



Media Release
August 11, 2018

HMRL in collaboration with World Resources Institute (WRI) India, Toyota Mobility Foundation (TMF) and L&TMRHL conducted “smart mobility start-up festival” today (Saturday) at Hyderabad Metro Rail Bhavan. This is a culmination day of the Station Access and Mobility Program (STAMP) challenge. Of the 85 interesting products / solutions received from young entrepreneurs, 11 were selected in the second round of filtering and final pitch was made by them to a distinguished jury at Metro Rail Bhavan today.

A motivational lecture was given to the young entrepreneurs by the Cyient Founder Chairman Dr.B.V.R.Mohan Reddy. Later in the panel discussion, HMRL MD Mr.NVS Reddy, Director General of Police Mr. M.Mahender Reddy, Phoenix Chairman and Honorary Consul General to South Korea Mr. Suresh Chukkapalli, Shantha Biotec Chairman Padmabhusan Dr.K.Varaprasad Reddy, Cyberabad Commissioner of Police Mr.V.C.Sajjanar, WRI Director, India Mr. Madhav Pai, and Director, Toyota Mobility Foundation Mr. Pras Ganesh discussed the problems of traffic congestion in Hyderabad and goaded the young entrepreneurs to provide apt solutions to the traffic problems in the city.

About 30 start-up products/solutions were also displayed at Metro Rail Bhavan and they consisted of mostly electric vehicles (cycles, scooters and cars), shared mobility and app based mobility solutions. Mr.NVS Reddy, Dr.B.V.R. Mohan Reddy, Mr.Suresh Chukkapalli, Principal Secretary, Transport Mr. Sunil Sharma, Commissioner of Police, Hyderabad Mr. Anjani Kumar, Addl. Commissioner of Police Ms Shikha Goel and other senior officers and several industrialists visited the stalls, keenly observed the products displayed and interacted with the aspiring entrepreneurs.

During the day long deliberations, the jury reviewed the pitches made by the 11 young entrepreneurs and finally selected the following three winning solutions:

1. **Mobyicy**, a dockless multimodal shared mobility app that deploys smart bicycles, e-bikes and e-scooters through QR code access, with facilities for anyplace pickup and drop-off.
2. **Three Wheels United (TVU) & Bykerr** provides on-demand integrated smart electric auto rickshaws as first and last-mile solutions to the metro with a one-time booking for an end-to-end ride.
3. **Journee**, an integrated ticketing and analytics solution that enables seamless multimodal integration through pre-booking services and optimized public transport operations based on real-time data.

All the participants, industrialists and experts from other cities have hailed the initiative of HMRL as unique and thanked Mr.NVS Reddy for implementing innovative ideas to address traffic congestion problem and to give Hyderabad a competitive edge.

Public Relations Officer
Hyderabad Metro Rail Ltd



HMRL MD Mr.NVS Reddy addressing media along with Pheonix Chairman & Honorary Consul General of South Korea Mr.Suresh Chukkapalli (right) and Cyient Founder Chairman Dr.BVR Mohan Reddy (left) at Smart Mobility Startup Festival held at Metro Rail Bhavan today (11.08.2018).



HMRL MD Mr.NVS Reddy addressing the Media along with Pheonix Chairman & Honorary Consul General of South Korea Mr.Suresh Chukkapalli and Cyient Founder Chairman Dr.BVR Mohan Reddy at Smart Mobility Startup Festival held at Metro Rail Bhavan today (11.08.2018).



HMRL MD Mr.NVS Reddy along with Pheonix Chairman & Honorary Consul General of South Korea Mr.Suresh Chukkapalli and Cyient Founder Chairman Dr.BVR Mohan Reddy testing the electric vehicles developed by young entrepreneurs at Smart Mobile Startup Festival held at Metro Rail Bhavan today (11.08.2018).



HMRL MD Mr.NVS Reddy addressing the young entrepreneurs along with DGP Mr.M.Mahender Reddy, Pheonix Chairman & Honorary Consul General of South Korea Mr.Suresh Chukkapalli and Shantha Biotec Chairman Padmabhushan Dr.K.Varaprads Reddy at Smart Mobility Startup Festival held at Metro Rail Bhavan today (11.08.2018).



HMRL MD Mr.NVS Reddy along with DGP Mr.M.Mahender Reddy, Pheonix Chairman & Honorary Consul General of South Korea Mr.Suresh Chukkapalli and Shantha Biotec Chairman Padmabhusan Dr.K.Varaprsad Reddy with the winners of STAMP challenge at Smart Mobility Startup Festival held at Metro Rail Bhavan today (11.08.2018).