay Tramways Act, 1874" to run a horsecar tramway service in Bombay. In 1899, it received a licence to operate Electric Trams. In 1905 it received a licence to also supply electricity in parts of the City. In 1905, "Bombay Electric Supply & Tramway Company Limited" (B.E.S.T.) was formed. The B.E.S.T. undertaking was then granted the monopoly for electric supply and the running of an electric tram service in the city hence it took over the assets of the Bombay Tramway Company Limited in due course . B.E.S.T entered into the service of running buses and Bombay saw its first bus run on 15 July 1926 between Afghan Church and Crawford Market. In 1920, Double Decker Trams were introduced. On 8th Dec 1937, B.E.S.T introduced the first Double Decker Diesel Bus in Bombay. With reduction in Tram operations and increase in bus services, B.E.S.T was renamed as Bombay Electric Supply and Transport. The trams were discontinued in 1964. In 1967 , B.E.S.T introduced Double Decker Buses manufactured in India by Ashok Leyland Ltd. With the renaming of the city from Bombay to Mumbai in 1995, the organisation was renamed to "Brihanmumbai Electric Supply & Transport (B.E.S.T).



The Church of the Holy Name & Tramway Company's Office. Bombay.

Office of the Bombay Tramway Company near the Church of Holy Name. Card No 366. Unknown Publisher. Printed in Saxony. Collotype

Leyland UK, the foreign partner in Ashok Leyland Ltd also manufactured the London Double Decker. Divided Back. Real Photo Postcard. Mayfair Series by The Postcard Warehouse, UK

Bombay's Red Double Decker Bus

2. Bus on the Move



Outside Churchgate Station. Printed by Times of India Press. Published by A Ganny & Co. Used in 1962. Divided Back. Real Photo Postcard. Size 14.7 x 9.4 cm



Outside Churchgate Station. Printed and Published by LR Trading Co. Card No 62. Divided Back. Real Photo Postcard. Size 14.7 x 10 cm

Bombay's Red Double Decker Bus

2. Bus on the Move



**Outside Churchgate Station. Published by STC. Card no 8. Divided Back.
Real Photo Postcard. Size 14.5 x 10 cm**



**Outside VT Station and Municipal Corporation. Printed by STC. Card No 19
Real Photo Postcard. Size 14.4 x 9.7 cm**

Bombay's Red Double Decker Bus

2. Bus on the Move



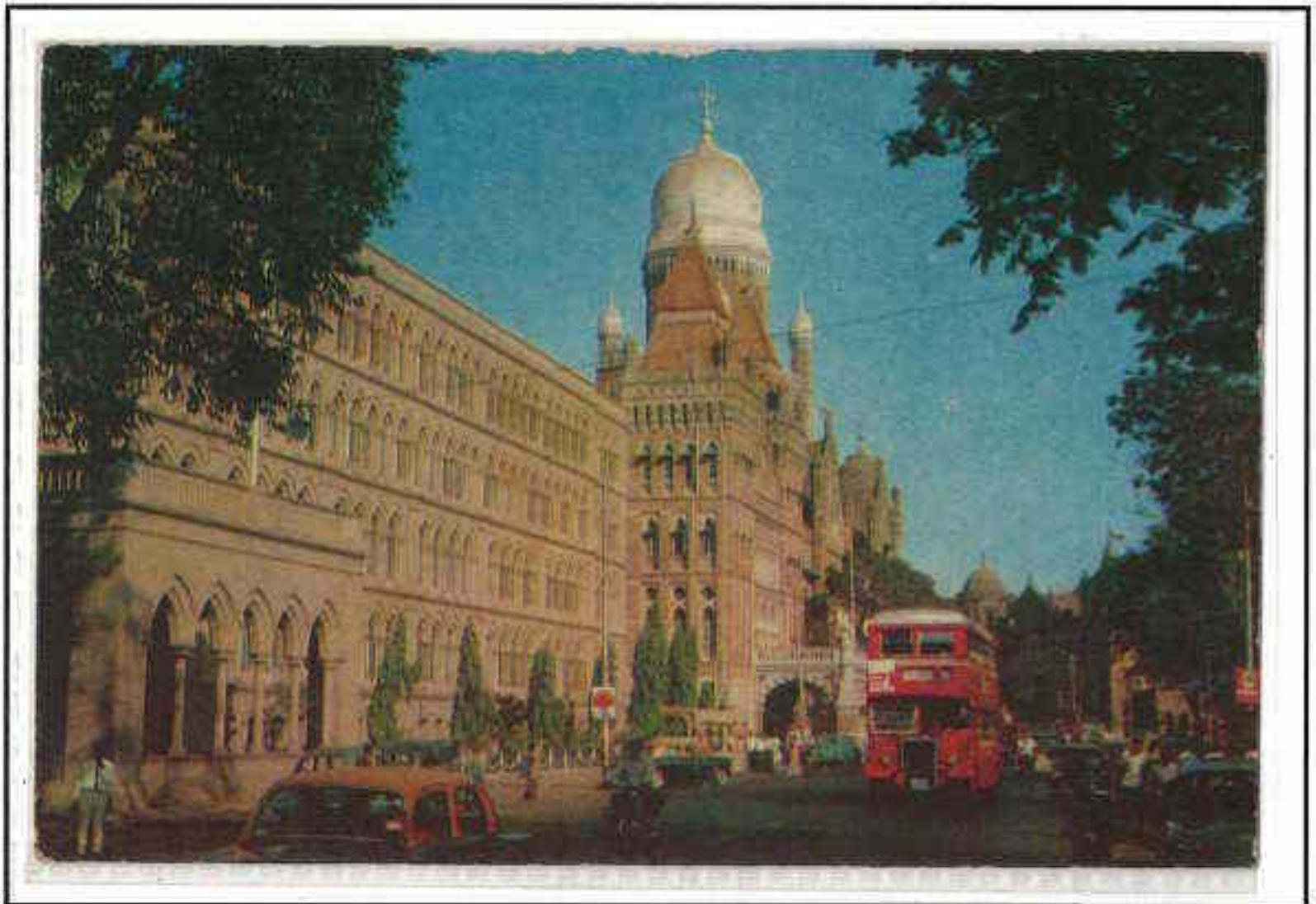
**Outside Victoria Terminus. Published by VT Card no 352. Divided Back.
Real Photo Postcard. Size 14.7 x 10.1 cm**



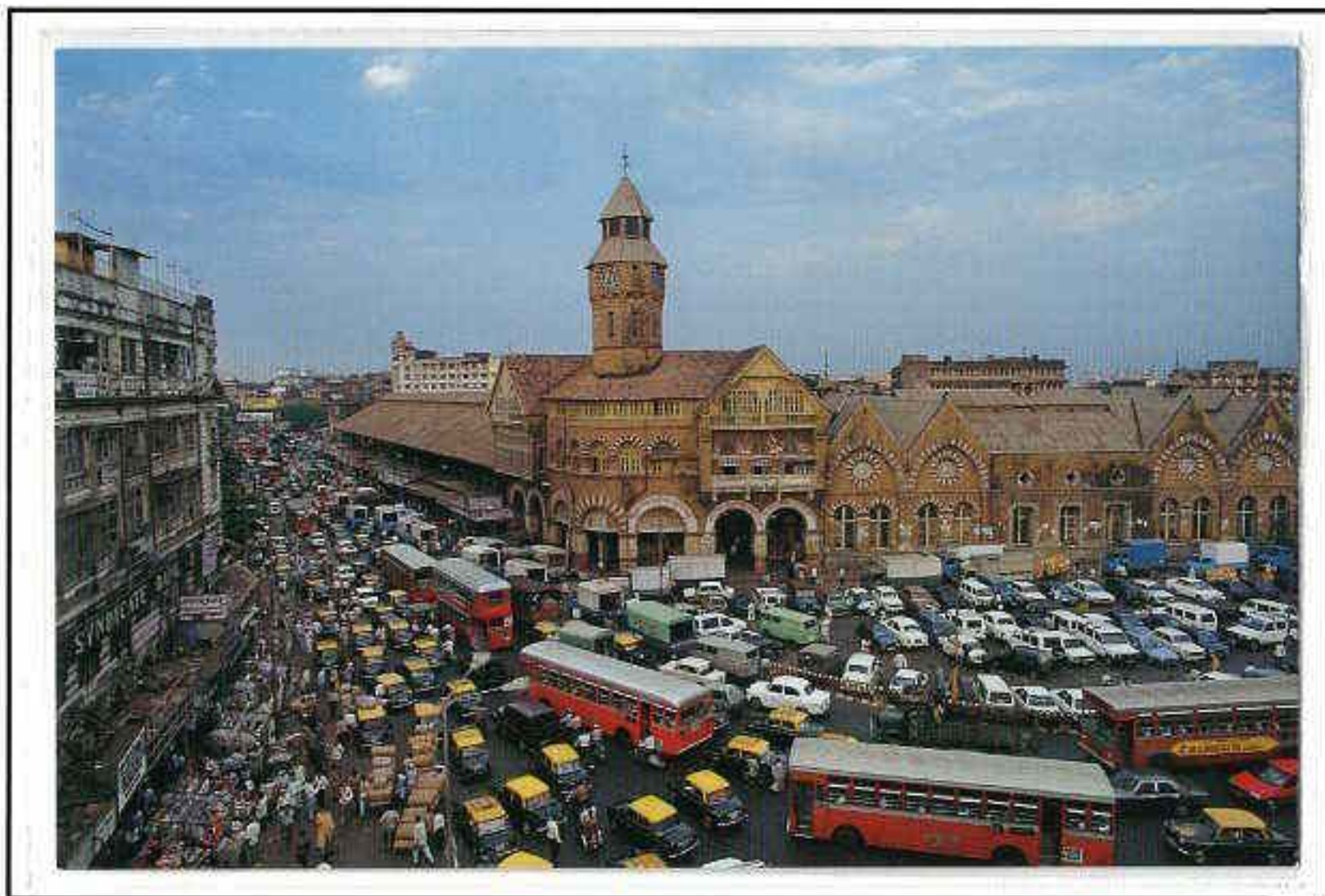
**Outside Victorial Terminus. Printed by LR Trading Company. Card No 7.
Divided Back. Real Photo Postcard. Size 14.4 x 10.2 cm**

Bombay's Red Double Decker Bus

2. Bus on the Move



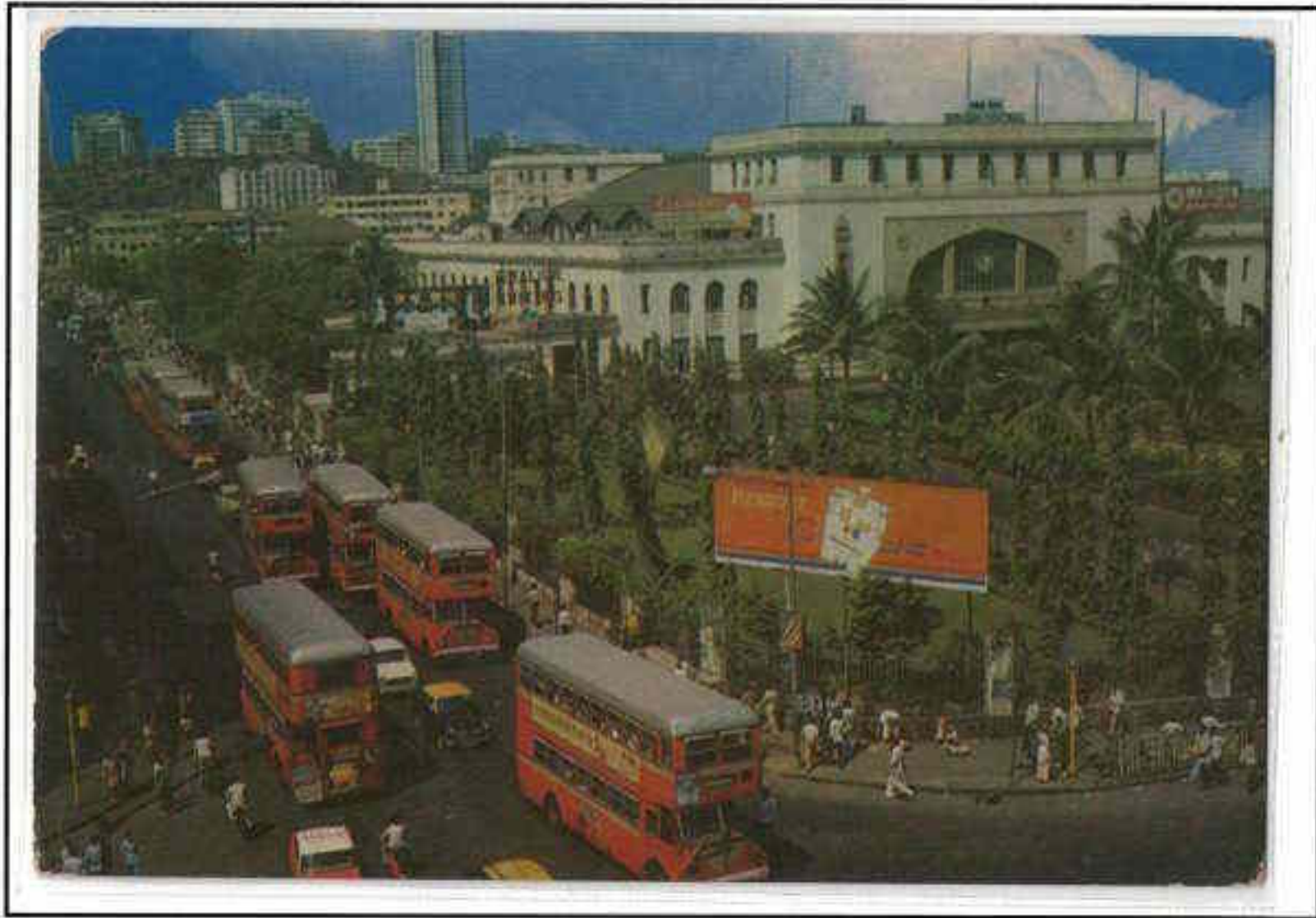
**Outside Municipal Corporation Building. Published by STC. Card No 54.
Divided Back. Size 14.5 x 9.8 cm**



**Outside Crawford Market. Printed by Magnate Publishing. Card No 014.
Divided Back. Real Photo Postcard. Size 15.2 x 10 cm**

Bombay's Red Double Decker Bus

2. Bus on the Move



Outside Bombay Central Station. Published by Shabbar Trading Corp. Card No 12. Divided Back. Real Photo Postcard. Size 14.7 x 10 cm



Outside Bombay Central Station. Published by Elar Trading Company. Card No 1. Divided Back. Real Photo Postcard. Size 14.6 x 9.8 cm

Bombay's Red Double Decker Bus

2. Bus on the Move

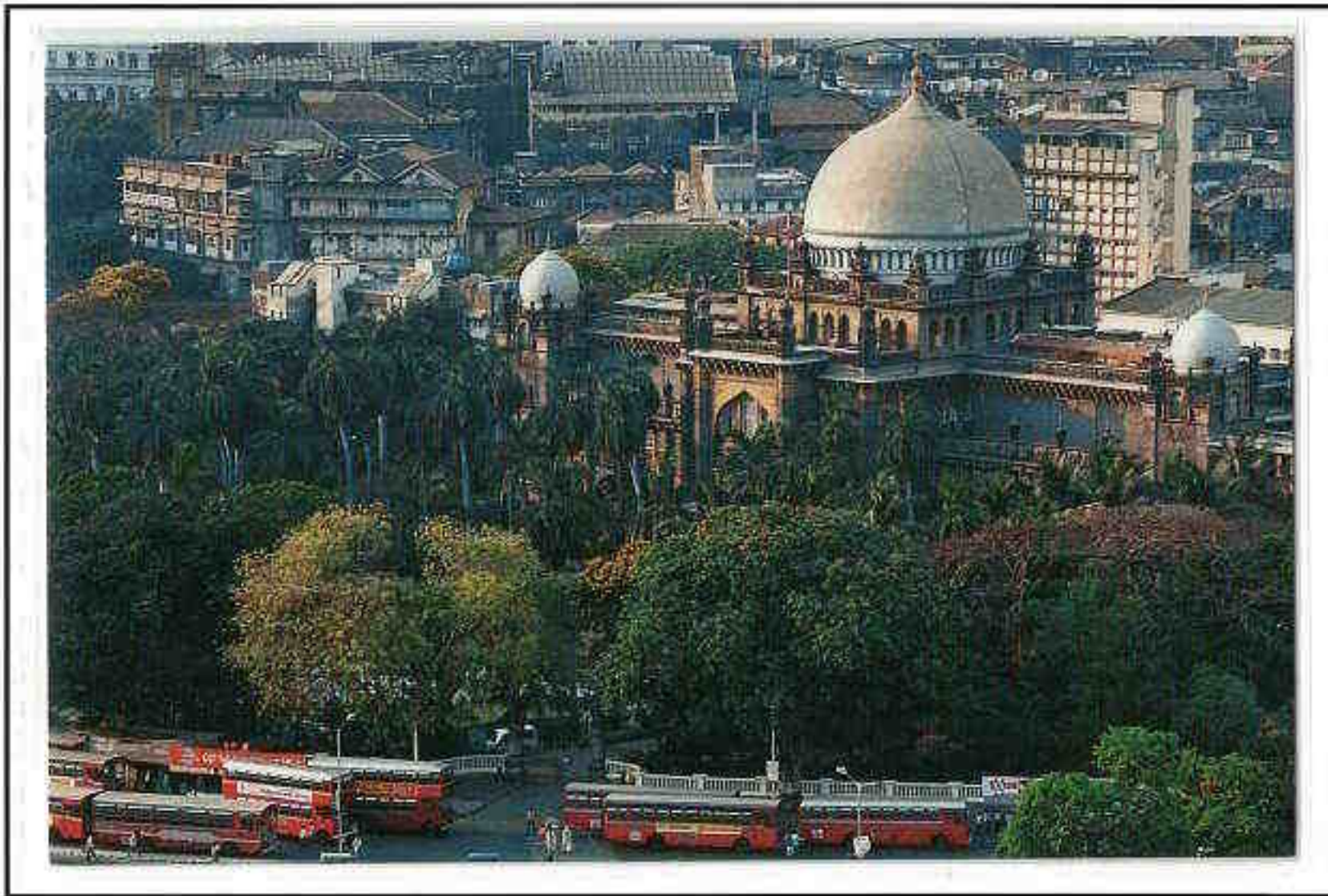


Outside Rajabai Tower. Published by LR Trading Company. Card No 65.
Divided Back. Real Photo Postcard. Size 14.6 x 10.3 cm



On Peddar Road. Published by Sunder Art. Divided Back. Card No 77. Real
Photo Postcard. Size 14.3 x 10.4 cm

Bombay's Red Double Decker Bus
2. Bus on the Move

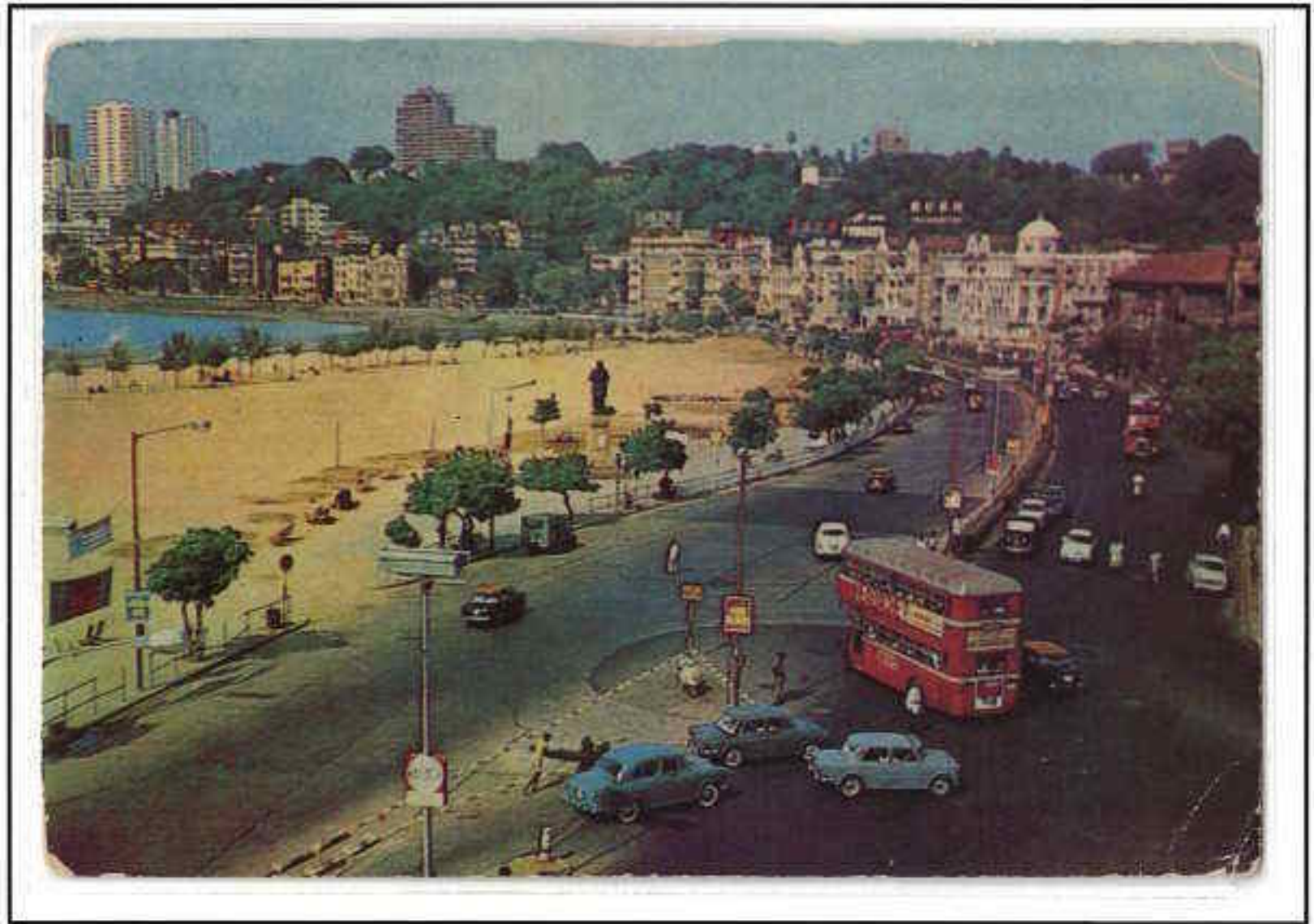


Outside Chatrapati Shivaji Vastusanghralay (Prince of Wales Museum).
Published by Magnate Publishing. Card No 010. Divided Back. Real Photo Postcard. Size 15.2 x 10 cm



At Bhendy Bazaar. Printed by G. Claridge & Co. Published by A Ganny & Co.
Divided Back. Real Photo Postcard. Size 14.1 x 9.1 cm

Bombay's Red Double Decker Bus
2. Bus on the Move

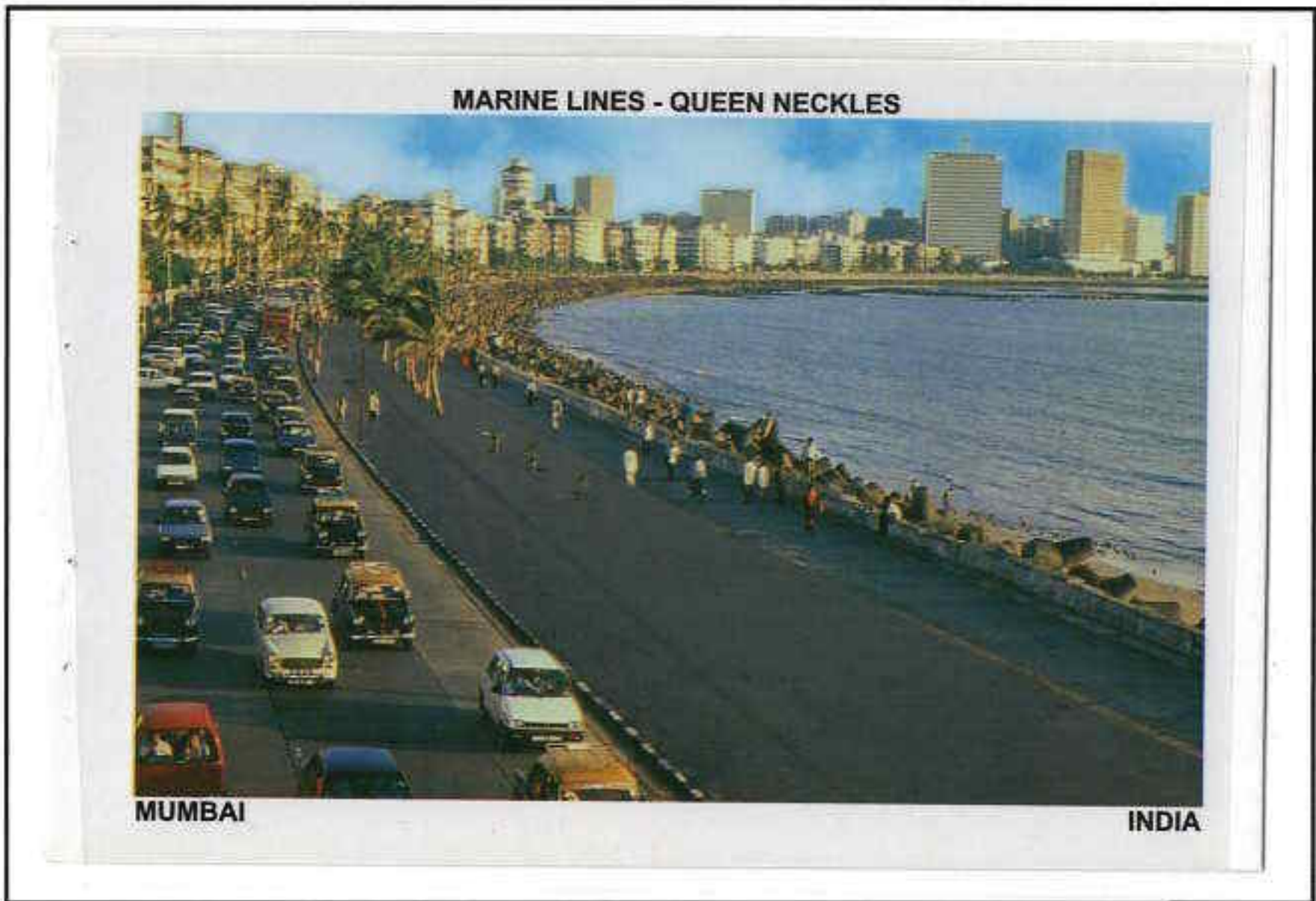


Near Chowpatty Beach. Unknown Publisher. Divided Back. Used in 1971.
Real Photo Postcard. Size 14.7 x 10.2 cm



Below Princess Street to Marine Drive Flyover. Published by Elar. Card No 67. Divided Back. Real Photo Postcard. Size 14.6 x 10.3 cm

Bombay's Red Double Decker Bus
2. Bus on the Move



At Marine Lines Queens Necklace. Unknown Publisher. Divided Back. Real Photo Postcard. Size 16.2 x 10.9 cm

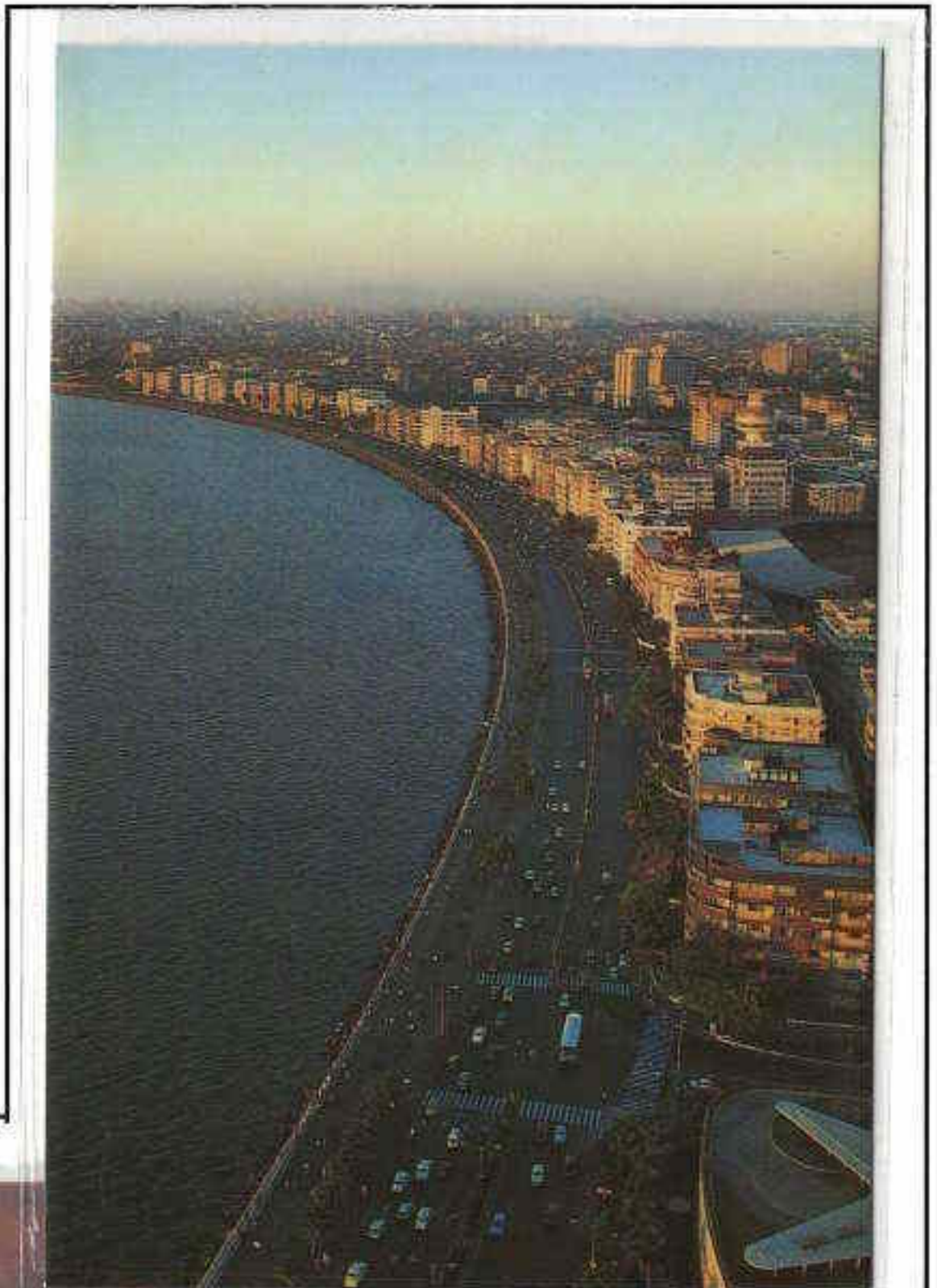


At Marine Drive. Unknown Publisher. Divided Back. Real Photo Postcard. Size 14.7 x 10.4 cm

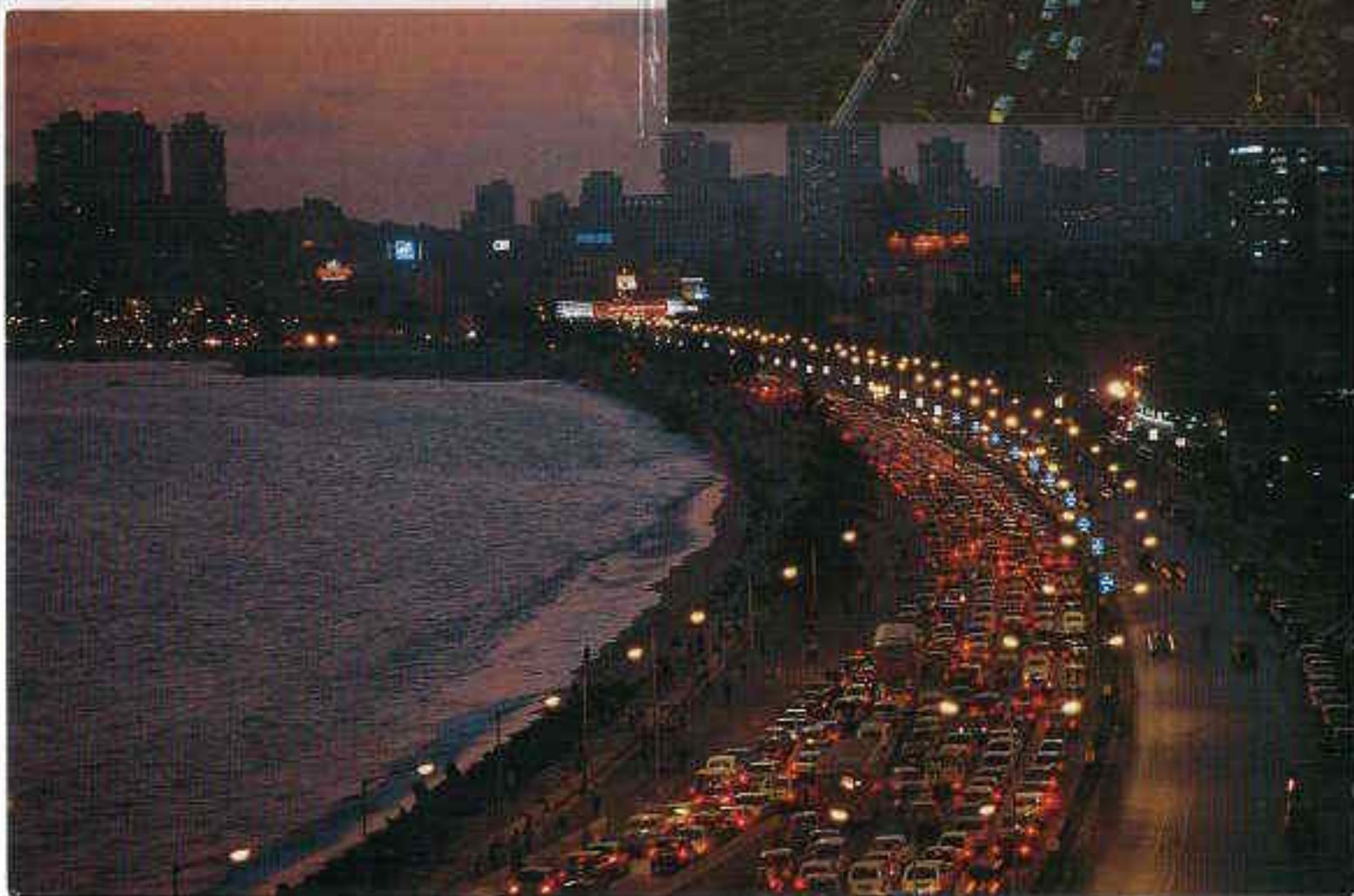
Bombay's Red Double Decker Bus

2. Bus on the Move

At Queens Necklace - Marine Drive. Published by Kamlesh Shah Publishers Distributors Pvt Ltd. Card No 55. Divided Back. Real Photo Postcard. Size 10.2 x 15.4 cm



MyStamp issued by India Post in 2018 to commemorate 70 Years of Ashok Leyland Ltd, which manufactured the Bombay Double Decker Buses since 1967.



In Night Traffic at Marine Drive. Magnate Publishing House. Card No 008. Divided Back. Real Photo Postcard. Size 15.4 x 10.2 cm

Bombay's Red Double Decker Bus

2. Bus on the Move



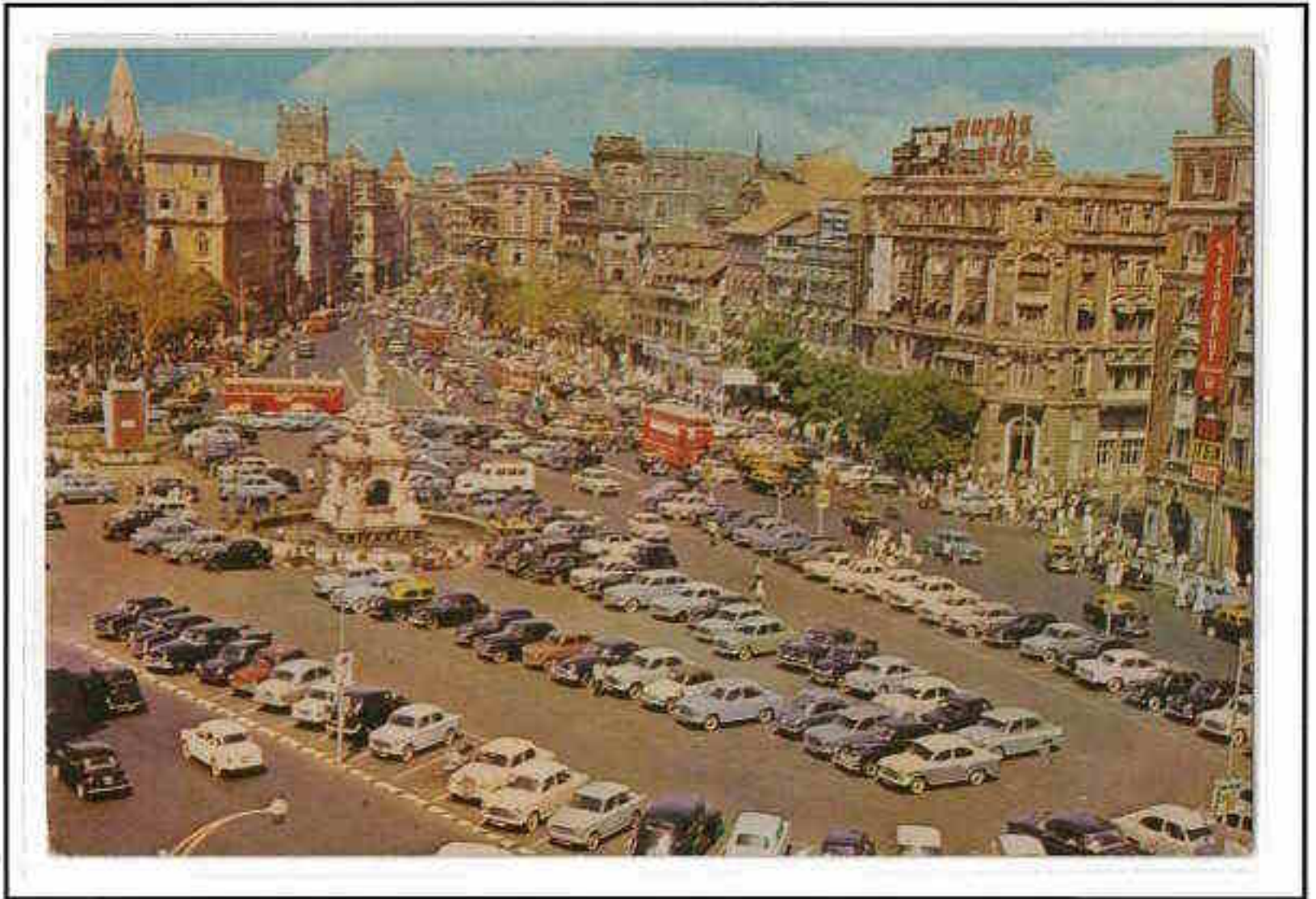
At Flora Fountain. Published by Aibani Greetings. Card No 2. Photographer is AH Khatri. Divided Back. Real Photo Postcard. Size 14.3 x 9.8 cm



At Flora Fountain Published by LR Trading Company. Card No 502. Divided Back. Real Photo Postcard. Size 14.7 x 9.8 cm

Bombay's Red Double Decker Bus

2. Bus on the Move



At Flora Fountain. Published by LR Trading Company. Card No 4. Divided Back. Real Photo Postcard. Size is 14.8 x 10 cm



At the Fort Area. Unknown Publisher. Divided Back. Real Photo Postcard. Size 14.6 x 10.4 cm

Bombay's Red Double Decker Bus

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Sometimes the distinct Red colour of the Double Decker is changed to other colours due to an Advertisement on the Bus Body. They also had a Blue open top version named 'Pitambari' for Tourists shown on the title page.



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White Double Decker behind the Red one. Maxi Card published by India Post. Stamp on it shows the Double Decker bus stamp which was a part of the "Means of Transport through the ages" issue of 2017.

Bombay's Red Double Decker Bus

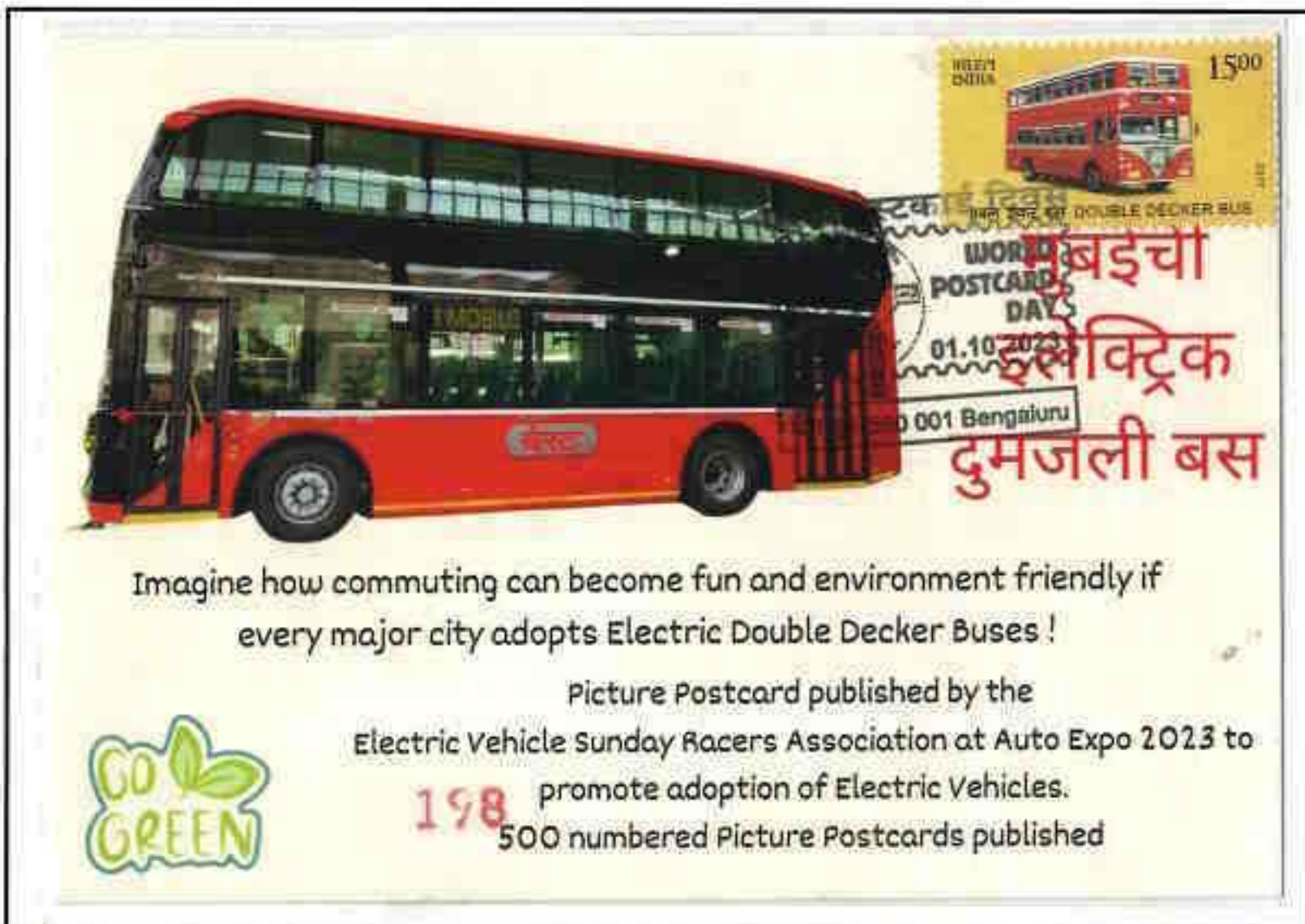
4. Conclusion

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Privately made
Digital Print
Picture Postcard.
Frankings of
Picture Postcards
show the words
"PPC" i.e Picture
Picture Post Card.
As postage rate of
picture postcards
is more than
normal postcards
posting rate.



Picture Postcard to commemorate 85 years of Mumbai's Double Decker on 8th Dec 2022.



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