

HDFC Bank partners with Puducherry Police for '*Traffic Padasalai*' Initiative

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

Puducherry, March 27, 2019: HDFC Bank has partnered with Puducherry Police to launch a road safety initiative in the city. Called '*Traffic Padasalai*,' the initiative aims to make Puducherry 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. Apoorva Gupta, Senior Superintendent of Police-Traffic / Mr. Murugavel, Superintendent of Police along with the Bank's Cluster Heads in the city, Mr. Balaji Krishnamachary and Mr. Ramachandran Seshadri by flagging off a car rally of 'Traffic Padasalai' volunteers.

Three are expected to benefit from this initiative, which will cover city's major road crossings.

Route map

Date	Start Point	End Point
27 th March	Indra Gandhi square	Saaram signal
28 th March	Nelli Thoopu signal	Kamaraj Salai – Saram Bridge
29 March	Kamaraj Salai - 45 Feet Road Junction	Vallar Salai and Thendral Nagar Junction

Groups of volunteers would be stationed at the city's busy traffic junctions including markets, residential localities, schools, and colleges where they'll hold placards 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



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violating will be enrolled in the 'Traffic Padasalai' 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
- Avoiding Drink and Drive

Speaking about this initiative Mr. Balaji Krishnamachari/Mr Ramachandran Seshadri, Cluster Head, Puducherry, HDFC Bank said, *"We are excited to partner with Puducherry Police in this initiative. At HDFC Bank, we believe in giving back to the communities we operate in. With 'Traffic Padasalai,' 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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