

Press Release

Issued by L&TMRHL - Corporate Communication Department - L&TMRHL/CCD/PR/179/13-11-2024

L&T METRO RAIL RECOGNIZED FOR EXCELLENCE IN BRAND COMMUNICATION

Hyderabad: L&T Metro Rail (Hyderabad) Limited (L&TMRHL) is proud to announce that it has been honoured with multiple awards recognizing its exceptional brand communication and internal & external engagement efforts.

1. Brand Storyz Award for Best Content Marketing Campaign in the Travel Sector

L&TMRHL has been honoured with the *prestigious Brand Storyz Award for the Best Content Marketing Campaign in the Travel Sector*. This recognition underscores L&TMRHL's exceptional brand content marketing strategy and its commitment to creating engaging and impactful content for its valued passengers. The award was presented at a prestigious ceremony in Delhi, where industry leaders and experts gathered to celebrate excellence in brand communication.

2. PRCI Awards for Best Internal Communications Campaign and Best Social Media Campaign

L&TMRHL has also been honoured with the *Best Internal Communications Campaign* and *Best Social Media Campaign* awards at the 18th Global Communications Conclave organized by the Public Relations Council of India (PRCI). PRCI, a premier body of communication professionals, recognizes and rewards excellence in communication strategies. These awards highlight L&TMRHL's commitment to effective internal communication and a strong social media presence. 73 companies participated in the awards.

While expressing his delight, **Mr. KVB Reddy, MD & CEO, L&TMRHL**, stated, *"We are honoured to receive these prestigious awards. They are a testament to the hard work and dedication of our team. We will continue to strive for excellence in all our endeavours to deliver the best to our valued passengers."*

Mr. Murali Varadarajan, Chief Strategy Officer, L&TMRHL, added, *"We are grateful to Brand Storyz and PRCI for recognizing our efforts. These awards validate our commitment to creating impactful brand experiences and fostering a strong, connected organization. I would like to thank our corporate communication team for their exceptional work in bringing these campaigns to life."*



Mr. KVB Reddy, MD & CEO and Mr. Murali Varadarajan, CSO, L&TMRHL with the awards



Mr. GVNS, Narendranath, AGM - Corporate Communications receiving the PRCI Awards



L&TMRHL Corporate Communication Team with Brand Storyz & PRCI Awards

About L&T Metro Rail (Hyderabad) Limited:

L&T Metro Rail (Hyderabad) Limited (L&TMRHL) 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 4th September 2010 and completed the financial closure for the Project on 1st March 2011 in a record period of six months. This is the largest fund tie-up in India for a non-power infrastructure Public Private Partnership (PPP) project.

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