

Press Note

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LTMRHL receives 1st Prize in Public Relations Society of India (PRSI) National Award for ‘Social Media for PR and Branding’

Hyderabad, March 04, 2021: L&T Metro Rail (Hyderabad) Limited (LTMRHL) has won the First Prize under the category 'Social Media for PR and Branding' in prestigious Public Relations Society of India (PRSI) National Award – 2020. The award ceremony was hosted virtually in presence of the Honourable Governor of Uttarakhand, Srimati Baby Rani Maurya; the Honourable Union Education Minister, Sri Ramesh Pokhriyal; and Dr. Ajit Pathak, President, PRSI on February 21, 2021.

The esteemed jury of the awards appreciated the diligent efforts of Hyderabad Metro Rail towards upholding a strong brand presence through Social Media.

KVB Reddy, MD & CEO, LTMRHL, stated, *“We are really delighted and proud to receive this prestigious PRSI National Award. I would like to congratulate our Corporate Communications team for their innovative and unique campaigns to connect with the commuters using our Social Media platforms and also the entire LTMRHL team to build, as well as strengthen our commuters’ faith in Hyderabad Metro Rail. I would thank the jury members for recognising our efforts.”*

Public Relations Society of India (PRSI), the national association of PR practitioners was established in 1958 to promote the recognition of public relations as a profession and to formulate and interpret to the public the objectives and the potentialities of public relations as a strategic management function.

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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