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NEWS RELEASE

HDFC Bank Ltd.
HDFC Bank House,
Senapati Bapat Marg,
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CIN: L65920MH1994PLC080618

HDFC Bank partners with Kanpur Police for ‘Traffic Paathshala’

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

Kanpur (Uttar Pradesh), September 19, 2019: HDFC Bank has partnered with Kanpur Police to launch a road safety initiative in the city. Called ‘Traffic Paathshala,’ the initiative aims to make Kanpur roads safer by creating awareness on the Do’s and Don’ts of road safety.

At an event organized in the city, the ‘Traffic Paathshala’ awareness rally of volunteers was flagged by Mr. Prem Prakash, IPS, Additional Director General of Police, Kanpur Zone, and Mr. Axay Kumar Dixit, Circle Head, Kanpur, HDFC Bank along with Mr. Anant Deo, IPS, SSP Kanpur Nagar, Mr. Susheel Kumar, IPS, Traffic SP, Kanpur Nagar; and other senior Bank officials

Nearly 5 lakh people are expected to benefit from this initiative, which will cover city’s major road crossings such as Bada Chauraha, Vijay Nagar Chauraha, Barra Chauraha, Naronia Chauraha, Kidwai Nagar, Swaroop Nagar, Govind Nagar 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
- Adhering to signals and lane discipline
- Not using mobile phone while driving



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- Having all necessary documents in place
- Avoiding Drink and Drive

This initiative is in line with the recent Indian Motor Vehicle Act introduced by the Indian Government to make our roads safer.

Speaking about this initiative Mr Axay Kumar Dixit- Circle Head, Kanpur said “We are excited to partner with Kanpur 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.”

About HDFC BANK

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