



L&T Metro Rail (Hyderabad) Limited  
Q3, 4th Floor, Cyber Towers  
HITEC City, Madhapur  
Hyderabad - 500081

## Press Release

Issued by LTMRHL Corporate Communication Department

LTMRHL/CCD/PR/44/16092015

# **L&T Metro Rail (Hyderabad) Limited signs agreement with Hindustan Coca-Cola for Pouring Rights on Hyderabad Metro Rail Stations**

We are happy to announce that L&T Metro Rail (Hyderabad) Limited (LTMRHL) has signed an agreement with Hindustan Coca-Cola Beverages Pvt Ltd (HCCBPL) for **Pouring Rights** on all Hyderabad Metro Rail Stations.

The agreement was signed and exchanged between **Mr. V B Gadgil**, CE & MD, LTMRHL and **Mr. Vishal Khithani**, Zonal Vice President, HCCBPL, Telangana & Andhra Pradesh.

This agreement allows HCCBPL to sell their beverages on all Hyderabad Metro Rail Stations. This is an emerging way of Branding and Advertising in Transit sector. LTMRHL is the first metro in India to achieve it and that too before commencement of its operations.

After signing the agreement, **Mr. V B Gadgil**, stated, *“L&T Metro Rail has been innovative in adopting new technologies & creating many firsts for Hyderabad Metro Rail Project. This is yet another creative way of enhancing the customer services, building the brand and finding new ways of revenue maximization.”*

**Mr. Vishal Khithani** expressed his views saying, *“We are excited with the prospect of reaching out to the millions of commuters by making available a beverage portfolio that ensures product affordability and enhances consumer experience. We will also focus on creating more avenues to refresh consumers by rolling out innovative dispensing solutions.”*



**Agreement signed and exchanged by Mr. V B Gadgil, CE & MD, LTMRHL & Mr. Vishal Khitani, Zonal Vice president, HCCBPL**

### **About L&T Metro Rail (Hyderabad) Limited:**

L&T Metro Rail (Hyderabad) Limited is a subsidiary of L&T IDPL, promoted by Larsen & Toubro is an Indian multinational engaged in technology, engineering, construction, manufacturing and financial services with over USD 15 billion in revenue. It operates in over 30 countries worldwide. A strong, customer-focused approach and the 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.

### **About Hindustan Coca-Cola Beverages:**

Hindustan Coca-Cola Beverages Pvt. Ltd, is the largest bottling partner of The Coca-Cola Company in India. It is part of The Coca-Cola Company's Bottling Investment Group (BIG) and responsible for the manufacture, package, sale and distribution of beverages under the trademarks of The Coca-Cola Company. The Company has always placed high value on good citizenship. For further information on the Company's India operations and its products, please visit [www.hindustancoca-cola.com](http://www.hindustancoca-cola.com).

For queries please contact:

#### **Mr. Sanjay Kapoor**

General Manager & Head, Corporate Communications & Advertising Business  
Email: [sanjaykapoor@ltmetro.com](mailto:sanjaykapoor@ltmetro.com) ; Mobile: +91 9642423331

**HYDERABAD, 16<sup>th</sup> September 2015**