



L&T Metro Rail (Hyderabad) Limited
Hyderabad Metro Rail Administrative Building
Hyderabad Metro Rail Depot, Uppal Main Road
Uppal, Hyderabad – 500039

Press Release

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Star Maa Bigg Boss Season 6 Host Nagarjuna Launches “Bigg Boss Is Watching You” with L&T Metro Rail Hyderabad - a Public Safety Awareness Campaign

- *Nagarjuna appreciates #BiggBossIsWatchingYou Campaign in Poster launch event*
- *Star Maa and LTHMRL takes up Social Messaging on Travel Safety through Partnership*

Hyderabad, 12th November 2022 (Saturday): Together, Star Maa and L&T Metro Rail Hyderabad Limited have developed a public safety awareness campaign with Bigg Boss Telugu as the centrepiece. Bigg Boss is the World’s biggest television property of an entertainment channel. The "Bigg Boss Is Watching You" campaign aims to promote and communicate safety measures when riding the Hyderabad Metro rail to work.

The concourse, entry-exit, and check-in sections have all been covered by the public safety programme and implemented in all 57 Metro Stations. Every metro train plays a customised jingle with a caution message. The 100-day campaign period will make it possible for all metro commuters to be made aware of the safety precautions that should be taken while travelling and at Metro station locations, including awareness of Safety measures, Rules of Metro, and encouraging more use of the metro rail as the safest and most practical mode of transportation.





Speaking on the launch, Bigg Boss Host Akkineni Nagarjuna said “There is nothing better when entertainment comes with a responsible communication and this campaign effectively conveys this. Bigg Boss rewards human emotions and is genuinely entertaining. This initiative will be noticed by commuters and will benefit them raising safety awareness. I'm glad to see both Star Maa and LTMRHL committed for such a creative and subtle initiation.”

“We, at Disney and Star India, stand committed in using entertainment platform for driving relevant communication that improve the lives of millions. We are happy to collaborate with Hyderabad Metro Rail on this public safety awareness campaign in Hyderabad city. The Telugu audience enjoys watching Bigg Boss as part of their regular entertainment regime. By using this vehicle, public safety will be more quickly accessible,” commented Star Maa Spokesperson

Mr KVB Reddy, MD & CEO, L&TMRHL, said “As part of our third collaboration with Star Maa Bigg Boss Telugu, Hyderabad Metro Rail is delighted to be the Travel Partner for the Bigg Boss Telugu Season 6. We have rolled out the 'Bigg Boss is Watching You' campaign as part of the partnership, which aims to increase safety awareness and safe travel practices among the general public. This initiative would also encourage Smart Travel habits among commuters by choosing metro smart cards and mobile QR tickets for a safe and convenient journey. My best wishes to the Superstar Akkineni Nagarjuna and Star Maa Network for the great success of Bigg Boss Season 6”

ABOUT STAR MAA:

Star Maa is a leading Telugu entertainment TV channel network known for its vibrant, innovative, pleasant, and interactive programming in the Telugu language market and enjoys a strong growth trajectory, driven by general entertainment and movies. Star Maa Network has a bouquet of six channels—Star Maa, Star Maa HD, Star Maa Music, Star Maa Movies, Star Maa Movies HD and Star Maa Gold.

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

Media Contact:

Ms. Anindita Sinha, Head – Corporate Communications, Email: anindita.sinha@ltmetro.com
Prashant Kumar, Media Relations, Corporate Communications, Email: prashant.kumar@ltmetro.com; Phone: 9100934769

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