



# Mumbai Metro One cohorts with Connect Digital for Social Media mandate

Account won post a multi-agency pitch

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As pioneers of Metro Transportation in Mumbai, Mumbai Metro One (MMO) is delivering a cost effective, international standard metro rail service that provides a safe, reliable, comfortable and customer centric mode of transport on the Versova - Ghatkopar corridor. Striving for excellence in all their deliverables to ensure the passengers experience the highest standard of travel, MMO had decided to give an extremely fresh and dynamic look to their social media presence.

After an extended evaluation process under the multiagency pitch, Connect Digital – A part of Connect Network Inc., a creatively led social media agency headquartered in Mumbai was handpicked to manage the social media mandate for MMO. Agency will build and manage the content strategies and creatives for the brand on Facebook, Instagram and Twitter.

Shyamantak Choudhury, Business head, Mumbai Metro One, said, "Connect Digital demonstrates strong understanding of the Digital category at large. The team is motivated, diligent and pays a strong attention to detail, something that became evident in the multiple discussions we've had over a period of time. We're thrilled to partner with them as our social partners. This engagement will help us elevate our brand presence with the right Strategy, Ideation and Creative thinking. We are looking forward to creating some good and memorable work."

Speaking about the win, Haresh Nayak –MD & Founder –Connect Network Inc. stated "We are ecstatic to be working with a legacy brand to help them create visibility amongst the relevant target audience. Our team is confident to shed new light on the brand's social media pages and contribute to their growth."

**Charu Rawat – AVP – Connect Digital**, commented, "We are happy to have the opportunity to partner with Mumbai Metro One and we can't wait to build a dynamic brand presence for them. Our strategy is to enhance the top of the mind recall that the brand has created by applying creative, new age thinking and a strong storytelling narrative."

Agency looks forward to harnessing the best of their capabilities, talent, technology, and partnerships and helping Mumbai Metro One build even more powerful consumer connections."