

# Metro rolls out 'green miles' to keep commuters on track

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On its 7th anniversary, Hyderabad Metro Rail reintroduced its innovative customer loyalty programme, the Green Miles Loyalty Club, on Thursday. Designed to reward regular commuters and promote sustainable urban transportation, the programme offers a unique incentive for frequent riders.

The initiative, set to run from Dec 2024 to Feb 2025, features a three-tier reward system: Silver, gold, and platinum. Smart card users qualify for these tiers based on their monthly trip frequency: 21-35 trips for silver, 36-50 trips for gold, and over 51 trips for platinum. To retain their tier status, commuters must meet the trip requirements for three consecutive months.

The programme will conclude with a lucky draw during Ugadi 2025, offering eligible members the chance to win prizes. The scheme is available only to smart card users.



**7TH ANNIVERSARY:** Students perform Kuchipudi during Hyderabad Metro's anniversary celebrations at Ameerpet Station on Thursday

Reflecting on the project's journey, NVS Reddy, managing director of HMRL, said, "We set out to transform Hyderabad's urban landscape, and today, as we celebrate seven years of operations, we see the significant impact of this ambitious project. Metro is more than just a transport system; it is a driver of economic growth, social progress, and sustainability. It has eased traffic congestion, improved air quality, and

enhanced the overall quality of life for our citizens."

KVB Reddy, managing director and CEO of L&TMRHL, highlighted the challenges and achievements, stating, "The journey of building Metro has demonstrated the power of public-private partnerships. This project stands as a testament to our engineering excellence and unwavering commitment to delivering world-class infrastructure."