

Press Release

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80 PROUD HYDERABADIS MAKE IT TO THE FINALS OF HMR BRAND AMBASSADORS CAMPAIGN

Hyderabad 24th August 2013: The Hyderabad Metro Rail Brand Ambassadors Campaign promoted and conceptualised by L&T Metro Rail (Hyderabad) Limited (LTMRHL), has reached a significant milestone in its journey of finding true Brand Ambassadors for the Hyderabad Metro Rail Project.

LTMRHL is proud to announce that 80 deserving denizens of Hyderabad from School Students, College Students, Executives, Housewives, Senior Citizens & Entrepreneurs will be chosen for the finals of the HMR Brand Ambassadors Campaign, scheduled in September 2013.

Speaking on the occasion, **Mr. V B Gadgil**, CE & MD, LTMRHL stated, *“I am very happy to acknowledge the enthusiastic Hyderabadis, who have relentlessly participated in this long drawn campaign which proves their love and involvement for the Hyderabad Metro Rail Project and predominantly it’s an expression of their pride being a Hyderabadi. It has been a fantastic journey and I appreciate their talent, fighting spirit and competitive attitude that have helped them to reach the finals. I am eagerly awaiting the finals.”*

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

With over **1,60,000+** 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.

Journey So Far:

5000+ School Students from across the city competed on 16th and 17th February in the audition rounds (Dance, Singing & Elocution) and 508 students got shortlisted for semi-finals.

6000+ College Students from across the city competed on 23rd August 2013 in the audition round (Group Discussion) and 100 students got shortlisted for semi-finals.

6000+ Executives from Corporates, Government, PSUs & Private Companies competed in online psychometric test (Round 1) from 25th April to 10th May 2013. 1300+ Executives were selected for Round 2 – Group Discussion on 18th May 2013 from which 250 Executives were shortlisted for semi-finals.

500+ Housewives are shortlisted for semi-finals and they will be judged on Smart Buying Competition.

250+ Senior Citizens are shortlisted for semi-finals and they will be given an opportunity to speak on their Life Experience and how they think Metro will impact the City of Hyderabad.

250+ Entrepreneurs are shortlisted for semi-finals and they will be given an opportunity to speak on their Business and how they think Metro will impact the City of Hyderabad.

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

Totally 8 HMR Brand Ambassadors will be selected across all categories.

The HMR Brand Ambassadors Campaign is being judged by jury with in-depth knowledge in various fields pertaining to the competition. The judges represent a cross section of Hyderabad – a unique way of involving the citizens of Hyderabad as stake holders in this mega campaign.

The **Finals** are scheduled in **September 2013** at Annapurna Studios, followed by a **Grand Felicitation Ceremony** for the Hyderabad Metro Rail Brand Ambassadors in **October 2013**.

For any queries please contact:

Mr. Sanjay Kapoor

Head - Corporate Communications & Advertisement Business

L&T Metro Rail (Hyderabad) Limited; Mobile: 9642623331

HYDERABAD

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