

Press Release

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ENTHUSIASTIC RIDERS TAKE PART IN THE MAIDEN HYDERABAD METRO CONNECTS CYCLING RIDE

HYDERABAD METRO RAIL PROJECT CONNECTS: Cycling & Metro Rail

Hyderabad 17th February 2013: huge number of enthusiastic cycle riders participated in the massive community ride - **Hyderabad Metro Connects 2013**. The riders included corporate employees, students and citizens of Hyderabad. The event started with much fanfare at Hitec City with the launch of a “**Concept Bike Station**” by **Mr. Ponnala Lakshmaiah**, Hon’ble Minister for Information Technology & Communications, Government of Andhra Pradesh, along with **Mr. V B Gadgil**, CE & MD, L&T Metro Rail (Hyderabad) Limited.

The event was conceptualized and promoted by L&T Metro Rail (Hyderabad) Limited (L&T Metro Rail) in association with The Atlanta Foundation brought to you the **Hyderabad Metro Connects** – a celebration of two most popular eco-friendly commutes – Cycling and the Metro Rail.

Hyderabad Metro Connects will be spread along the 3 Metro Rail Corridors; **Blue Line**, **Red Line** and **Green Line** in 3 editions. The first ride of the series is **HYDERABAD METRO CONNECTS – BLUE EDITION**.

The event was flagged off by **Mr. Ponnala Lakshmaiah** and **Mr. V B Gadgil** in the presence of other dignitaries. The ride culminated at Uppal Depot with a grand felicitation ceremony for all the riders.

*Speaking on the occasion, **Mr. Ponnala Lakshmaiah**, stated that “I am very excited to be here to launch the concept bike station and flagging off the maiden Hyderabad Metro Connects – 2013. I am sure that Hyderabad Metro Rail project will change the contours of the city for the benefit of all. I congratulate all the riders for taking part in this event in such huge numbers.” He echoed Ride for our metro, ride for our pride while flagging off the cycling event.*

*Speaking on this occasion, **Mr. V.B. Gadgil** said “That the Hyderabad Metro Rail project is a people’s project. This is for the people, by the people, and of the people. And what better way to highlight this than by getting citizens on our very old and trusted mode of transportation – cycling.”*

Significance of bike station for citizens of Hyderabad and how it helps

The key to any good urban transportation system is connectivity — the ability to shuffle from one transit mode to another without great delay or distance. A bike station does just that!

People can access the bikes by cycling to work, reduce pollution and vehicular traffic and in turn also can improve the health and wellness. Commuters can avail this facility as part of the individual and corporate plans can return to the station, creating an efficient network. Individual can commute to trips, providing convenient and inexpensive mobility twenty-four hours a day for 365 days a year.

L&T Metro Rail (Hyderabad) Limited in association with The Atlanta Foundation launched a concept bike station at Hitec City.

This event is also a commitment of LTMRHL towards sustainability and children's education.

About the educational program:

The Atlanta Foundation (TAF) promotes career enhancing educational programs for government school students. TAF sponsors, implement, and execute educational programs that create meaningful career opportunities for students who otherwise lack such support, using Learnasium framework. Learnasium can help children master the English vocabulary doing what they love to do - Playing! This program is being implemented in 4 schools.

This year, one more school has been added to the list. L&T Metro Rail (Hyderabad) Ltd proudly announces that CNN Thanda Elementary School, Serilingampally, R R District, Hyderabad being adopted to introduce these learning programs for the year 2013 – 2014.

About LTMRHL:

L&T Metro Rail (Hyderabad) Limited is a subsidiary of L&T IDPL, promoted by L&T Group, which is a USD 13.5 billion technology, engineering, construction, manufacturing and financial services conglomerate, with global operations. It is ranked 4th in the global list of Green Companies in the industrial sector by the reputed international magazine Newsweek, and ranked the world's 9th Most Innovative Company by Forbes International. L&T is one of the largest and most respected companies in India's private sector. A strong, customer-focused approach and the constant quest for top-class quality have enabled L&T to attain and sustain leadership in its major lines of business over seven decades.

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HYDERABAD

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