

**PRESS RELEASE**

**KANPUR TRAFFIC COMMISSIONER SHRI B B G R S MURTHY ROLLS OUT  
CHETAK FOUNDATION'S ZINDAGI PLUS ROAD SAFETY INITIATIVE**

**Distributes first lots of helmets to two-wheeler borne traffic police for  
enhancing their safety on roads**

**Kanpur February 11, 2022:** Shri B B G T S Murthy, Kanpur Traffic Commissioner formally rolled out Chetak Foundation's Zindagi Plus Road Safety initiatives. The Commissioner distributed the first lot of customized helmets to men and women members of Kanpur Traffic Police on two-wheelers to enhance their safety on the road, at an event held at the Commissionerate, here today, in the presence of Shri Chandan Agarwal, Shri Sachin Haritash, Shri Arun Arora, Directors, Chetak Foundation, its Advisory Board Member Shri Madhurendra Sinha a veteran journalist and Shri Rajeev Talreja, a Kanpur based renowned business entrepreneur.

Chetak Foundation's Zindagi Plus initiative will distribute over 1000 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, a majority 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, **Kanpur Traffic Commissioner Shri B B G t S Murthy said**, "We are glad to note that Chetak Foundation has come forward to support the government's efforts to enhance safety on roads by distributing helmets to two-wheeler riders, starting with Traffic Police. It is heartening to begin the noble campaign with traffic police, as it will not only ensure their safety, it will also help them lead by example. We hope many more corporates and foundations join hands in such a noteworthy initiative"

**Shri Chandan Agarwal, Director, Governing Board, Chetak Foundation** said, "Chetak Foundation has always endeavoured to make a positive impact on the lives of underprivileged communities. We are really happy that the Traffic Commissioner has blessed our initiative to personally distribute the first set of helmets to the role models traffic Police.



A Chetak Group Initiative

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# CHETAK FOUNDATION

Enriching Lives, Empowering Society

*Commissioner's progressive and proactive gesture will encourage us to work with even greater vigour to make Kanpur Road 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), Swasthaya Plus (a Health initiative), Shiksha 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, in order 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.

For more information, please contact.

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