



**Media Release
May 29, 2016**

A limited international edition of a book on Brand Hyderabad titled 'Hyderabad: Growing Global' authored by MD, HMRL Mr. NVS Reddy and investment banker Mr. Kali Kondury is being presented to various dignitaries and CEOs of multinational corporations by the Minister for Industry, IT, and MA&UD Mr. KT Rama Rao during his current US tour.

The first copy of 'Hyderabad: Growing Global' was presented by Mr. KT Rama Rao in the presence of the Chief Minister Mr. K Chandrashekar Rao to Mr. Tim Cook, CEO of Apple Corporation, during the inauguration of an Apple facility in Hyderabad on the 19th of this month.

This book is designed to further assist Mr. KT Rama Rao in his efforts to enhance the brand equity of Hyderabad during his extensive tour of various US cities.

Excerpts from the aesthetically designed and classy book 'Hyderabad: Growing Global' which has some stunning pictures of the city's rich heritage structures, landscape, rockscape and new age facilities:

- "From the largest and most affluent of princely states to an emerging global city, Hyderabad has come a long way: the city is vibrant and happening on many fronts—from visual and performing arts to literary festivals, culinary delights and nightlife, to sporting events, it all happens here. While the older part of the city indulges in scintillating experiences of historical exuberance, the newer city boasts a truly global dynamic. Together, Hyderabad offers a veritable elegance of a bygone era and a global chic, with equal panache." (Page 62)
- "It is said that when an American or Briton calls her credit card company or an employee at a multinational corporation calls for technology help, chances are, the phone rings in Hyderabad." (Page 169)
- "Twenty one of the fortune 100 and 150-plus of the fortune 500 corporations have presence in Hyderabad. The city also hosts the largest non-US campus of Microsoft, and India headquarters of Facebook, and Google." (Page 148)
- "The World Bank's Doing Business Report 2009 has ranked Hyderabad the second best city in India." (Page 140)



- “Mercer ranked Hyderabad the most livable city in India in 2015 and 2016. The institute for Competitiveness India ranked Hyderabad third among 50 Indian cities on its Livability Index 2013.” (Page 133)
- “By design and temperament Hyderabad is a happy city. Residents find the city’s size and pace amenable to high quality of life and for raising families. From parks spread across the city, and recreational areas to street festivals, and amateur sports, there is something for everyone.” (Page 125)
- “Trekking, hiking, rock climbing, cycling, biking, ultra marathons, triathlons...Hyderabad beckons you.” (Page 103)
- “Art, theatre, fashion, cinema, sports, international conventions, delectable cuisine...it all happens here.” (Page 64)

(Such excerpts will be periodically released to the media until the final version of the book is published and distributed in India)

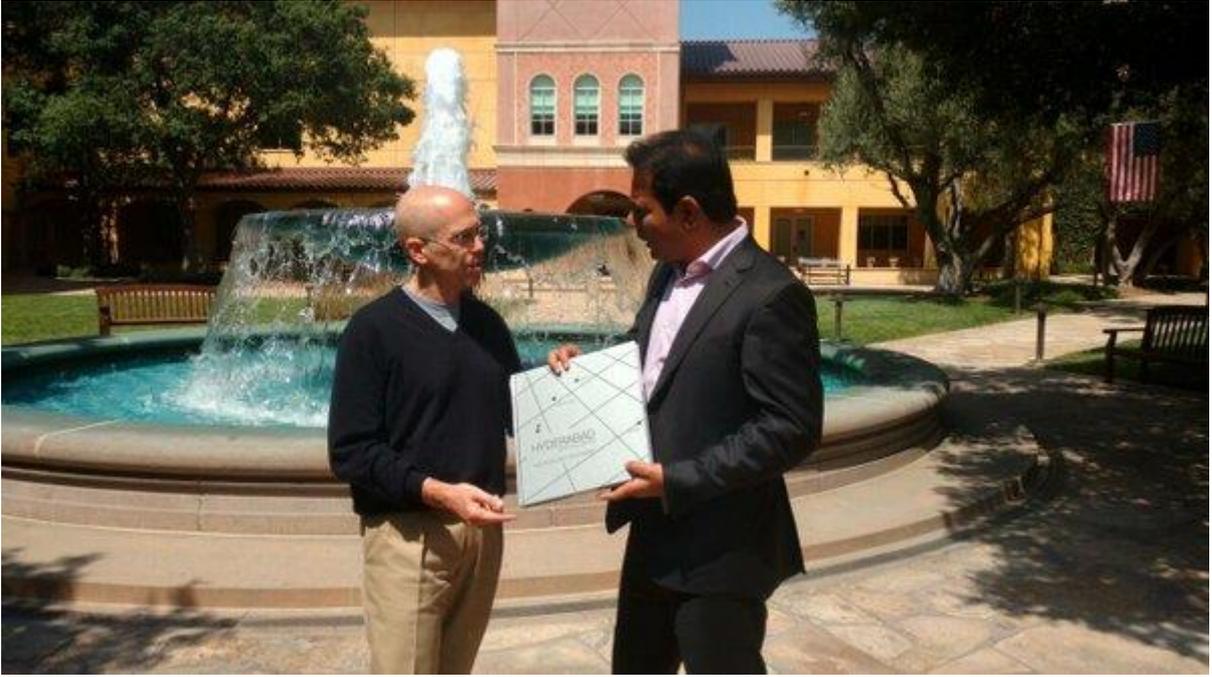
Public Relations Officer
Hyderabad Metro Rail Ltd



Minister for Industry, IT, and MA&UD Mr. KT Rama Rao presenting a book on Brand Hyderabad titled “Hyderabad: Growing Global” to the CEO of Apple Corporation, Mr. Tim Cook during the inauguration of an Apple facility in Hyderabad on May 19, 2016.



Minister for Industry, IT and MA&UD Mr. KT Rama Rao presenting Brand Hyderabad book “Hyderabad: Growing Global” to Mr. Terry Branstad, Governor, Iowa state, USA



Minister for Industry, IT and MA&UD Mr. KT Rama Rao presenting Brand Hyderabad book "Hyderabad: Growing Global" to Mr. Jeffrey Katzenberg, CEO of DreamWorks (Top Hollywood production house), in Los Angeles, USA



Minister for Industry, IT and MA&UD Mr. KT Rama Rao presenting Brand Hyderabad book "Hyderabad: Growing Global" to Dr Ausaaf Sayeed, Consul General of India in Chicago, USA