

Press Release

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HMR BRAND AMBASSADORS CAMPAIGN - FINALS

Hyderabad 22nd September 2013: The finals of Hyderabad Metro Rail Brand Ambassadors Campaign began with great pomp and show at Annapurna Studios today.

The environs of Annapurna Studios were filled with euphoria and enthusiasm of all the participants along with their families.

81 finalists from various categories - School Students, College Students, Executives, Housewives, Senior Citizens & Entrepreneurs were judged by an eminent panel of judges:

1. **Mr. S. A. Huda, IPS, VC & MD, AP State Police Housing Corp Ltd.**
2. **Ms. Parvathi Reddy, Executive Director, NAR Infra Pvt Ltd**
3. **Mr. Kingshuk Nag, Resident Editor, Times of India**
4. **Ms. Asmita Marwa, Fashion Designer**
5. **Prof. Malini Divakala, Head Fashion Design, NIFT**
6. **Mr. Kiran Varanasi, Music Director & Composer**
7. **Ms. Kiran Dembla, 1st 6 pack woman at the age of 40 and women trainer**
8. **Mr. Deepak Chitopaker, Head Marketing, Mitsubishi Electric**
9. **Mr. Dharma Teja, Film Director**

Details of Finals:

Category	No. of participants selected for HMR Brand Ambassadors Finals	No. of HMR Brand Ambassadors to be selected
School Students	20 (10 Boys & 10 Girls)	2 (1 Boy & 1 Girl)
College Students	20 (10 Boys & 10 Girls)	2 (1 Boy & 1 Girl)
Executives	10	1
Housewives	10	1
Senior Citizens	10	1
Entrepreneurs	10	1
Total	80	8

Speaking on the occasion, **Mr. V B Gadgil**, CE & MD, LTMRHL stated, “A unique and unprecedented idea blossoms to spread its fragrance across the city of Hyderabad and the journey of selecting Brand Ambassadors from the common man for Hyderabad Metro Rail from various genres of the society reached the finals. 81 proud Hyderabadis are contesting. HMR Brand Ambassadors Campaign - A first of its kind in the history of metro rail projects across the globe”.

Mr. NVS. Reddy, Managing Director, Hyderabad Metro Rail Limited also graced the occasion.

The HMR Brand Ambassadors Campaign had reached out to the public through 500+ events organised in schools, colleges, housing societies, welfare associations, places of worship, malls, corporates, Govt. offices, NGOs and had encompassed the city through advertisements, hoardings, radio and theatre advertisements and various road shows that have generated mass awareness on the campaign.

With over **1,83,000+** hits till date on www.hmr-brandambassadors.in and mass euphoria, this campaign has proved to be one of its kind taken up by any Metro Rail Project across the world.

The Grand Felicitation Ceremony for the Hyderabad Metro Rail Brand Ambassadors is scheduled in November **2013**.

For any queries please contact:

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HYDERABAD

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