



CHETAK FOUNDATION

Enriching Lives, Empowering Society

PRESS RELEASE

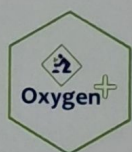
CHETAK FOUNDATION ROLLS OUT A ROAD SAFETY CAMPAIGN IN ASSOCIATION WITH SML ISUZU IN RUPNAGAR

Distributes 650 helmets to two-wheeler riders and pillion for enhancing their safety on roads under its Zindagi Plus initiative

Rupnagar / Delhi December 22, 2022: Shri M S Ramta, Executive Director (Works), SML Isuzu along with Shri Sachin JKS haritasH, Director Chetak Logistics formally rolled out Chetak Foundation`s Zindagi Plus Road Safety initiative at SML Isuzu plant in Rupnagar, today. Shri Ramta and Shri Sachin JKS haritasH distributed the first lot of customized helmets to men and women employees, drivers and security guards of SML Isuzu on two-wheelers to enhance their safety on the road, The event was at SML Isuzu plant in Rupnagar in the presence of Shri Arun Arora, Directors veteran, Chetak Foundation, its Advisory Board Member Shri Madhurendra Sinha a journalist and, Shri Sandeep Chanana, Shri Rajiv Puri, Shri Amit Kaushik, Shri Manjit Singh, Shri Ashwani Kumar and other members of the senior management of SML Isuzu.

Chetak Foundation`s Zindagi Plus initiative will distribute over 10000 helmets to the two-wheeler riders in the first phase of its Road Safety initiative. It may be noted that Indian roads continue to see Lakhs of road accidents and thousands of fatalities, most of them being two-wheeler riders. Chetak Foundation, CSR arm of Chetak Group, the leader in Automotive Logistics in India, has thus decided to address this grave area of concern.

Speaking on the occasion, **The Executive Director SML Isuzu Shri M S Ramta said,** `We are glad to note that Chetak Foundation has come forward to support SML Isuzu`s efforts to enhance safety on roads by distributing helmets to two-wheeler riders, starting with our employees. It is heartening to begin the noble campaign with us, as this is in line with our vision of ensure safety of our employees and society at large. We hope many more corporates and foundations join hands in such a noteworthy initiative`



A Chetak Group Initiative

CHETAK FOUNDATION

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Shri Sachin JKS haritash, Director, Chetak Foundation said, 'Chetak Foundation was set up as a tribute to my father Shri Jai Karan Sharma ji and it always endeavours to make a positive impact on the lives of underprivileged communities. We are happy that SML Isuzu, our cherished and respected client has joined us in this road safety campaign. I would like to thank Shri M S Ramta ji and his team in supporting our joint initiative by personally distributing helmets to two-wheeler riders. Shri Ramta`s progressive and proactive gesture will encourage us to work with even greater vigour to make roads safer. We strongly urge two-wheeler riders to always wear helmets for a Secured Zindagi`

Chetak Foundation focuses on broad areas including Education, Environment, Health, Livelihood and Road Safety, in the logistics space and public at large in the related domains.

Chetak Foundation has conceived specific interventions to enhance beneficiaries` experience. Some of these include Oxygen Plus (an environment initiative), Swasthya Plus (a Health initiative), Shikha Plus (an Education initiative) and Zindagi Plus (a Road Safety Initiative).

About Chetak Group

Established in 1979, Chetak Group takes pride in its long-range strategy of providing comprehensive logistics solutions to its customers. Equipped with over 1.5 million sqft modern warehousing facilities, across India, the Group provides Total Supply Chain Solutions including Transportation Services through all modes, Warehousing & Distribution, International Freight Forwarding, Customs Clearance & Logistics Services.

The group, located in Delhi, the national capital has 60 offices and branches spread across India at major industrial hubs, to provide effective solutions to its customers.

Chetak Group is known for its `On-time performance and Quality Service. Equipped with over 2400 customised vehicles, Chetak enjoys the impressive clientele of industry leaders in automobiles since its inception. These include all major national and global automobile brands such as Maruti Suzuki, Tata, Hyundai, JCV, Kia, Honda, among many others.



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About SML Isuzu

SML Isuzu Limited is a trusted and reliable commercial vehicles manufacturer since 1985. It has over 33 years` experience in producing light and medium commercial vehicles to meet the Indian customers` needs.

SML Isuzu is the first company to manufacture and supply the state of the are fully built bussed, ambulances and customised vehicles.

For more information, please contact.

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