

Press Release

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L&TMRHL CELEBRATES 50 CRORE PASSENGER JOURNEYS AND LAUNCHES GREEN MILES LOYALTY CLUB TO REWARD REGULAR METRO RIDERS

Hyderabad: L&T Hyderabad Metro Rail Limited (L&TMRHL) today announced a milestone achievement of completing 50 crore passenger journeys since its inception. Celebrating this achievement and further enhancing the passenger experience, L&TMRHL unveiled the Green Miles Loyalty Club, a first-of-its-kind program in Hyderabad's public transport system.

Mr. NVS Reddy, MD, Hyderabad Metro Rail Limited (HMRL), stated: "We are delighted to celebrate this significant milestone of 50 crore passenger journeys. This achievement reflects the growing trust and preference for Hyderabad Metro as a safe, reliable, and convenient mode of travel. The launch of the Loyalty Program underscores our commitment, to continuously improve the passenger experience and reward our regular commuters."

Mr. KVB Reddy, MD & CEO, L&TMRHL, emphasized: "The Green Miles Loyalty Club is a unique program designed to recognize and appreciate our loyal passengers. This innovative customer loyalty program will not only incentivize ridership but also promote sustainable commuting habits within the city. I am confident that the Green Miles Loyalty Club will be a resounding success, further strengthening its commitment to providing a world-class commuting experience for the citizens of Hyderabad."

Green Miles Loyalty Club: A Commitment to Passenger Experience:

The Green Miles Loyalty Club is a customer loyalty program designed to revolutionize the way commuters experience public transportation in Hyderabad. This program aims to:

- **Reward Regular Passengers:** Passengers using smart cards will earn points based on the number of trips taken in a calendar month. These points can be redeemed for exciting rewards like free trips, merchandise, and lucky draw gifts.
- **Foster a Sense of Community:** The program creates a sense of belonging and appreciation among metro riders, fostering a more positive and connected commuting experience.
- **Promote Sustainable Travel:** By incentivizing metro usage, the program encourages a shift towards a more sustainable mode of transportation, reducing traffic congestion and carbon emission.

How the Customer Loyalty Program Works

- **Eligibility:** The program is open to all passengers using smart cards for travel. Trips will be counted in a calendar month, and passengers need to maintain the required number of trips for three consecutive months to qualify for specific reward tiers.
- **Loyalty Bands:** The program offers three tiers: Silver, Gold, and Platinum. Each tier has specific trip requirements and offers a range of benefits, including free trips, exclusive merchandise, and participation in lucky draw contests with exciting prizes.



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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