

# Follow traffic rules to earn rewards



**POSITIVE ACTION:** (from left) Jt CP Ravindra Shisve, CP Dr K Venkatesham, Bajaj Allianz CEO and MD Tapan Singhel during the press conference on Thursday.

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**PUNE:** Bajaj Allianz, in collaboration with Pune traffic police, has announced a special pricing on motor insurance policies for those who have ardently followed traffic rules and regulations in the city starting from January 2.

The pilot project will be conducted in Pune and depending on the response, the incentive might be extended to more cities and states.

Addressing media, Commissioner of Police K Venkatesham said, "Pune is the home to one of the highest number of two-wheelers in the country and the number is growing rapidly. In 2018, 240 accidents were reported in the city, which reduced to 190 in 2019. The number

has gone down significantly, and this year we hope to reduce it further by 50 per cent. The 'Abhaar Yojna' started in 2019, where drivers were given discount coupons if they had no charges in their record was a success. This year when we were thinking what more could be done, we were approached by Bajaj Allianz to launch this initiative."

Bajaj Allianz General Insurance MD and CEO Tapan Singhel said, "As far as my knowledge goes, we are the first to launch such an initiative in the country where the law-abiding commuter is rewarded rather than punishing the violator. The obsession with negativity clouds our view on positivity. We have only focused on the 1 per cent negative aspect and left the 99 per cent positive

behaviour unappreciated. We want to reward those who follow traffic rules and regulations by giving them special pricing on their motor insurance. We hope this will inspire other companies to launch incentives as well."

People who apply for insurance will receive 5 per cent to 7 per cent off on the deal depending on their history of driving charges. One year will be taken as consideration period but if the person claims to have a longer period without any charges, it can even extend to 3 years and will be awarded a higher discount. The company will take the customer's appeal and their data will be cross-checked at the police department. "If even one life is saved, then we will consider it as a success," said Singhel.