



Metro Facebook Page Breaks 3 Lakh Likes Barrier

PUNE: Even as Metro Project work in Pune is gathering steam, the Facebook page of the project has hit a milestone – The Facebook page of Pune Metro Page has crossed 3 lakh likes barrier in a record period of 16 months. In fact, Pune Metro Rail project Facebook page is third most followed page among all other Metro Rail projects, after Nagpur and Kochi Metro Rail Projects' Facebook pages.

The Pune project's Facebook Page was launched on 8th December 2016 and reached 3 lakh milestone today (10th April 2018) in just 16 months – a record by any standards. The one lakh likes figure was achieved on 16th March 2017 – in about 3 months, as against Nagpur Metro Facebook page, which required close to 8 months in meeting the mark.

The duration required to reach 2 lakh likes mark was even lesser and Pune project achieved it in 10 months. Nagpur project page required 18 months to attend the same mark. Pune project scored again while attaining the 3 lakh mark as it took 16 months as compared to Nagpur, which had touched 3 lakh likes mark in 28 months.

In a very short span, the Pune Metro Facebook Page became very popular among netizens. This was possible because of the varied and informative posts on these pages and the quick responses to the same. And that explains its journey from launching of the page to crossing 3 lakh likes milestone in just 16 months.

“We are very happy with response to our citizens connect initiative by way of regular Metro Samvaad in locality of each of our stations in Pune, drive for making Metro Mitras and opening of Mahiti Kendras and Sahayog Kendras, in addition to regular updates on social media and website etc,” said Dr. Brijesh Dixit, MD Maha Metro. “We are looking forward to even better response from citizens and users when regular Metro Rail Services starts in Pune,” he said and thanked citizens of Pune for their continued co-operation and response in helping and expediting progress of the project.

Greeting Pune Metro team for its achievement, Tejas Shah, a prominent resident, appreciated the wonderful system created by the social media team, where feedbacks are not just acknowledged but are answered too. He wished Pune team all the best for its future endeavours.

Fact File – Pune Metro Facebook Page:

- Pune Metro Project Facebook launched on 8th December 2016
- Completed 1 lakh likes on 16th May 2017
- Touched 2 lakh mark in record 10 months on 29th October 2017
- 3 lakh likes on 10th April 2018
- 3 lakh target achieved in just 16 months
- Current number of likes – 3,00,123 (and regularly increasing)