

Diageo India Launches Driver Sensitisation Tab labs in Goa under its ‘Wrong Side of The Road’ initiative

- *The Tab Lab in Panaji, part of Diageo India’s ‘Wrong Side of the Road’ (WSOTR) initiative, was inaugurated by the Hon’ble Chief Minister of Goa, Dr. Pramod Sawant. WSOTR Tab labs are now operational across all 7 RTOs in Goa*
- *By 2030, Diageo India aims to drive awareness and change the attitudes of 1 million people towards drink driving.*

27 May 2025, Panaji – Diageo India (United Spirits Limited), in partnership with BharatCares and the Directorate of Transport, Government of Goa, today inaugurated a new Driver Sensitisation Tab Lab at the RTO Panaji under its ‘Wrong Side of the Road’ (WSOTR) initiative. The Tab Lab was inaugurated by Dr. Pramod Sawant, Hon’ble Chief Minister of Goa, marking a significant milestone in Diageo India’s mission to promote road safety and responsible consumption. With this launch, WSOTR centres are now present across all RTOs in Goa.

Aligned with Diageo India’s ‘Spirit of Progress’ ESG action plan, Wrong Side of the Road (WSOTR) is an education-led, behavioural change initiative that leverages digital tools to address drink driving. Delivered through immersive, tech-enabled modules, WSOTR engages drivers with real-life scenario simulations to highlight the consequences of unsafe driving. At the Tab Labs, a mandatory 45-minute module for all new driving license applicants features interactive video content and behavioural assessments designed to promote safe driving habits. By simulating real-life scenarios, the program emphasizes the importance of safety, making a tangible impact on driver behaviour and road safety. The new Tab Lab in Panaji is part of a growing network of 70+ Tab Labs across India, reinforcing a nationwide commitment to road safety.

Dr. Pramod Sawant, Hon’ble Chief Minister of Goa, said: *We congratulate and thank BharatCares and Diageo India for implementing this CSR project. ‘Wrong Side of the Road’ education modules highlight the many common mistakes we make while riding or driving, and how these mistakes can impact someone’s life and family. It is compulsory for all licence applicants to watch this 45-minute film to ensure that this small step leads to a long-term impact in reducing accidents. This initiative will certainly help in bringing down the number of accidents. Our RTOs will also support this by enforcing the rule that no licence will be issued or renewed without watching the film.*

Devashish Dasgupta, Head of Corporate Relations, Diageo India, said: *Changing attitudes is key to addressing the root causes of drink driving. As part of our Spirit of Progress ESG plan, we encourage responsible consumption and have invested in multiple education programmes. With our partners at BharatCares and the support of the Government of Goa, we are scaling our WSOTR initiative to equip drivers with the knowledge and awareness they need to make responsible choices. We are proud to now have a Tab Lab in every RTO across Goa.*

Abhishek Tyagi, AVP – Social Impact Programs, BharatCares: BharatCares is proud to partner with Diageo India on this transformative journey towards shaping positive behaviours and championing road safety. Our collaboration demonstrates the power of innovation, education, and technology in addressing critical societal challenges. Through initiatives like the Tab Lab, we are fostering a collective effort to build safer, more responsible communities.

About BharatCares: BharatCares stands tall amongst the Top 50 Social Impact Organizations in India. Operating under SMEC Trust, a group organisation of CSRBOX, BharatCares has been specifically established and curated for program delivery. Our commitment revolves around the principles of innovation, technology, and scalability, aiming to address societal challenges comprehensively. Functioning as a social solution bridge, BharatCares fosters collaboration among government organizations, communities, innovators, and funders to implement the most effective models. Our flagship initiatives focus on improving education, employability, rural and healthcare infrastructure, entrepreneurship, environmental sustainability & road safety.

About Diageo India: Diageo India is among India’s leading beverage alcohol (alcobev) companies with an outstanding portfolio of premium brands. A subsidiary of Diageo Plc., it is **listed in India on both the National Stock Exchange (NSE) and Bombay Stock Exchange (BSE) as United Spirits Limited (USL)**. Headquartered in Bengaluru, Diageo India has one of the largest manufacturing footprints in alcobev with 35 facilities across India. It manufactures, sells, and distributes Johnnie Walker, Black Dog, Black & White, VAT 69, Antiquity, Signature, The Singleton, Royal Challenge, McDowell’s No1, Smirnoff, Ketel One, Tanqueray, Captain Morgan and Godawan, an artisanal single malt whisky from India, bringing together global expertise and local pride to deliver innovative, world-class products and experiences to consumers. With a strong focus on driving a positive impact on society, Diageo India has been working on collective action to improve livelihoods, championing Grain to Glass sustainability, responsible consumption and nurturing the alcobev ecosystem, to contribute to India’s growth agenda.

For more information about Diageo India, our people, our brands, and our performance, visit us at www.diageoindia.com. Visit Diageo's global responsible drinking resource, <http://www.DRINKiQ.com>, for information, initiatives, and ways to share best practices.

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