

50 cr travelled by Metro Rail since launch

PNS ■ HYDERABAD

L&T Hyderabad Metro Rail Limited (L&TMRHL) on Friday announced a milestone achievement of completing 50 crore passenger journeys since its inception. Besides celebrating the achievement it has unveiled the Green Miles Loyalty Club, a first-of-its-kind programme in Hyderabad's public transport system. The Green Miles Loyalty Club is a customer loyalty programme designed to revolutionise the way commuters experience public transportation in Hyderabad. It aims to reward regular passengers where they 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



Rajasree, the 50th crore passenger, being felicitated by HMRL MD NVS Reddy and L&TMRHL MD & CEO KVB Reddy

lucky draw gifts. It also creates a sense of belonging and appreciation among Metro riders, fostering a more positive and con-

connected commuting experience. By motivating Metro usage, the programme encourages a shift towards a more sustainable mode

of transportation, reducing traffic congestion and carbon emission. It 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. It offers three tiers, such as 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.

NVS Reddy, MD, Hyderabad Metro Rail Limited (HMRL), said, "This achievement reflects the growing trust and preference for Hyderabad Metro as a safe, reliable and convenient mode of travel.