

## **Diageo India and Indian School of Management & Entrepreneurship (ISME) collaborate for Road Safety in India**

*Over 100 students pledged their support for the cause of road safety*

**Mumbai, April 25, 2018:** On the occasion of National Road Safety Week, **Indian School of Management & Entrepreneurship (ISME)** and **Diageo India** hosted a panel discussion in collaboration with NDTV to deliberate on solutions and share best practices and learnings that will help address the issues of road safety in India. The discussion saw various insights coming from panel members - **Mr. Amitesh Kumar, Joint Commissioner Police, Mumbai Traffic Police; Dr. Indu Shahani, President and Chair, ISME; Abanti Sankaranarayanan, Chief Strategy & Corporate Affair Officer, Diageo India; renowned writer and columnist Mr. Anil Dharker and Bollywood Actor Mr. Nasir Abdullah.** Also present at the event were NGOs including **United for Mumbai, Road Safety Foundation and CII Young Indians**, who have been consistently working towards the cause of road safety.

Addressing the appalling state of road accidents in the country, the guests at the panel discussed different issues affecting the safety of Indian citizens on roads within the cities and national highways. Participants also discussed the menace of Drink Driving, increasing number of deaths on national highways due to irresponsible driving, strengthening licensing mechanism and the role of youth in overcoming the problem of road crashes.

~END~

### **About Diageo India**

Diageo India is the country's leading beverage alcohol company and a subsidiary of global leader Diageo plc. The company manufactures, sells and distributes an outstanding portfolio of premium brands such as Johnnie Walker, Black Dog, Black & White, VAT 69, Antiquity, Signature, Royal Challenge, McDowell's No.1, Smirnoff, Captain Morgan and Four Seasons.

Headquartered in Bengaluru, our wide footprint is supported by a committed team of over 5000 employees, 60 manufacturing facilities across states and union territories in India, a strong distribution network and a state-of-the-art Technical Centre.

Incorporated in India as United Spirits Limited (USL), the company is listed on both the National Stock Exchange (NSE) and Bombay Stock Exchange (BSE) in India. For more information about Diageo India, our people, our brands, and performance, visit us at [www.diageoindia.com](http://www.diageoindia.com). Promoting responsible consumption of alcohol is at the core of our business. Visit Diageo's global responsible drinking resource, [www.DRINKiQ.com](http://www.DRINKiQ.com), for information, initiatives, and ways to share best practices.

Celebrating life, every day, everywhere.