L&T Metro Rail® Hyderabad

Great Place To Work. Certified JUN 2024–JUN 2025 INDIA

10th Nov 2026

TO WHOM IT MAY CONCERN

L&T Metro Rail (Hyderabad) Limited (L&TMRHL) has partnered with **Social DNA** since December 2023 as our strategic digital partner across brand, communications, technology and online reputation.

Social DNA has helped shift how Hyderabad sees its Metro, from an infrastructure project to an everyday habit. Campaigns such as **#WhereAreYourMannersMama, #SafeRahooYaaro, #MetroMedley and #MetroForHer** turned etiquette, safety, and our stations into stories the city engages with, while retail promotion supported our non-fare revenue. Our own following has since crossed five lakh, among the largest of any Metro in India. Social DNA also built our new website, now first on Google for eight of nine key searches, along with our intranet and the Rapid Transit newsletter.

Their work has been recognised by **PRCI, afaqs! Brand Storyz and the CommuniCon Awards.**

What distinguishes Social DNA is that it thinks like a growth partner, not a vendor. The team brings strategic clarity, fresh ideas and disciplined execution, and a clear understanding of the responsibilities of a public-facing mobility brand. They monitor public conversation twice daily and respond with professionalism and pace.

We would be pleased to recommend Social DNA to any organisation seeking a partner that can envision, build, and grow its brand, from strategy and communication to technology and AI-led innovation.

Thanking you,

L&T METRO RAIL (HYDERABAD) LTD

Dr. GVNS Narendranath
Head - Corporate Communications

Registered Office:
L&T Metro Rail (Hyderabad) Limited
Hyderabad Metro Rail Administrative Building, Uppal Main Road, Nagole, Hyderabad-500039, Telangana, India
Tel: +91 40 22080000-01, Fax: +91 40 22080771, Web: www.ltmetro.in
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