

Press Release

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500 SCHOOL CHILDREN ENTER ROUND TWO OF HMR BRAND AMBASSADOR CAMPAIGN

HYDERABAD METRO RAIL BRAND AMBASSADORS CAMPAIGN – SCHOOLS CATEGORY UPDATES Audition Rounds for Schools

Hyderabad 16th February 2013: The Hyderabad Metro Rail Brand Ambassadors Campaign promoted and conceptualised by L&T Metro Rail (Hyderabad) Limited (LTMRHL), had been launched on 8th January 2013.

Speaking on the occasion, **Mr. V B Gadgil**, CE & MD, LTMRHL stated, “It is very thrilling and energising to see so much talent amongst these lovely kids competing for the prestigious title of the HMR Brand Ambassador – Student Category. It is very heartening to know that one of these bright kids will be the face of Hyderabad Metro Rail.”

Ms. Naina stated “What a wonderful platform to showcase talent. I would love to be the Brand Ambassador of Hyderabad Metro Rail. It is truly a passage to celebrity. I am privileged to be a part of the unique campaign.”

The campaign has encompassed the city with HMR Brand Ambassadors Campaign through advertisements, hoardings, radio and theatre advertisements and various on ground activations that generated mass awareness on the campaign.

The Brand Ambassadors Campaign auditions have now begun!! The auditions for the first phase will cover various schools in the city which includes private, aided/unaided, Govt. and Public Schools.

The campaign had reached out to over 2000+ schools. Every school has been given notifications to send their students with maximum participation capacity of 15 students’ only. The schools had consequently, enrolled 15 students for this competition, based on a fair selection process as designed by them.

5000+ students are competing on 16th and 17th February at Annapurna Studios in the audition rounds (Dance, Singing & Elocution) that will enable streamlining the large group of students into a handful who would face the final round on a scheduled date later.

The competitions are being judged by jury with in-depth knowledge in the fields (Dance, Singing & Elocution) pertaining to the competition. The judges represent a cross section of Hyderabad – a unique way of involving the citizens of Hyderabad as stake holders.

Registration process for all other categories is OPEN!

Overall Selection Process for Students (6th – 10th)

HMR Brand Ambassador – Category Students (School)

AUDITION ROUND

All eligible registered applicants are called to participate in this round.

Round 1 – *Students can enter under any of the below THREE CATEGORIES. Each participant gets to perform under the selected category.*

- Dance – Solo
- Singing – Solo
- Extempore

Top 500 students will be short-listed for Round 2.

SELECTION ROUND

Round 2 – *Top 500 Students will have to show their talent in ALL THREE of the below categories*

- Dance – Solo
- Singing – Solo
- Contest challenge Round – Surprise Round

Top 20 students will be shortlisted for Final Round.

FINAL ROUND

Finals – Choosing the Hyderabad Metro Rail Brand Ambassador

All students selected for the finals will receive trophies and certificates.

20 Finalists would compete in the following rounds to win the title.

- Self -Introduction
- Judges Q&A
- Interview by Judging Panel
- Any other on the spot surprise rounds

1 Boy & 1 Girl are finally chosen as ‘HMR Brand Ambassador – Category Students (Schools)

HYDERABAD

16th February 2013