

Press Release

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L&T Hyderabad Metro Rail Clinches PRSI National Awards 2022 Featuring 1st and 2nd Ranks

• **1st in 'Public Relations in Action' and 2nd in 'Best Communication Campaign (External Publics)' Categories**
Hyderabad, 27 December 2022: L&T Metro Rail (Hyderabad) Limited (L&TMRHL) has secured the **coveted PRSI National Awards 2022** winning **1st** and **2nd** positions in the 'Public Relations in Action' and 'Best Communication Campaign (External Publics)' categories respectively. The award trophies were given away by **the Hon'ble Governor of Madhya Pradesh, Sri Mangubhai Chhaganbhai Patel** to **Smt. Anindita Sinha, Head, Corporate Communications, L&TMRHL** on 27th December at the Inaugural Programme of the 44th All India Public Relations Conference organized by the Public Relations Society of India from 25th to 27th December at the Kushabhau Thakre International Convention Centre, Bhopal, amidst the presence of other awardees and dignitaries.



Speaking on this occasion, **Mr. KVB Reddy, MD & CEO, L&TMRHL**, said, ***"We are thankful to PRSI and the esteemed jury for adjudging and recognising our concerted communication efforts towards our customers and stakeholders. The two awards are testimony to our sustained efforts to keep commuters informed of HMR's developments and to engage them as our partners in this journey. This includes timely information about service and offer related inputs for better commuting choices, maintaining a personal connect, actively listening to their feedback, and keep elevating their experience and our brand resonance."***

During the 44th All India Public Relations Conference, on 27th December, Ms. Anindita Sinha, Head, Corporate Communications, L&TMRHL addressed a session on the topic – "Story Telling in the Communication World Today" touching upon the various facets and importance of storytelling in the communications domain.



PRSI (Public Relations Society of India) National Awards recognizes the Corporate Communicators of India to demonstrate excellence in their efforts. The awards were finalized by an esteemed panel of a jury that met in Delhi.

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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