

HDFC Bank partners with Tirunelveli Police for '*Traffic Paadasali*' Initiative

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

Tirunelveli (Tamil Nadu), May 15, 2019: HDFC Bank has partnered with Tirunelveli Police to launch a road safety initiative in the city. Called '*Traffic Paadasalai*,' the initiative aims to make Tirunelveli 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. M. Anatharaj, Assistant Commissioner of Police along with Sivaraman R – Cluster Head, HDFC Bank, in the city by flagging off the awareness rally by '*Traffic Paadasalai*' volunteers.

Over 2 lakh people are expected to benefit from this initiative, which will cover city's major road crossings in Palayamkottai area such as Murugankurichi, Market Police Booth, Highround Signal and New Bus Stand Signal. Junctions such as Railway Station Signal, Janakiraman Signal and Thatchanallur Signal will be covered. Additionally, the initiative will also cover landmarks/places such as Town Arch, Sripuram Signal and Joyalukas Signal amongst others.

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 Paadasalai*' 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



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- Not using mobile phone while driving
- Having all necessary documents in place
- Avoiding Drink and Drive

Speaking about this initiative Sivaraman R – Cluster Head, HDFC Bank, said *“We are excited to partner with Tirunelveli Police in this initiative. At HDFC Bank, we believe in giving back to the communities we operate in. With ‘Traffic Paadasalai,’ 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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