

Press Release

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L&T METRO RAIL BAGS ABCI NATIONAL AWARD

Web Communication – Online Campaign – Social Media for PR & Branding

L&T Metro Rail (Hyderabad) Limited is happy to announce that it has bagged the prestigious Association of Business Communicators of India (ABCI) National Award for Web Communication - Online Campaign for Social Media, PR & Branding at the 57th Annual Awards Ceremony, organized by the ABCI at a glitzy awards night in Mumbai on the 22nd December, 2017.

This Award was pitted against India's leading corporates, banks and PSUs. It bagged the honours for the clarity of its communication, design, vibrancy of expression and for demonstrating that the recognition of an organization is through PR and Branding. This award has got Hyderabad Metro a national footprint.

The ABCI is the oldest and largest of communication bodies in India. Its annual contests attract keen competition. This year, over 250 organizations representing private sector companies, PSUs and communication agencies had submitted a total of over 1900 entries.



GVNS. Narendranath, Manager, Corporate Communications, LTMRHL receiving the award from Mr. Yogesh Joshi, President, ABCI & Chairman, World Communications Forum, Davos, Switzerland.

L&T Metro Rail (Hyderabad) Limited:

L&T Metro Rail (Hyderabad) Limited is a subsidiary of Larsen & Toubro, an Indian multinational engaged in technology, engineering, construction, manufacturing and financial services with USD 17 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.

HYDERABAD**26th DECEMBER 2017**