

Press Release

Issued by LTMRHL Corporate Communication Department

LTMRHL/CCD/PR/11/08012013

HYDERABAD METRO RAIL EMBLEM LAUNCHED

Hyderabad gears up for Hyderabad Metro Rail Brand Ambassadors Campaign and Hyderabad Metro Connects 2013

Hyderabad, 8th January 2013: Mr. V B Gadgil, Chief Executive & Managing Director, L&T Metro Rail (Hyderabad) Limited (LTMRHL) launched the Hyderabad Metro Rail Emblem around great pomp and show today.



Mr. Gadgil also launched the unique initiatives conceptualized and promoted by LTMRHL.

1. **HYDERABAD METRO CONNECTS 2013**
2. **HYDERABAD METRO RAIL - BRAND AMBASSADORS CAMPAIGN**

Addressing the media on this grand occasion, Mr. Gadgil stated, “I am very sure that every Citizen of Hyderabad will be excited with the launch of Hyderabad Metro Rail Emblem, by which Hyderabad Metro Rail will be symbolized. It is a historic development for the project and for all the “Hyderabadis”.

He added that “Hyderabad Metro Rail Brand Ambassadors campaign conceptualized and promoted by LTMRHL is a unique initiative for the common man (Hyderabad) to avail this great opportunity of becoming the Hyderabad Metro Rail - Brand Ambassador – A CELEBRITY.

“Hyderabad Metro Connects 2013 is another flagship cycling event of LTMRHL. It is envisaged to promote sustainability, public commuting and to create awareness on the Metro corridors.”

Details:

1. Hyderabad Metro Connects 2013:

- This event promotes the concept: GET CONNECTED (Linking Bicycle and Metro Rail)
- As a part of this initiative, bicycle riding will be conducted along the Hyderabad Metro Rail Corridors with an objective of creating and conveying the message “Green” in-line with Hyderabad Metro Rail objective
- The first ride of the series HYDERABAD METRO CONNECTS – BLUE EDITION with a distance of 27.51 km is scheduled on February 17, 2013 from 06.30 am to 12.00 noon
- Thousands of riders are expected to be a part of this massive community ride from Shilparamam to Nagole. Riders include corporate employees, students and citizens. The ride will culminate at Nagole with a grand felicitation ceremony
- This event will be conducted to create awareness across all 3 Metro Corridors (**BLUE RIDE** – Corridor III, **RED RIDE** – Corridor I and **GREEN RIDE** – Corridor II)
- This activity is taken up in partnership with Atlanta Foundation, an NGO promoting educational programmes for underprivileged students. CSR activities will be taken up in the name of LTMRHL for primary and secondary schools

2. Hyderabad Metro Rail – Brand Ambassadors:

- Hyderabad Metro Rail is by essence a People’s Project. Hyderabad Metro Rail Project is for the city & people of Hyderabad. Everyone has an ownership and hence when it comes to the selection of Brand Ambassadors, the citizens of Hyderabad are the obvious choice
- The campaign aims at finding the right flag bearers for Hyderabad Metro Rail from various genres. A total number of 8-10 Brand Ambassadors will be selected through a stringent format and methodology, carried out in various phases to select the right set of Brand Ambassadors. This activity is spread over a period of 3-6 months touching various genres of society – *Students, Executives, Housewives, Senior Citizens and Others*
- Hyderabad Metro Rail - Brand Ambassadors will be selected by eminent panel of judges
- Brand Ambassadors selected will be the Face of Hyderabad Metro Rail Project
- Will play an eminent role in publicity and visibility campaigns of Hyderabad Metro Rail
- Besides many other activities which will be revealed shortly

Hyderabad Metro Rail - Brand Ambassador Registration details:

The Citizens of Hyderabad can use the following mediums to register for the Brand Ambassador Campaign:

Email: register@ hmr-brandambassadors.in

Website: www.hmr-brandambassadors.in

Contact Details: +91 40 6634 5532, +91 40 6634 5547

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.

For queries please contact:

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HYDERABAD

8th January 2013