

Shriram Life Insurance joins hands with the Traffic Police Authorities to Promote Road Safety and Protection

Shriram Life in extension of its purpose of providing financial protection to the common man families that are most vulnerable to financial impact on the untimely loss of a policyholder; joined hands with the Hyderabad Traffic Police in a campaign to bring traffic & road safety awareness amongst citizens and make Hyderabad City roads more safe & accident free.

In this regard, on 22nd October 2019 Shriram Life insurance company organized a 4 KM walk on traffic awareness. Mr Casparus JH Kromhout, MD & CEO, Shriram Life Insurance along with Mr KRC Sekhar, Director, Shriram Life Insurance also took part in the event.

During the awareness campaign, a total of 100 helmets were distributed to the motor cyclists who were not wearing helmets. They were also counseled on the spot. Promoting on road safety, free coupons worth Rs. 200 sponsored by Sriram Life Insurance were also distributed to good drivers who did not have any traffic violation history. High ranked officials from the Hyderabad Addl. Commissioner of Police Office participated in the event.

Anil Kumar, Addl. Commissioner of Police, Traffic, Hyderabad also graced the event. He shared that nearly 147,0000 citizens lose their lives due to road accidents every year out of which an average of 7000 cases occur in Hyderabad. Since Hyderabad has a huge portion of people travelling daily on two wheelers, a huge percentage of these fatalities occur due to negligence of not wearing a helmet. In light of the above facts, the awareness event was a “need of the hour” for the city commuters. The Addl. Commissioner of Police further appreciated that a big company like Shriram Insurance Company has come forward and participated in this noble program to save the lives of fellow citizens.

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that SLIC wants to “celebrate life” and that the event was also a means to talk about “protection for families and insuring that people stay protected.”