



**Media Release**  
**June 15, 2022**

## **L&T Hyderabad Metro Rail Unveils 'Metro Bazar', #ShoppingOnTheGo!**

- Available at the Concourse level of Ameerpet Metro Station for 15 days
- Passengers can explore Metro Bazar from 11am to 9 pm
- The First edition gets rolled out in partnership with WomENvision

Hyderabad, 15 June 2022: As part of a passenger engagement initiative, L&T Metro Rail (Hyderabad) Limited (L&TMRHL) has come up with an innovative concept of Metro Bazar, #ShoppingOnTheGo, an experiential shopping opportunity for metro passengers. Metro Bazar was launched today by the Chief Guest, Smt Swati Lakra IPS, Addl. DGP, Women Safety Wing, SHE Teams & Bharosa, Telangana State, in the presence of the Guest of Honour, Sri NVS Reddy, MD, HMRL; and the Special Guest, Sri KVB Reddy, MD & CEO, L&TMRHL along with other HMR officials, at Ameerpet Metro Station. The first edition of Metro Bazar is being organised in partnership with Women Envision Council for Entrepreneurship (WomENvision), a Section-8 company, working towards empowering women entrepreneurs. In order to promote women entrepreneurship, Hyderabad Metro Rail has provided the space to WomENvision at a no-cost basis for this engagement.

Metro Bazar is being organised in the format of a flea market and is available at the concourse level of Ameerpet metro station for 15 days starting from 15 June 2022. Sixteen exhibitors from WomENvision will be showcasing their products at the Metro Bazar. Passengers can explore fourteen kiosks decked up with value-for-money products ranging from apparel and artworks to beauty and herbal products among many others. Available from 11am till 9 pm, Metro Bazar would also offer a host of food items and beverages to relish. After Ameerpet, Metro Bazar would be available at other metro stations for 15 days duration each.



Speaking during the event, Smt Swati Lakra IPS, Addl. DGP, Women Safety Wing, SHE Teams & Bharosa, Telangana State, said, "It is heartening to note that Hyderabad Metro Rail is promoting gender parity and women empowerment in such a big way. Metro Bazar is indeed one good example of HMR's focus on women entrepreneurship. Such initiatives go a long way in nurturing and providing avenues to women who want to do something in their lives. My best wishes to Metro Bazar and I hope the passengers will enjoy the products on the offer, which I have seen and found to be reasonably priced."

Speaking on the occasion, Sri NVS Reddy, MD, HMRL, said, "I commend L&TMRHL for introducing Metro Bazar, an innovative mode of passenger engagement providing them a shopping experience on the go. It is also heartening to note that this concept promotes entrepreneurship in the state. This will also motivate our passengers to use the metro more often."

Sri KVB Reddy, MD & CEO, L&TMRHL said, "We are happy to launch Metro Bazar, which is in line with our consistent effort to elevate the passenger experience. We are glad that WomENvision is partnering with us for the first edition of Metro Bazar, which will help in empowering women to be financially independent."

Smt Praveena Thota Naidu, Founder Director, WomENvision, said, "We are thankful to HMRL and L&TMRHL for this opportunity with the first edition of Metro Bazar and for patronizing the unsung women entrepreneurs of WomENvision who aspire to make it big with their vision and passion."

**CPRO**  
**HMRL**