

HDFC Bank Parivartan launches #EnginesOff campaign in 40 cities

- ***Seeks to raise awareness on air pollution through street play in 126 locations***

Mumbai, June 4, 2022: To commemorate World Environment Day, HDFC Bank Parivartan today launched a high-decibel campaign called #EnginesOff to raise awareness on the importance of reducing air pollution. Through a short street play, motorists idling their vehicles at busy traffic intersections will be encouraged to switch off their engines while they wait for the signal to turn green.

The bank is rolling out this short play at over 126 busy signals in 40 cities across the country. The three-day campaign starts on June 5th and includes large metros such as Mumbai, Gurugram, Bangalore, Kolkata, and Pune, as well as smaller cities like Ludhiana, Varanasi, Nasik, Rajkot and Guwahati among others.

According to the World Health Organisation, research shows that over 7 million people die from air pollution each year. A small measure like switching off the engine can reduce an individual's emissions by half.

The street play is part of HDFC Bank's nationwide ESG campaign highlighting the small steps we can take towards sustainable progress. The campaign shows how the future can be better if we change things today. The bank also launched four unique films that highlight its social and environmental initiatives under its flagship programme Parivartan, as part of the same campaign.

"HDFC Bank has always been committed to leading responsibly. We believe that as India's largest bank, we must use our brand to create a positive social impact and make a difference in the lives of communities," said Mr. Ravi Santhanam, CMO, HDFC Bank.

"With this campaign, we want to raise awareness on the simple steps we can take to prevent a catastrophic future. We need to come together and act now so we can create a better tomorrow," he added.

HDFC Bank is the 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.

The 40 cities and locations are as follows:

<h2>#EnginesOff</h2>		
Name of City	No of locations	Locations
Chandigarh	4	Sector 8
		Sector 44
		Transport Lights
		Housing Board Lights
Mohali	2	DC Office Light point
		Suhana Lights,
Amritsar	2	Lawrence Road
		Income Tax Chownk
Ludhiana	2	Pavilion Mall Lights
		New Court Lights
Jaipur	4	RAMBAG CIRCLE
		DANIK BHASKAR CIRCLE
		NEW GATE
		JDA CIRCLE
Gorakhpur	4	Padaleganj Chauraha
		Shastri Chauraha
		Mohadipur Chauraha
		Asuran Chowk
Allahabad	3	Balson Choraha
		Medical Choraha
		Fortrate Choraha
Lucknow	4	Burlington Square
		Hazratganj Square
		Alambagh Square
		Indiragandhi Pratishthan Square
Kanpur	4	Tatmill Chauraha
		CocaCola Chauraha
		Vijay Nagar
		Ramadevi
	4	Rathyatra

Varanasi		Maldahiya
		Lanka
		District Court Charaha
Faizabad	2	Rakabganj Chauraha
		Pushpraj Chauraha
Meerut	3	Saket Chauraha
		Begum Pul
		Tej Garhi Chauraha
Sonipath	3	Rohtak Chowk
		Loharu Road
		Old Bus Stand
Bareilly	3	Chaupal Chauraha, Police Line
		Chowki Chauraha
		Circuit Chauraha
Faridabad	3	Ajrondha Chowk
		Old Faridabad Chowk
		B K Dutt Chowk
Delhi	3	
Ghaziabad	3	Hapur Chungi
		Hapur Tiraha
		Dabur Tiraha
Dehradun	3	Balram Chowk
		Prince Chowk
		Panchayati Mandir Chauraha
Noida	3	Sector 18
		Sector 16
		Sector 15
Gurgaon	3	Sector 42
		MDI Chowk
		Bristol Chowk
Jammu	3	Bikram Chowk
		Jewel chowk
		Gandhi Nagar
Srinagar	3	Jehangir Chowk
		M A Road
		Regal Chowk
Pune	3	Phineox Mall Signal, Viman Nagar

		University Road Signal
		Katraj Signal
Aurangabad	4	Kranti Chowk Signal
		Akashwani Signal
		CIDCO Signal
		Dudh Dairy Chowk
Nashik	4	CBS School
		ABB Singnal - Trambak Rd
		BYK Signal - College Rd
		Dwarka Signal
Indore	4	Palacia
		C-21
		Radission Square
		Regal Square
Ahmedabad	3	Sindhuhavan Circle
		Ashram Road
		RTO Circle
Surat	3	Swar Gate
		Athava Gate
		Gajera School Circle
Rajkot	3	Race Course Road
		100 ft Road
		Crystal Mall
Vadodara	3	Kala Ghoda
		Alkapuri - RC Dutt Road
		Rajmahal Road - Akota Bridge
Mumbai	1	Haji Ali
Hyderabad	4	Jubilee Hills
		Hi-tech city
		Khairatabad
		Gatchibowli
Vijayawada	4	Benz circle
		Ramvarampadu
		Bhavani puran
		Ibrahimpnam
Vizag	4	RTC Complex
		Maddilapalem
		Gajuwaka
		Siripuram
Nagpur	4	Eternity mall square

		RBI square
		Shankar nagar
		Chatrapati square
Bhubaneswar	3	Kalinga Hospital Square
		Commissionerate & DCP Traffic Police Office Square
		AG square
Patna	4	Dakbangla
		Exhibition Road
		Shaguna More
		Boring Road Crossing
Kolkata	3	Shyambazar Crossing
		Esplanade Crossing
		Rash Behari Crossing
Guwahati	3	ABC Point
		Rukminigaon Point
		Lalganesh
Bengaluru	3	Samsung Opera house Signal
		LIC Signal MG road
		Trinity Circle
Coimbatore	6	Lakshmi mills Signal
		Trichy Road Signal
		Airport Signal
		Gandhipuram Signal
		Hopes college
		Ukkadam Signal
Madurai	6	Goripalayam Signal
		Flower Market Signal
		Awin signal
		Guru Theatre
		Kalavasal Signal
		Keelavasal Signal



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