

Press Release

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L&T METRO RAIL GETS BRONZE FOR 'ZONAL MEDIA OWNER OF THE YEAR – SOUTH'

We are happy to announce that *L&T Metro Rail (Hyderabad) Limited won the Bronze Trophy for being the 'Zonal Media Owner of the Year - South' at the 12th Outdoor Advertising Convention (OAC), 2016.*

"It is a testimony to the efforts of L&T Metro Rail for setting new benchmarks in transit oriented Advertising Business and we are happy to have set a precedence in metro rail sector", stated Mr. Shivanand Nimbargi, MD & CEO, L&T Metro Rail (Hyderabad) Limited.

On receiving the award, Mr. Sanjay Kapoor, General Manager & Head, Corporate Communications & Advertising Business, L&T Metro Rail stated, *"It is proud privilege to receive this award at OAA and it is more special being the first Metrorail to achieve this fete as media owners - A step towards setting innovative business model for transit oriented advertising."*

Awards were presented for 26 categories by various dignitaries of advertising industry. The 12th edition of OAC'16 saw a crowd of 450+ people including many big names from the Advertising Industry, Government and Transit media owners. Knowledge sharing presentations on Non Fare Revenue - Advertising Business were made by Ministry of Railways, GOI, E&Y, Delhi Metro Rail and L&T Metro Rail (Hyderabad) Limited.

Strategic partnerships and cross-learning are fundamental to the Indian OOH industry's collective efforts to increase the industry's share of advertising spends. While it is imperative for the OOH industry to leverage its inherent strengths and raise the overall competitiveness vis-à-vis other media, it is equally important for the industry to deepen the partnerships with different stakeholder groups that include advertising brands, government bodies, technology and solution providers, private equity and other funds, and indeed consumers and the community at large.

OAC 2016 focused on creating and reinforcing Great Partnerships That Drive OOH Business Growth.



Mr. Sanjay Kapoor and team receiving the award from Mr. Sanjeev Goyle, CEO, OOH & Rural, IPG Media Brands



Mr. Sanjay Kapoor addressing the gathering on “how metro networks can transform transit media advertising” during the OAC Conference

L&T Metro Rail (Hyderabad) Limited:

L&T Metro Rail (Hyderabad) Limited is a subsidiary of L&T IDPL, promoted by Larsen & Toubro, a leading Indian multinational group engaged in technology, engineering, construction, manufacturing and financial services, with over USD 16 billion in revenue. It operates in over 30 countries worldwide. A strong, customer-focused approach and constant quest for top-class quality have enabled L&T to attain and sustain leadership in its major lines of business for over seven decades.

For queries, please contact:

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HYDERABAD

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