

## **PVR INOX AS PART OF ITS SDGs COMMITMENT COMMENCES ITS COALITION PARTNERSHIP WITH INTERNATIONAL ROAD SAFETY FEDERATION (INDIA CHAPTER)**

*~Train employees and make consumers aware of the importance of Road Safety in Cinemas~*

**National, January 19, 2023:** PVR INOX, the largest and the most premium cinema exhibitor in India as part of the coalition partnership with International Road Safety Federation (India Chapter) has announced the launch of its various initiatives to make its employees and consumers aware of the importance of Road Safety. Besides making road safety as an integral part of its training program, a Public Service Awareness (PSA) film is being screened in its theatres across India. These initiatives form a part of its commitment of working towards SDG Target 3.6 that aims to reduce global deaths and injuries from road traffic accidents by half by 2030.

The launch event on January 19 on the occasion of 35th National Road Safety Month included a training program conducted by International Road Safety Federation (India Chapter) for its frontline operational staff of PVR INOX cinemas in Delhi NCR. The Training Module titled, 'Road Safety = My Safety' comprises check list to keep safe from accidents for Pedestrians, 2-Wheeler Users, 4-Wheeler Users, Understanding Road Signs, actions to take in case of Accident and lifesavers to avoid accidents. Making Road Safety as an integral part of its training curriculum, PVR INOX has included the module on educating its operational staff about the perils of reckless and irresponsible driving on its Springboard LXP (learning experience platform) both via Mobile & Web.

Road safety remains a significant developmental issue and a predominant cause of death and injury worldwide. As per The Ministry of Road Transport and Highways 2021, a total of 4,12,432 road accidents were reported resulting in the loss of 1,53,972 lives and causing injuries to 3,84,448 individuals. Regrettably, the age group most severely impacted is 18-45 years, constituting approximately 67 percent of the total accidental deaths.

PVR INOX as part of its corporate social responsibility is among the signatories of the agreement under the 'Forum for coalition of public-private partners in road safety' that works together to promote and improve road safety scenarios in the country. By signing this agreement, all partners demonstrate their commitment of working together to reduce road accidents and creating safer road environments for all road users and achieving reduction of road accidents and fatalities by more than 50% by the end of 2030.

Expressing satisfaction on the association, **Mr. Sanjeev Kumar Bijli, Executive Director, PVR INOX Limited,** said, *"Our employees' safety is critical to our overall success and while we invest in employee welfare schemes, it is important to also educate them on Road Safety as they are road users either as pedestrians, motorcyclists or motorists and learn to value their lives. By making Road Safety as part of our training program, we ensure that inclusion of a lifesaving subject such as Road Safety percolates to every employee and they not only safe guard themselves but also become good Samaritans to save the lives of people involved in road accidents by taking the right action at the crucial time. We are happy to be part of the coalition partnership with International Road Safety Federation on addressing one of the biggest public health, social and economic issues in the country".*

The International Road Federation (IRF) is a global, independent, not-for-profit, membership-based organization active since 1948, representing leading corporate and institutional players drawn from the road and mobility sectors worldwide. Its mission is to promote the development of roads and road networks that enable access and sustainable mobility for all. With headquarters in Geneva, Switzerland, the Federation also encompasses an IRF Chapter in New Delhi, India, an IRF Africa Board, and regional representation and ambassadors around the world. The International Road Federation IRF India Chapter has been active in India since February 2009 with aims and objectives in consonance with those of its Geneva based parent body, International Road Federation Geneva Programme Centre, which had initiated and consolidated Road Safety activities in a major way in India since 2005.

Speaking at commencement of the partnership with PVR INOX, **Mr. Kiran K. Kapila, Founder President, International Road Federation-India Chapter and President Emeritus, International Road Federation**, said, *“Despite notable progress, Road Safety remains an urgent global issue. We are happy to have PVR INOX as one of our coalition partners in the forum for coalition of public-private partners in road safety. The significant impact of cinema and the extensive reach of PVR INOX theatres, along with their large workforce would be fully utilized to educate road users about road safety. This initiative is rooted in the belief that road crashes are largely preventable and road safety is a shared responsibility. Looking at the magnitude of the problem especially in India where road accidents and resulting fatalities among children and youth the most, we need to take cognizance of the issue and join hands to make road safety a social movement. Coalition have already been launched in Morocco, Pakistan, Tanzania and now with India joining the fold, we hope to mitigate the problem”.*

Road traffic injuries are the leading cause of death globally and the principal cause of death in the age group of 15 to 49 years. During the calendar year 2021, road crashes in India claimed about 1.5 lakh lives and caused injuries to more than 3.8 lakh people. Road accidents being the result of inter-play of multiple factors, multi-prong measures are needed to reduce the number of accidents and fatalities. Therefore, the Ministry of Road Transport and Highways has initiated a proactive policy approach towards road safety by incorporating active participation of all stakeholders across the country.

## **About IRF**

Established in 1948, IRF is a membership-based organisation, representing leading corporate and institutional players drawn from the road and mobility sectors worldwide. Its mission is to promote the development of roads and road networks that enable access and sustainable mobility for all. Its approach is centred on key strategic components of knowledge transfer & information sharing, connecting people, businesses and organisations and policy & advocacy. Through its Expert Groups and Committees that address key economic, environmental and social issues, IRF is qualified and able to make a decisive global contribution to the transport sector. As a not-for-profit organisation, based in Switzerland, IRF provides a neutral and global platform for the road and mobility sectors.

For further information, please visit, [www.irfnet.ch](http://www.irfnet.ch)

## About IRF India Chapter

The International Road Federation IRF India Chapter has been active in India since February 2009 with aims and objectives in consonance with those of its Geneva based parent body, International Road Federation Geneva Programme Centre, which had initiated and consolidated Road Safety activities in a major way in India since 2005. Accordingly, IRF-IC works for economic, safer and sustainable roads through improved design, construction, maintenance and management. It brings together a formidable body of expertise and experience of its Indian members, from both private and public sectors, engaged in road infrastructure development and related business for furthering the cause of (i) Road Safety (ii) Environment (iii) Road Finance and (iv) Intelligent Transport Systems (ITS).

For further information, please visit, <https://indiairf.com/>

## About PVR INOX

PVR INOX Limited is the largest film exhibition company in India with **1708 screens across 359 properties in 113 cities (India and Sri Lanka)**.

Since their inception, both PVR and INOX have created iconic cinema brands with storied histories of achieving significant milestones and setting benchmarks in the film exhibition industry. With a collective heritage of transforming out-of-home entertainment in the country, the merged company offers a wide range of cinema services such as child friendly audis, the latest screening technology, superior sound systems, wide range of F&B offerings, film and non-film content and an array of formats in the premium screen category.

For further information, please visit: <http://www.pvrcinemas.com>

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