

Press Release

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HYDERABAD METRO RAIL UNVEILS "ME TIME ON MY METRO" CAMPAIGN AND SANKRANTI METRO FEST

Hyderabad: L&T Metro Rail (Hyderabad) Limited (L&TMRHL) is excited to announce the launch of the "Me Time on My Metro" campaign, a pioneering initiative aimed at redefining the commuting experience by transforming travel time into an opportunity for self-discovery and personal engagement. This innovative campaign will be celebrated in conjunction with the **Sankranti Metro Fest** from January 8th to 10th, 2025, offering passengers a unique blend of cultural festivities and enhanced travel experiences.

"Me Time on My Metro" Campaign: A New Era of Commuting

The "Me Time on My Metro" campaign is designed to encourage passengers to explore their passions and hobbies during their daily commutes. Whether you are a singer, dancer, cartoonist, player, avid reader, or photographer, the metro provides a unique space to indulge in your interests. With the metro's air-conditioned comfort, safety, and security, passengers can enjoy a stress-free journey, free from the distractions of driving. This initiative not only enhances the travel experience but also promotes a sense of community and personal well-being.

Sankranti Metro Fest: Celebrating Culture and Community

The **Sankranti Metro Fest** will transform metro stations into vibrant cultural hubs, featuring a series of engaging activities such as traditional songs, dance performances, and festive decor. This customer engagement activity aims to bring the community together, celebrating the rich cultural heritage of Hyderabad while enhancing the overall travel experience. Passengers will have the opportunity to participate in interactive sessions and enjoy the festive spirit as they commute.

Mr. NVS Reddy, MD, HMRL, emphasized the government's commitment to improving public transportation: "The 'Me Time on My Metro' campaign is a testament to our dedication to providing a world-class commuting experience for the citizens of Hyderabad. By integrating cultural festivities with daily travel, we aim to make the metro a symbol of community and connectivity. This initiative reflects our vision of a modern, inclusive, and vibrant urban transport system."

Mr. KVB Reddy, MD & CEO of L&TMRHL, emphasized, 'Me Time on My Metro' campaign embodies our commitment to redefining urban mobility by providing passengers with a unique and enriching travel experience. It represents a pivotal moment for L&TMRHL, as we strive to transform each metro journey into a personal and memorable experience. The Sankranti Metro Fest further allows us to engage with our customers and celebrate the vibrant spirit of Hyderabad. This campaign is a significant milestone in our ongoing mission to enhance the quality of urban commuting."

Join Us in the Celebration

We invite all citizens of Hyderabad to join us in celebrating the launch of the **"Me Time on My Metro"** campaign and the **Sankranti Metro Fest**. Together, let's transform the way we travel and make every metro ride a journey of discovery and joy. Experience the unique identity and brand of Hyderabad Metro, where every journey is an opportunity to connect, engage, and celebrate.

Follow us on L&TMRHL Social Media handles for downloading the Me Time on My Metro Campaign Videos & Audio on the links below:

Facebook: <https://www.facebook.com/ltnhyd/>

Twitter: <https://twitter.com/ltnhyd>

YouTube: <https://www.youtube.com/user/ltnmetrorailhyd>

LinkedIn: <https://www.linkedin.com/company/ltnhyd>

Instagram: <https://www.instagram.com/lthydmetrorail/>

Enclosed – A note on Me Time on My Metro Campaign

About L&T Metro Rail (Hyderabad) Limited:

L&T Metro Rail (Hyderabad) Limited (L&TMRHL) is a subsidiary of Larsen & Toubro - L&T Metro Rail (Hyderabad) Limited ("The Company") to implement the Project on Design, Build, Finance, Operate and Transfer (DBFOT) basis. The Company signed the Concession Agreement with the then Government of Andhra Pradesh on 4th September 2010 and completed the financial closure for the Project on 1st March 2011 in a record period of six months. This is the largest fund tie-up in India for a non-power infrastructure Public Private Partnership (PPP) project.

HYDERABAD
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Me Time on My Metro: Transforming the Commute Experience in Hyderabad

In the bustling city of Hyderabad, where life moves at a rapid pace, finding moments of personal time can be a challenge. Recognizing this, **Hyderabad Metro Rail** is set to launch an innovative campaign, **"Me Time on My Metro,"** on January 8th, 2025. This unique initiative seeks to transform the commuting experience by turning travel time into an opportunity for self-discovery and personal engagement. Passengers can enjoy the metro's air-conditioned comfort, safety, and security, offering a stress-free alternative to other modes of transport that require constant attention to driving.

Discovering Yourself on the Move

The **"Me Time on My Metro"** campaign is a celebration of individuality and creativity. It invites passengers to explore their passions and hobbies during their daily commutes. Whether you are a singer, dancer, cartoonist, player, avid reader, or photographer, the metro offers a unique space to indulge in your interests. This campaign encourages passengers to see their travel time not just as a transition between destinations, but as a valuable opportunity to reconnect with themselves.

A Journey Full of Life's Colours

At the heart of the campaign is the promise of a vibrant and enriching travel experience. The L&T Metro Rail team has painstakingly scripted, directed, and produced a series of engaging songs and dance steps that passengers can enjoy during their journey. This infusion of art and culture into the daily commute adds a splash of colour to the routine, making each ride a joyful and memorable experience.

Productive Use of Time and Safety

Beyond personal engagement, **"Me Time on My Metro"** emphasizes the productive use of off-peak travel times. It encourages passengers to make the most of their journey by engaging in activities that enrich their lives. Additionally, the campaign underscores the importance of adhering to safety etiquette, ensuring that the metro remains a secure and pleasant environment for all.

A Unique Identity for Hyderabad

"Me Time on My Metro" is more than just a campaign; it reflects Hyderabad's unique identity and vibrant culture. It positions the metro as not only a mode of transportation but as a platform for personal growth and community engagement. By transforming the way we perceive travel, the campaign aims to make every metro ride a meaningful and enjoyable experience.

As **Hyderabad Metro Rail** embarks on this exciting journey, it invites all passengers to join in and make **"Me Time on My Metro"** a way of their life. Together, we can transform the daily commute into a time of discovery, creativity, and joy. Embrace this opportunity to enjoy your journey with Hyderabad Metro, a true symbol of our city's dynamic spirit.