

Press Release

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INTRODUCING NIZ - THE MASCOT OF HYDERABAD METRO RAIL & TRANSIT ORIENTED DEVELOPMENT

L&T Metro Rail (Hyderabad) Limited is happy to launch the Hyderabad Metro Rail Mascot – *NIZ*.

(A mascot is any person, animal, or object thought to bring luck or anything used to represent a group with a common public identity, such as a school, professional sports team, society, military unit, or brand name.)

NIZ was presented to the world by the Chief Guest, **Dr. Rajeev Sharma**, IAS, Chief Secretary, Government of Telangana, in the presence of the Guest of Honour, **Dr. S K Joshi**, IAS, Principal Secretary MA & UD, Principal Secretary (FAC), Health, Medical & Family Welfare, Government of Telangana, **Mr. V B Gadgil**, CE & MD, L&T Metro Rail (Hyderabad) Limited & **Mr. N V S Reddy**, IRAS, MD, Hyderabad Metro Rail Limited.

A brief description of *NIZ*:

Niz was born in 1985 in a family that can trace its lineage all the way back to the Nizams. His father was a man of strong principles and hence right from his childhood, *Niz* had a strong sense of right and wrong instilled in him. His mother, a truly beautiful and strong woman taught him how to have an independent view but at the same time remain sensitive to the feelings of his fellow humans.

On completing his engineering from IIT-Delhi, *Niz* pursued a course in Urban Planning from the prestigious Graduate School of Architecture, Planning and Preservation at Columbia University in the United States. He is not one to stay away from his family and country for too long. Therefore, soon after completing his masters, he returned to India to use his knowledge to serve his fellow people.

Niz has an extremely progressive outlook towards life that is deeply entrenched in culture. He is proud of his city and its rich heritage in terms of the forts, monuments, food, and customs. He is as comfortable with gourmet pasta as he is with gongura; as comfortable with burritos, as he is with Biryani!

You will often catch sight of him in the city using his sceptre to point out directions to someone who is lost! Just like the kings of olden times, he too likes carrying his sceptre around; he has a royal connection after all! Similar to most people his age, *Niz* is most comfortable in a pair of jeans and a t-shirt. However, since he loves to be well-dressed all the time, he can usually be seen in a sleeveless jacket and a lovely Nizam turban, as worn by his ancestors. He also prefers wearing mojris to shoes or sandals while moving around.

If you happen to ask him, he would love to take you down the memory lane of the city of Hyderabad, starting from the time of Muhammad Qutub Quli Shah who named the city after the girl he loved through the history of the Nizams and finally to the bustling juxtaposition that Hyderabad is today.

He will sprinkle the story of the City of Pearls with anecdotes of generosity and tehzeeb of the Hyderabadi people, the food and the dance forms. He will tell you how Hyderabad became the IT hub it is today and attracted the Microsofts and Googles of the world. He is a man whose wit, warmth and charisma can charm anyone and everyone around him. A man who epitomizes Hyderabad.

He's a modern thoroughbred Hyderabadi. He has great love for technology and is a huge fan of Steve Jobs. He even wears the same spectacles as his idol just to look like him. He could be living anywhere in the world, but he chooses Hyderabad because he says there's no city in the world that's quite like Hyderabad. He belongs to a generation that, like this city, has a glorious past and is now on the cusp of a promising future. There's pride and hope. There's nostalgia and ambition.

He knows that there are many things about this city that have to change. But he also realises that there are many more that shouldn't.

He's hopeful. He's excited.
He's optimistic. He's ambitious.
He's the future of Hyderabad.

He is the mascot who is going to guide you, inform you and help you through every step on the way.

He...is...Niz

About L&T Metro Rail (Hyderabad) Limited:

L&T Metro Rail (Hyderabad) Limited is a subsidiary of L&T IDPL, promoted by L&T Group, which is a USD 14.3 billion technology, engineering, construction, manufacturing and financial services conglomerate, with global operations. Its products and systems are marketed in over 30 countries worldwide. L&T is one of the largest and most respected companies in India's private sector. 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 over seven decades

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HYDERABAD

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