

GHIAL's "Flight of Fantasy" winners heading abroad on a free trip

GMR Hyderabad International Airport Limited (GHIAL) today announced winners of its "Flight of Fantasy", a first of its kind competition among citizens of Andhra Pradesh aimed at creating awareness about the Rajiv Gandhi International Airport at Shamshabad.

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GMR Hyderabad International Airport Limited (GHIAL) today announced winners of its 'Flight of Fantasy', a first of its kind competition among citizens of Andhra Pradesh aimed at creating awareness about the Rajiv Gandhi International Airport at Shamshabad.

The **25 lucky winners** were announced by celebrity hosts Ms. Mandira Bedi and Mr. Roshan Abbas at a gala ceremony held here. The winners will enjoy a fun-filled 3D/2N holiday at Bangkok or Kuala Lumpur.

The response to the 'Flight of Fantasy' contest was overwhelming with over 10,000 participants, making the contest a grand success. The participants belonged to Hyderabad, Vijayawada and Visakhapatnam. The contest, spread over a fortnight commencing from March 5, 2008, aimed at creating awareness about the Rajiv Gandhi International Airport at Shamshabad.

The uniqueness of the contest was that contestants could participate in by logging on to GHIAL's website www.hyderabad.aero, visiting kiosks set up across strategic locations in Hyderabad and also by tuning in to Radio Mirchi and Radio City.

The contest helped generate tremendous awareness and interest about the country's first Greenfield airport project, built up by the public private partnership (PPP) model. The contestants had to reply to five simple questions to sail through the game.

'The RGIA had already created a buzz but extending it to an online and radio as contest was a natural extension of the campaign to create awareness', says **Mr. Viswanath Attaluri, Head - Commercial, Corporate Planning & Communications**. 'The contest also provided us with an opportunity to present the RGIA beyond the traditional medium', he added.

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About GHIAL:

GMR-HIAL is a joint venture company promoted by GMR Infrastructure Ltd., (63%); Malaysia Airports Holding Berhad (11%), Airports Authority of India (13%) and Government of Andhra Pradesh (13%), with a mandate to develop a world-class international grade airport spread over 5,500 acres in Shamshabad, about 25 kms from the main city of Hyderabad.

This project - Rajiv Gandhi International Airport - is set to position Hyderabad as a prominent player in the global aviation map contributing to the prosperity, development and economic well-being of the region.

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