

Traffic Police and Fortis Hospital, Vashi, flag-off Women's Bike Rally

~ Over 250 women riders rode from Centre One, Vashi to Nerul,
covering 10kms to spread awareness about importance of road safety ~

Navi Mumbai, January 3, 2017: Taking forth the 'Road Safety Campaign', Navi Mumbai's Traffic Police and Fortis Hospital, Vashi, flagged off the 'Women's Bike Rally' today. There were over 250 enthusiastic women bikers who participated in this initiative aimed at educating the public on the importance of wearing helmets while riding two wheelers.

Hon. Dr. Rajendra Mane, DCP Traffic Branch, Hon. Pradeep Mane, ACP, Zone-1, Traffic Branch and **Hon. Pradeep Jadhav, ACP, ZONE-2 Traffic Branch**, were all in attendance, joining hands with Fortis Hospital to promote the cause of road safety at Centre One Mall, Vashi. Also in attendance were **Dr. Sunil Kutty, Senior Neuro Surgeon** and **Dr. Sushil Lahane, Head, Emergency Dept. from Fortis Hospital, Vashi** to raise awareness on motorists safety.

Addressing the gathering of supporters that comprised of school children, their teachers, college-goers, their professors, senior citizens and over 1000 responsible citizens, **Hon. Dr. Rajendra Mane, DCP Traffic Branch**, said, *"Two-wheelers are the most convenient and efficient means of travel especially in dense traffic areas, prompting more commuters to opt for this medium. However, two-wheelers account for the most number of road accidents caused due to rash driving. Head injuries forming single largest reason for the majority of road accident deaths, safe driving methods need to be imbibed into young drivers so as to protect one from fatal impacts. Following lane discipline and wearing helmets reduces risk of fatalities to a great extent. This campaign is our effort to inculcate just this".*

The biker cavalcade, on its journey from Centre One mall, Vashi to Centre One mall, Nerul, engaged with motorists and pedestrians about the importance of road safety and the fatalities that could be avoided. **Dr Manisha Bobade, Facility Director at Fortis Hospital Vashi**, said, *"Through this unique Women's Biker Rally, we at Fortis Hospital, Vashi are joining hands with the Traffic Police of Navi Mumbai, in an attempt to highlight the importance of maintaining road safety and discipline, which will go a long way in saving precious lives. We are thankful to the Navi Mumbaikars who passionately supported us for this cause."*

Dr Sunil Kutty, Senior Neurosurgeon at Fortis Hospital, Vashi, spoke about his experience with traffic accidents, *"We see many victims of two-wheeler related fatalities, with varying degrees of injuries. These fatalities predominantly occur as the riders often don't wear helmets or ride dangerously putting their lives at risk."*

Navi Mumbai's 'Road Safety Campaign' is launched with an objective of spreading awareness about importance of observing safety on roads and to engage motorists and citizens to propagate safe driving. Fortis Hospital, Vashi, is the Health Partner for this initiative driven by Navi Mumbai Traffic Police, for its two-week campaign, which runs from January 9, 2017 to January 22, 2017.

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.

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