

## **HDFC Bank partners with Kanpur Police for 'Traffic Paathshala' Initiative**

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

**Kanpur (Uttar Pradesh) March 16, 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 initiative was inaugurated by Mr. Sushil Kumar, Superintendent of police (Traffic), Kanpur along with Mr. Axay Kumar Dixit, Circle Head HDFC Bank, Mr. Bakul Sikka- Cluster Head, HDFC Bank, Mr. Sanjay Pandey- Cluster Head, HDFC Bank, Mr. Inderpreet Singh Sethi, Branch Manager- Birhana Road, HDFC Bank, Mr. Vishnu Pratap Singh, Branch Manager- Civil Lines Branch, HDFC Bank in the city, by flagging off the awareness rally by 'Traffic Paathshala' volunteers.

Nearly 5 lakh people are expected to benefit from this initiative, it was started from 11th March, which has cover city's major road crossings such as Chawla Market, Naubasta, Barra, Shastri Chowk, Vijay Nagar, Kalyanpur, Gumti no.5, Kidwai Nagar, Birhana Road, etc. Today it will cover Tatmil Bada Chauraha and Mall road.

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

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- 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. Axay Kumar Dixit, Circle Head, HDFC Bank 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."*

To know more about HDFC Bank, log on to [www.hdfcbank.com](http://www.hdfcbank.com).

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