

Diageo India together with IRTE extends capacity-building training to the Indian Navy in Karnataka

Over 500 Indian Navy officers trained during the program

Karwar, October 04, 2019: Diageo India today announced the launch of its Road to Safety Capacity Building Program for the Indian Navy in Karwar together with the Institute of Road Traffic Education (IRTE). The program was inaugurated in the august presence of **Dr. Rohit Baluja, President, Institute of Road Traffic Education (IRTE)** and a Naval Officer of Karwar Naval Base.

According to The Ministry of Road Transport and Highways (MORTH), in India, over 4,64,910 road accidents and over 1,47,913 fatalities have been reported during the year 2017. In Karnataka, **a total of 10609 fatalities took place due to road accidents in 2017** as compared to **11133 in 2016**. In 2017, the number of road accident were 42542 and people injured due to road accidents were 57532, which is a huge number. Although the number of road fatalities have decreased by 4.7%, the menace continues to frighten the state.

Aimed at achieving higher levels of efficiency and effectiveness, the two-day program will be held on **October 03-04, 2019** at Karwar Naval Base and will provide capacity building training to the Indian Navy, Sailors and Provost Officers on road accident investigation and traffic management. The training will include modules on "Traffic control devices", "Motor vehicle driving regulations" and "Defensive driving"

Commenting on the initiative, **Abanti Sankaranarayanan, Chief Strategy and Corporate Affairs Officer, Diageo India** said, *"Diageo India's 'Road to Safety' initiative aims to create the necessary impact to address the appalling state of road safety in our country. It is an honour to extend our Road to Safety initiative to the Indian Navy who work selflessly in the service of the nation. The support of the Indian Navy will go a long way towards achieving this vision and creating a national movement around road safety."*

Dr. Rohit Baluja, President, Institute of Road Traffic Education (IRTE) said, *"Indian armed forces demonstrate the very basis of discipline which needs to be witnessed on our roads today. It is indeed an honour and pleasure for IRTE to deliver an awareness programme on road safety to the sailors and officers of the Indian Navy. The persistent support of Diageo India towards this initiative needs to be complimented. This association demonstrates the successful example of the Public, Private, Government and Corporate partnership towards building a road-safe-India."*

The capacity building training program witnessed participation of over 500 Navy Officials and till date over 4000 Navy Officials have been trained. The Diageo India- IRTE 'Road to Safety' initiative is currently in its 5th year. Each programme is conducted by an expert panel of faculty of the IRTE. Since 2014, the programme has trained over 5020 police officials and 10,445 other participants which include Navy Officers, Engineers, Transport Officers, Commercial Vehicle Drivers and School Teachers. The training programs have massively taken place in 22 states & Union Territories and 65 cities till date.

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Diageo India is the country's leading beverage alcohol company and a subsidiary of global leader Diageo plc. The company manufactures, sells and distributes an outstanding portfolio of premium brands such as Johnnie Walker, Black Dog, Black & White, VAT 69, Antiquity, Signature, Royal Challenge, McDowell's No.1, Smirnoff and Captain Morgan.



DIAGEO

Headquartered in Bengaluru, our wide footprint is supported by a committed team of over 3500 employees, 50 manufacturing facilities across states and union territories in India, a strong distribution network and a state-of-the-art Technical Centre.

Incorporated in India as United Spirits Limited (USL), the company is listed on both the National Stock Exchange (NSE) and Bombay Stock Exchange (BSE) in India. For more information about Diageo India, our people, our brands, and performance, visit us at www.diageoindia.com. Promoting responsible consumption of alcohol is at the core of our business.

Visit Diageo's global responsible drinking resource, <http://www.DRINKiQ.com>, for information, initiatives, and ways to share best practices.

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