

## Press Release

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# L&T METRO WINS THE BEST BRAND CAMPAIGN AWARD FROM INDIAN BRAND CONVENTION (IBC) 2015

We are delighted to announce that L&T Metro Rail (Hyderabad) Limited (LTMRHL) was conferred the “BEST BRAND CAMPAIGN AWARD – INFRASTRUCTURE for HMR Brand Ambassadors Campaign in a glittering award ceremony held in New Delhi recently.

The “Indian Brand Convention” felicitates Marketing & Branding professionals from the Industry and honors the best through **BAM Awards** which stands for “Branding”, “Advertising” & “Marketing” for exceptional work done by professionals and their teams, recognizing innovative and creative ideas and campaigns.

On LTMRHL receiving the BAM award, **Mr. V B Gadgil**, stated, *“It is indeed a moment of pride for us to receive this award and HMR Brand Ambassadors Campaign is a unique campaign where we have made Hyderabadis as the Brand Ambassadors for the prestigious Hyderabad Metro Rail Project. It is an unprecedented campaign ever done in the metro sector worldwide. Such accolades inspire all the people connected with Hyderabad Metro Rail Project in a significant manner, including all Hyderabadis.”*

**Mr. Sanjay Kapoor** addressed the gathering on Branding the Indian Way – highlighting the HMR Brand Ambassadors Campaign and how infrastructure brands can create their own brand story in Indian markets.





**Mr. Sanjay Kapoor addressing the gathering at IBC 2015**



**Ms. Vandana Sharma receiving the "BEST BRAND CAMPAIGN AWARD - INFRASTRUCTURE" for HMR Brand Ambassadors Campaign**

## **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.

For queries please contact:

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**HYDERABAD**

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