

## **HDFC Bank Ties Up With BEST to Launch ‘Aao Bus Karein’ Campaign to Promote Greener Commuting Habits**

- ***Bank ties up with Mumbai’s BEST Bus Service to sponsor 4 Electricity Powered Buses in the city***
- ***Month-long campaign will provide free commute to over 6,000 passengers via EV bus & reduce carbon imprint by 20+ tonne***

**Mumbai, September 13, 2022:** HDFC Bank today announced a tie up with Mumbai’s BEST Bus Service to launch its ‘Aao Bus Karein’ campaign, to promote greener and healthier commuting habits in the city.

Through this campaign, HDFC Bank will run 4 Electric Vehicle AC buses across Mumbai to encourage commuters to leave their cars at home in favour of public transport. The E-buses will run on specific routes to connect commuters to key corporate parks and will ply day-long to ensure ease of mobility and convenience for commuters.

HDFC Bank Parivartan will sponsor 4 Electric-Buses in the BEST Bus Service which will ply on roads of Mumbai for 1 month starting September 13. The EV buses will ply from 7 am to 9 pm to ensure commuters can use the same mode of transport to and from their offices. To avail of this free service, commuters can show their car keys or register their details at [aaobuskarein.com](http://aaobuskarein.com) to board the bus from designated stops.

The objective of ‘Aao Bus Karein’ campaign is to warn people against the risks of the alarming climate crisis and raise awareness about its urgency. It will be a month-long campaign and is aimed towards building a low-carbon future with the aid of green mobility. This campaign is estimated to facilitate the travel of over 6,000 passengers via EV bus and reduce carbon emission by more than 20 tonne.



## NEWS RELEASE

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CIN: L65920MH1994PLC080618

For complete details please visit [aaobuskarein.com](http://aaobuskarein.com)

Routes:
Bus 1: Khar to Lower Parel
Bus 2: Chembur to BKC
Bus 3: Borivali West to Andheri West
Bus 4: Colaba to Worli

The campaign was launched at an event in Mumbai. Mr. Anjani Rathor, Chief Digital Officer, HDFC Bank and Mr Rishi Agarwal, Founder, Mumbai Sustainability Centre NGO were present at the launch ceremony.

**Mr Ravi Santhanam, Chief Marketing Officer, HDFC Bank said,** *“HDFC Bank is conscious about the environment and is committed to becoming carbon neutral by the year 2030. We are working toward sustainability goals in our operations as well as within the communities we work with. The ‘Aao Bus Karein’ campaign is an earnest step towards a greener and healthier future. Single-person automobiles as a key mode of transportation are increasing vehicular congestion of roads, triggering temperature-rise, and other global environmental crises. What we do today will determine the kind of world the next generation inherits from us. The ‘Aao Bus Karein’ campaign highlights the impact of vehicular pollution on the environment and urges people to tackle climate challenge with one bus ride, at a time.”*

HDFC Bank and BEST Bus Service have come together for the first time with the common goal of making a greener and cleaner environment.

HDFC Bank is amongst the largest corporate CSR spenders in the country. The bank’s key focus areas include care for climate, rural development, education, skill development, healthcare & hygiene, and financial literacy under Parivartan.



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### **About HDFC BANK**

For more information, please log on to: [www.hdfcbank.com](http://www.hdfcbank.com)

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