

Diageo India Inaugurates Driver Sensitisation Tab Lab at RTO Rajahmundry, Andhra Pradesh

By 2030, Diageo India aims to drive awareness and change the attitudes of 1 million people towards drink driving.

27 April 2026, Rajahmundry: Diageo India (United Spirits Limited), in partnership with BHARATCARES and the Transport Department, Government of Andhra Pradesh has inaugurated a new Driver Sensitisation Tab Lab at the Regional Transport Office (RTO) in Rajahmundry under its 'Wrong Side of the Road' (WSOTR) initiative. This marks a significant milestone in Diageo India's mission to promote road safety and responsible consumption. With this launch, WSOTR Tab-Lab centres are now present across 4 RTOs in Andhra Pradesh.

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 Rajahmundry is part of a growing network of 83 Labs across the country, reinforcing a nationwide commitment to road safety.

R. Suresh, District Transport Officer, "Our primary objective is to encourage responsible and informed driving to enhance road safety in Rajahmundry. The 'Driver Sensitisation Tab Lab' established at the RTO leverages innovative, technology-driven methods to train drivers and raise awareness about real-world road conditions and safe driving practices. Initiatives like these are instrumental in instilling responsible driving behaviour from the very beginning. We also appreciate the support extended by Diageo India and BHARATCARES in successfully implementing this programme."

Devashish Dasgupta, Head of Corporate Relations, Diageo India, said "As part of our Spirit of Progress ESG agenda, we are committed to promoting responsible consumption and have invested in a range of educational initiatives. In partnership with BHARATCARES and with the support of the Government of Andhra Pradesh, we are expanding our WSOTR programme to empower drivers with the knowledge and awareness needed to make responsible decisions. Driving meaningful change in attitudes is essential to addressing this issue. We are proud to have established Tab Labs across 4 RTOs in the state."

Basant Sahu, BHARATCARES said "BHARATCARES is honoured to collaborate with Diageo India in advancing a shared vision of safer roads and responsible behaviour. This partnership reflects how innovation, technology, and targeted education can come together to create meaningful social impact. Through initiatives such as the Tab Lab, we are enabling individuals to make informed choices while contributing to a broader culture of safety and responsibility across communities."

About Bharatcares: BHARATCARES stands tall amongst the Top 50 Social Impact Organizations in India. Operating under SMEC Trust, a group organisation of BHARATCARES, 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, 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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