

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

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

Mangalore (Karnataka), May 14, 2019: HDFC Bank has partnered with Mangalore Police to launch a road safety initiative in the city. Called '*Traffic Paathshala*,' the initiative aims to make Mangalore roads safer by creating awareness on the Do's and Don'ts of road safety.

At an event organized in the city, the initiative was inaugurated by M Manjunatha Shetty, Assistant Commissioner of Police along with Mr. Rajnish Barua, Circle Head, Karnataka Circle 2, HDFC Bank, in the city by flagging off the awareness rally by '*Traffic Paathshala*' volunteers.

Nearly 8.5 lakhs people are expected to benefit from this initiative, which will cover city's major road crossings such as Hampankatta Signal, Jyoti Circle, Mahaveer Circle, Town Hall Mangalore, Balmatta Junction, Nanthoor Junction, Mangalore railway Station, Mangalore KSRTC Bus Standd, KPT Junction, Bejai Main Road, MG Road, Nehru Ave Cross Road, Kullur Ferry Road, Mangalore Railway Station, Bajpe Main Road, Azizuddin Road Bunder, Central Market, Platinum Theatre Falnir Road, Jeppu Bappal Road, Nandigudda Rd circle.

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:



We understand your world

NEWS RELEASE

HDFC Bank Ltd.
HDFC Bank House,
Senapati Bapat Marg,
Lower Parel,
Mumbai - 400 013.
CIN: L65920MH1994PLC080618

- Wearing Helmets / Seat Belts while driving
- 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. Rajnish Barua, Circle Head, HDFC Bank, said *"We are excited to partner with Mangalore 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.

For media queries please contact:

Sherna D'Mello
Assistant Vice President, Corporate Communications
HDFC Bank Ltd., Mumbai.
Tel: +91-22-66521251 | Mobile: 09920888014
Sherna.dmello@hdfcbank.com