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NEWS RELEASE

HDFC Bank Ltd.
HDFC Bank House,
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CIN: L65920MH1994PLC080618

HDFC Bank partners with Thiruvananthapuram Police for '*Traffic Paathshala*' Initiative

- ***Campaign to educate people on Do's and Don'ts of road safety***

Thiruvananthapuram (Kerala), June 20, 2019: HDFC Bank has partnered with Thiruvananthapuram Police to #launch a road safety #initiative in the city called '*Traffic Paathshala*,' the initiative aims to make Thiruvananthapuram roads safer by creating awareness on the Do's and Don'ts of #RoadSafety.

At an event organized in the city, the initiative was inaugurated by Sri. M.K.Zulfiqer, Assistant Commissioner of Police, Traffic Police along with Mr. Srikumar Nair, Zonal Head (South Kerala), HDFC Bank, in the city by flagging off the awareness rally by '*Traffic Paathshala*' volunteers.

Nearly 4 lakh people are expected to benefit from this #Initiative, which will cover city's major road crossings such Pattom-Pottakuzhy Road, Plamoodu Junction, MG Road, KSRTC Central Bus Station, Central Railway Station, Vazhuthacaud-Thycaud stretch, Ambalamukku Junction, Connemara Market, All India Radio Road, Chalai Market, Palayam Market Road, Power House Road, DPI Road, Kowdiar-Ambalamukku Road, East Fort etc

The awareness rally which includes groups of #volunteers and HDFC Bank employees would be covering all important and busy traffic junctions across the city. These volunteers would carry branded placards having traffic #awareness messages to encourage people to follow road safety rules. While the volunteers will reward the motorists found observing traffic #discipline with a token of appreciation, the others found violating will be enrolled in the '*Traffic Paathshala*' and will be informed about the Do's and Don'ts of road safety.

Some of the important road safety rules:

- Wearing Helmets / Seat Belts while driving



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- Adhering to signals and lane discipline
- Not using mobile phone while driving
- Having all necessary documents in place
- Avoiding Drink and Drive

Speaking about this initiative Mr. Srikumar Nair, Zonal Head (South Kerala), HDFC Bank, said *“We are excited to partner with Thiruvananthapuram Police in this initiative. At HDFC Bank, we believe in giving back to the #communities we operate in. With ‘Traffic Paathshala,’ we aim to educate the general public in the city on the Do’s and Don’ts of road safety. We believe that this is the need of the hour in a city that is witnessing an increasing number of accidents and casualties.”*

To know more about HDFC Bank, log on to www.hdfcbank.com.

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