

Bajaj Allianz General Insurance and Pune Traffic Police come together for ride safely campaign for 2 wheelers

Pune, January 10, 2019: Bajaj Allianz General Insurance, India's leading private general insurance company headquartered from Pune in association with Pune Traffic Police today launched company's '#ProtectionLiyaKya' campaign. Under this campaign, the company will be encouraging people to wear helmets while driving their 2-wheelers and promote safe driving practises in the city.

This campaign is in line with Pune traffic police's recent move to make helmets mandatory while riding a 2-wheeler from January 1, 2019 in the city. Ms. Tejaswi Satpute, Deputy Commissioner of Police – Traffic, Pune and Mr. Tapan Singhel, MD & CEO, Bajaj Allianz General Insurance kick-started the campaign by inaugurating a huge helmet at Bajaj Allianz House. Such helmet structures will be placed across various public places in the city like shopping malls, colleges, etc. where people can pledge towards driving safely.

Commenting on the occasion Ms. Tejaswi Satpute said, "We are happy that Corporates are initiating awareness campaigns to encourage more people to wear helmets and spread the word on driving safely. Negligence of wearing helmets has caused serious injuries and deaths in the city and our aim by bringing the helmet discipline is to bring down these numbers and make city's roads safe for people to travel. And I appreciate Radio Mirchi taking this initiative to the youth of Pune"

Sharing his thoughts on the campaign, Mr. Tapan Singhel added, "Being an insurer for 27 years, one thing I have realized in the claims we receive is that, if people had taken small precautions things wouldn't have gone so bad. I have noticed that, not wearing helmets is one of the key reasons behind 2-wheeler accidental deaths. Which is why, as a company we felt we should strongly try to propagate the importance of wearing helmets. Hence, we have collaborated with the Pune Traffic Police for our #ProtectionLiyaKya campaign to make the city's road safer. It's a very small thing, but will make a big difference in lives of people and their families"

Radio Mirchi RJ Ira commented, "I Love saying Protection har jagah zaruri hai (Protection is important everywhere), so why not on our heads? #ProtectionLiyaKya is campaign we designed for Pune's two wheeler riders to communicate with the authorities and accident victims so that they'd come to realization themselves."

#ProtectionLiyaKya campaign will be further amplified on Radio Mirchi and through various social media channels of Bajaj Allianz General Insurance, thus reaching out to millions of people.

About Bajaj Allianz General Insurance

Bajaj Allianz General Insurance is one of the leading private general insurance company in India. Bajaj Allianz is a joint venture between Allianz SE, the world’s leading insurer and largest asset manager, and Bajaj Finserv Limited, India’s most diversified non-bank financial institution. Bajaj Allianz General Insurance offers general insurance products such as motor insurance, home insurance, health insurance as well as other unique insurance plans such as wedding insurance, event insurance, and film insurance. The Company began its operations in 2001 and today has a pan-India presence in 200 towns and cities. The Company has been constantly expanding its operations to be close to their customers. Bajaj Allianz General Insurance has been a profit-making company since its inception and has consistently been rated with “iAAA” rating for its claims paying ability by ICRA Limited (an associate of Moody’s Investors) consecutively for last 12 years.

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