

Press Release

Issued by LTMRHL Corporate Communication Department

LTMRHL/CCD/PR/18/18052013

250 EXECUTIVES ENTER SEMI-FINALS OF HMR BRAND AMBASSADOR CAMPAIGN (Executive Category)

HYDERABAD METRO RAIL BRAND AMBASSADORS CAMPAIGN – EXECUTIVE CATEGORY UPDATES Audition Round for Executives

Hyderabad 18th May 2013: The Hyderabad Metro Rail Brand Ambassadors Campaign conceptualised by L&T Metro Rail (Hyderabad) Limited (LTMRHL) organised auditions for the Executives Category today.

The event was inaugurated by Guest of Honour **Padmashree Dr. Ananda Shankar Jayant**, India's leading classical dancer, choreographer and dance scholar along with **Mr. V B Gadgil**, CE & MD, LTMRHL.

While addressing the young crowd, **Dr. Ananda Shankar** stated, "I am excited to be a part of this unique campaign and happy to see such energy and enthusiasm all around the place. I appreciate the efforts of the entire L&T Metro Rail team involved in conceptualising, executing and generating such enthusiasm amongst Hyderabadis."

Speaking on the occasion, **Mr. V B Gadgil** stated "The Brand Ambassadors Campaign has been a very special journey for LTMRHL. This mass campaign has transformed into a unifying force bringing all the residents of Hyderabad together. I am happy to see this amazing journey getting evolved and young executives taking part in such huge numbers in this campaign. I wish them all the best. There is an overall excitement and attachment with the Hyderabad Metro Rail." He added.

1132 executives qualified in the online psychometric test conducted from 25th April to 10th May 2013. From these 1132 executives 250 were shortlisted for semi-finals scheduled on 24th/25th August 2013. This selection was based on the group discussion conducted during the auditions for these 1332 executives. Topics for group discussion were based on current affairs, general knowledge and about Hyderabad.

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

Registration process for all College Students, Housewives, Senior Citizens and Others categories are OPEN!

REGISTRATION FOR ALL CATEGORIES WILL END ON 31st JULY 2013

Overall Selection Process for Executives

HMR Brand Ambassador – Executive Category

Eligibility: Any individual employed under any Government, Private or other legal business entity is eligible to apply under this category.

Registration Process for Executives: Executives applied through the following modes:

- Registering online on www.hmr-brandambassadors.in
- Registering through the campus based activations
- Corporates HMR Event Activation Venues: 10 prominent corporates were activation centres in the twin cities

Date for Auditions (Round 2): May 18th 2013

Date for Semi Finals: Scheduled on 24th/25th August 2013

Categories:

Round 1 – Psychometric Test: 25th April - 10th May 2013

Participants were provided with Multiple Choice Questions testing them on their Personality, Aptitude, Soft Skills, Quantitative Analysis & Language Skills

Round 2 – Group Discussion

1332 executives from Round 1 were short-listed for Round 2

- Participants were divided into groups of 8 each
- The participants were given a topic to discuss on
- The topics for the Group Discussion were connected with Hyderabad
- Executives were judged on communication, presentation, awareness and attention grabbing prowess

Round 3 – Public Speaking and Other Activities

Top 250 of the executives from Round 2 will be short-listed for Final Round

This activity focuses on:

Public Speaking: In this competition, the participants are given a specific topic to speak for 3 minutes. These topics may range from general topics to anything specific about Hyderabad or the Metro Rail Project. Participants are judged on their communication, confidence and presentation skills.

Scenes from a Hat: In this activity, employees are given 45 seconds to enact a particular action that is directed by the judges. It could range from doing a robot dance to acting like you're on fire. This activity will provide a lighter mood to the event and will also test an individual's wit, promptness and confidence.

Finals – Choosing the Hyderabad Metro Rail Brand Ambassadors

Top 10 executives will be shortlisted for the finals

Final Round:

- Self -Introduction
- Judges Q&A
- Interview by Judging Panel
- Any other on the spot surprise rounds

1 Participant will be finally chosen as the Hyderabad Metro Rail Brand Ambassador

HYDERABAD

18th May 2013