

FOR A SOCIAL CAUSE

Under AutoLife campaign, a social responsibility initiative by IndiaFirst Life Insurance, automobile dealers have come together for the cause of promoting safer roads. Supported by FADA for the initiative, the company has tied with up 100 automobile dealers and in Uttar Pradesh. Samrat Motors Pvt. Ltd., Satya Two Wheelers Ventures

Pvt. Ltd., Tirupati Service Ltd., SRM Motors Pvt. Ltd. and SAS Automotive Pvt. Ltd have joined the campaign. The initiative encourages good road behaviour such as avoiding noise pollution by no unnecessary honking, reducing accidents by no over taking from the left and no driving with high beam headlights in the city.

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