

Fortis Hospitals in association with Bangalore Traffic Police reminds bikers of safety on World Head Injury Day

100 full face helmets were distributed at various signals

Bengaluru, March 18, 2017: Fortis Hospitals, Bengaluru, on the occasion of World Head Injury day, 20th March, took an initiative to promote use of helmets while riding. In association with Bangalore Traffic Police, three days drive started on Friday March 17 and will end on Monday, March 20 conducted on various signals of Jayanagar 4th block, Cunningham Road, Nayandahalli, JP Nagar, Gopalan Mall, Inner Ring Road, Outer Ring Road and Rajajinagar. Traffic police at the signals gave away the helmets along with the pink slips to the people who were seen without wearing a helmet.

The aim of the initiative is to raise awareness on the importance of using helmets while riding to ensure minimal damage in case of accidents.

According to World Health Organisation, 1.25 million people lose their life to road traffic crashes every year. WHO also states that In Karnataka there is about 42 million registered vehicles, of which 71% are motorized two-wheelers. The state capital, Bangalore, has 2 million registered vehicles, 75% of which are two-wheelers. Injuries to the head and neck are the main cause of death according to the survey.

In line with this, **Dr. Manish Mattoo, Zonal Director, Fortis Hospitals, Bangalore** said, 'People somehow tend to ignore basic safety tools like helmets which in turn give them serious head injuries. Through this initiative we want to alert people on road safety and that a lot of cases of head-injuries due to accidents can be avoided if taken care. We are here to help commuters by gifting them the helmets and educating them about head injuries and its severity.'

Fortis Hospitals Bangalore has been taking several initiatives to spread awareness on safety regarding various healthcare issues in India.

About Fortis Healthcare Limited

Fortis Healthcare Limited is a leading integrated healthcare delivery service provider in India. The healthcare verticals of the company primarily comprise hospitals, diagnostics and day care specialty facilities. Currently, the company operates its healthcare delivery services in India, Dubai, Mauritius and Sri Lanka with 45 healthcare facilities (including projects under development), approximately 10,000 potential beds and over 330 diagnostic centres.

Fortis Healthcare	Brand Comm
Geethanjali U / SnehaKumari 8050609806 / 8880038009 geethanjali.u@fortishealthcare.com / sneha.kumari@fortishealthcare.com	Niranjana Jayakumar/ Vinod 9620664969/9741183199 niranjana@brand-comm.com / vinod@brand-comm.com