

# 1,500-helmet initiative to take home road safety message



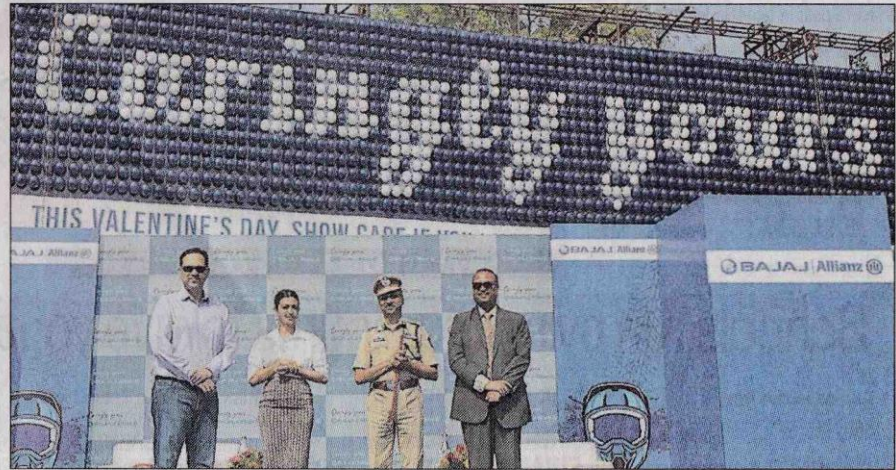
HT Correspondent

puneletters@htlive.com

**PUNE:** An insurance company unveiled a hoarding highlighting 'Caringly Yours' by using 1,500 helmets at North Main Road, Koregaon Park on Thursday.

The objective of Bajaj Allianz General Insurance behind adopting the innovative way to launch its tagline is to pass on the message to people of this city on Valentine's Day that, 'If you love, show care by wearing helmets', which not only ensures riders' safety, but also a peace of mind for their loved ones.

Sanjiv Bajaj, chairman, Bajaj Allianz General Insurance; Tapan Singhel, managing director and chief executive officer, Bajaj Allianz General Insurance in the presence of K Venkatesham, commissioner of police—Pune city and actor Rad-



▪ A hoarding was unveiled highlighting safety by using 1,500 helmets. Present at the event were (left to right) Sanjiv Bajaj, chairman, Bajaj Allianz General Insurance, Radhika Apte, actress, K Venkatesham, commissioner of police, Pune, Tapan Singhel, MD & CEO, Bajaj Allianz General Insurance. HT

hika Apte, unveiled the hoarding encouraging residents to ride safely.

Venkatesham said, "Pune has maximum number of two-wheelers in our country and also maximum number of people succumbing to road accidents. This is mainly due to not wearing hel-

met while riding."

Commenting on the new brand identity, Bajaj said, "We have been consciously building Bajaj Allianz General Insurance to be truly identified as a customer-centric robust insurer."

Talking about her association with the initiative, Apte said, "I

belong to Pune and feel for this city. I have seen several cases in Pune and around India where people have lost their lives by not wearing helmets while riding. I compliment Bajaj Allianz General Insurance for taking up the initiative to make riding safer for the people."