

Press Release

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HYDERABAD METRO RAIL ENTERS LIMCA BOOK OF RECORDS

We are happy to announce L&T Metro Rail (Hyderabad) Limited has added **‘Three’** records for to its name in the Limca Book of Records. This is the first time ever in the history of Limca book of Records that any Metro Rail Project has been featured with three records in a row for their achievements. The records are in the latest edition of Limca book of records 2017 released recently.

It is a matter of great pride for us to set the bench marking and pioneering new avenues for Non –Fare revenues in Metrorail Sector.

These records set by the Non- Fare Revenue Stream of Advertising and Station Retail business of Hyderabad Metro Rail in Limca Book of records as published in its 2017 edition are as below:

- 1. Train Wrap Advertisement during the pre-commissioning stage:** HMR became the first metro in the country to have awarded and executed the train wrap advertisement rights during the pre-commissioning stage as L&T Metro Rail (Hyderabad) Ltd (LTMRHL), entered into a contract with advertiser V Retail Pvt Ltd for such rights on July 22, 2014. Accordingly, during its trial runs, all three coaches of the first train of HMR running on a stretch of 8 km between Nagole and Mettuguda stations featured the footwear brand Centro for three months from August 7 - Nov 11, 2014.
- 2. Pouring Rights signed during the construction stage:** HMR pioneered the concept of awarding pouring rights on all its stations, becoming the first metro to do so. LTMRHL signed the agreement with Hindustan Coca-Cola Beverages Pvt Ltd (Coke) on Sept 11, 2015, at a time during the construction stage itself without commissioning the metro. Coke received the pouring rights of all 64 stations on HMR for the first seven years from the date of commissioning.
- 3. Broadcasting Rights signed during the construction stage:** Similarly, HMR also became the first to award the broadcasting rights on all its metro stations to a TV channel. LTMRHL inked the agreement with Shreyas Broadcasting Pvt Ltd on Jan 29, 2015 during the early construction phase of the project giving the latter the exclusive right to run its TV5 channel on the TVs installed at all metro stations for five years from the date of commissioning.



HMR - LIMCA BOOK OF RECORDS - CERTIFICATES

Limca Book of Records is the Indian equivalent to the Guinness Book of World Records with emphasis on unique achievements of Indians within the country and abroad. It's a salute to all those Indians who want to do something different and be remembered for their distinctive deeds. There is more to Limca Book of Records than simple presentation of facts in a chronological order. It has a wide range of information on several subjects, divided for easy reading into chapters. Including the ever-popular Human Story section, there are sections on Education, Agriculture, Medical Science, Business, Sports, Nature, Adventure, Radio, Cinema etc.

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 over USD 16 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.

For queries please contact:

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HYDERABAD
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