

## Press Release

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# **LTMRHL receives Platinum and Bronze in 11th PRCI Excellence Awards 2021 by Public Relations Council of India**

**Hyderabad, 19 September 2021:** L&T Metro Rail Hyderabad Limited (LTMRHL) has won the prestigious PRCI (Public Relations Council of India) Excellence Awards 2021 clinching the **Platinum (Highest in the Category) Award** for 'Best Use of Social Media' and **Bronze Award** for 'Best In Communication – Covid 19'. The award ceremony was hosted on the final day (18 September) of 15th Global Communication Conclave organized by PRCI (Public Relations Council of India) on 17 & 18 September 2021 at Hotel The Fern Kadamba in Goa.

The Hon'ble Minister for Art & Culture, Government of Goa, **Shri Govind Gaude** presented these awards to Ms Anindita Sinha, Head, Corporate Communication, LTMRHL amidst the presence of the stalwarts in the field of communications.

Speaking on the occasion, **Mr. KVB Reddy**, MD & CEO, L&T Metro Rail (Hyderabad) Limited, said, **"We are delighted to receive these prestigious awards from the PRCI. For us social media is a highly impactful engagement tool to directly connect with our customers and keep improving in our brand promise and service delivery. The unprecedented COVID pandemic has given us a whole new insight to connect and exceed our customers' expectations using the social platforms and keeping everyone abreast of metro rail and efforts towards their safety, high quality service and people connect. These awards are recognitions to our sustained and focused efforts."**

The esteemed jury of the awards appreciated the diligent efforts of LTMRHL towards its endeavors through the internal and external communications during the Covid19 pandemic as well as upholding a strong brand presence through social media.

Public Relations Council of India (PRCI) is a pan-India Communication Exchange with over 50 Chapters spread out across the Indian cities and towns. Headquartered in Bangalore, PRCI is a national body of professionals drawn from PR, Corporate Communications, Advertising, Media, Event Management, Academics, and allied domains.

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

L&T Metro Rail (Hyderabad) Limited is a subsidiary of Larsen & Toubro. - L&T Metro Rail (Hyderabad) Limited ("The Company") to implement the Project on Design, Built, Finance Operate and Transfer (DBFOT) basis. The Company signed the Concession Agreement with the then Government of Andhra Pradesh on September 4, 2010 and completed the financial closure for the Project on March 1, 2011 in a record period of six months. A consortium of 10 banks led by State Bank of India has sanctioned the entire debt requirement of the project. This is the largest fund tie-up in India for a non-power infrastructure Public Private Partnership (PPP) project.

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**HYDERABAD**

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