

# Hyd Metro Rail launches sustainable rides programme

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Hyderabad Metro Rail, in collaboration with Svida Mobility Pvt Ltd, initiated a carbon neutral environmentally sustainable rides programme for the Metro shuttle services. The programme was launched by NVS Reddy, MD, HMRL, along with L&TMRHL MD KVB Reddy at HYTEC City Metro station on Monday.

Svida operates around 150 shuttle buses in 64 routes to and from 15 Metro stations, serving more than 16,000 passengers per day. Congratulating Svida on completion of 50 lakh Metro feeder service rides, NVS Reddy stated that the initiative by Svida to neutralise shuttle road trips carbon emissions through purchase of carbon credits, is laudable and further improves Hyderabad Metro Rail's image as a fully integrated eco-friendly transport system.

Emphasising on the need to save the mother earth and leave a livable place for our future generations, he has appealed to the other corporates to get in touch with L&TMRHL or Svida for sponsorship of purchase of carbon credits to enhance their ESG (ecological, social and governance) scores.



Svida has tied up with TerraBlu Climate Technologies, a climate tech company for this sustainability programme and sustainability certificates were handed over to RMZ Skyview IT Park, Bosch, Bristol Myers Squibb, CBRE, Phoenix Avance IT Park, TTEC Digital, Vibrant Energy and Divyasri NSL Orion IT Park during the event by MDs of HMRL and L&TMRHL. They have also launched the booking of tick-

ets through WhatsApp with Billeasy. KVB Reddy stated that the WhatsApp booking facility will enable the Metro commuters to discover the routes and book their tickets for their travel on Metro shuttles in an easy manner.

Siddharth Ravi, CEO, Svida Mobility Pvt Ltd, Jignesh P Bellani, Co-Founder, Svida Mobility Pvt Ltd and senior officers of HMRL and L&TMRHL participated in the event.