

## Vodafone India and SaveLIFE Foundations Promote Safety in Mobility with the launch of India's First "DISTRACTED DRIVING REPORT": A study on Mobile Phone Usage, Pattern and Behavior

- Launched a Unique Comprehensive Road Safe Mobile app to prevent Distracted Driving
- Mass Awareness film on Hazards of Distracted Driving Released #Oktolgnore

**New Delhi, April 28th, 2017** – A strong commitment to Health safety well being and zero tolerance to distracted driving saw first of its kind study Released by **SaveLIFE Foundation** and **Vodafone India Ltd** under the theme of "**Safety in Mobility**" at a Press Conference at The Lalit Hotel, New Delhi, Today.

The study reveals **94%** of people acknowledge using mobile phones during driving is dangerous but **47%** of them admit they do receive calls while driving. The report titled, "**Distracted Driving in India: A Study on Mobile Phone Usage, Pattern and Behaviour**" was released today by **Mr P Balaji, Director Vodafone India** and **Saji Cherian, Director Operations Savelife Foundation**. Joint Secretary of the Ministry of Road Transport & Highways, **Mr.Abhay Damle** graced the Study release and also launched the **Vodafone-SaveLIFE Foundation "Road Safe" mobile application** which aims to keep drivers away from distractions while driving, also providing useful tips for safe driving.

### Key highlights to be inserted in box

- 41% people use phones for work-related purposes while driving
- 94% believe that using mobile phones while driving is dangerous
- 68% support the use of enforcement cameras to apprehend drivers who use mobile phones while driving
- 60% people do not stop at a safe location before receiving calls
- 20% people have had a near-miss or a road crash due to using mobile phone while driving

### ABOUT THE STUDY

This first of a kind study released in India is based on a survey conducted by international research agency Kantar Public covering 8 cities with a total of 1749 respondents covering four typologies of drivers, two-wheelers, three-wheelers, four-wheelers and truck/bus drivers.

Major findings of the study reveal **34 %** of all respondents tend to apply sudden brakes when talking on the phone while driving, while **20%** of respondents shared that they have had a near-miss or a road crash due to using mobile phones while driving. Survey findings also bring out **96% people** feel **unsafe** as passengers if the driver was using mobile phone while driving.

### ABOUT THE APP

The Vodafone-SaveLIFE Foundation "Road Safe" mobile application has been developed, under the 'Safety in Mobility' theme which helps to improve Road Safety in India. A key feature in the app is promoting **Distraction Free Driving** (Android only) which will automatically

disable calls/SMS/Push notifications for the driver when vehicle speed is above 10 km/hour. The Road Safe app also has Road Safety tips and information on Traffic fines and offenses

**About Mass Education film #Oktolgnore**



A short mass education public interest film is being launched to alert citizens to ignore the phone where it really matters #OktoIgnore. The Film on hazards of distracted driving will be broadcast on TV, Cinema halls, out of home media and social media

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**Mr. Abhay Damle, Joint Secretary, MoRTH** stated that, “We thank Savelife Foundation and Vodafone India for launching the Road Safe App and study on Distracted driving. Government aims to make our roads Safe and have minimal loss of precious lives.”

**Mr. P. Balaji- Director, Regulatory, External Affairs, Regulatory & CSR, Vodafone India** stated that “At Vodafone, achieving the highest standards of Health, Safety and Wellbeing for employees, associates, customers, community and wider public at large has always been and continues to be an absolute priority. From CSR & Sustainability perspective too, we have been actively engaged in taking this focus on HSW forward especially in the domain of road safety. We hope to save many lives through the mobile app and alert citizens on hazards of distracted driving Through the study Encourage citizens to use road safe mobile app to prevent any mishaps while driving “

**Mr. Saji Cherian, Director, Operations, SaveLIFE Foundation** stated that, “This study is path breaking as it categorically confirms for the first time that use of mobile phones while driving is rampant in India. The focus is also on solving the problem by launching the Vodafone-SaveLIFE Foundation Road Safe mobile application that will help drivers remain distraction-free while driving”

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### **About SaveLIFE Foundation**

SaveLIFE Foundation (SLF) is an independent, non-profit, non-governmental organization focused on improving road safety and emergency medical care across India. SLF combines innovative on-ground interventions with advocacy for stronger national level policies to establish a sustainable framework for Road Safety in India.

### **About Vodafone India Limited**

Vodafone India is a 100% fully owned subsidiary of the Vodafone Group Plc. with operations across the country serving over 204 million customers (over 106 million in rural areas). Commencing operations in 2007, Vodafone is today a robust, award-winning business and committed for the long term. Vodafone Business Services serves the needs of enterprises and government by providing total telecommunications (Voice and Data) solutions across mobility and wireline platforms. Our mobile wallet, M-Pesa is a unique and innovative money transfer service from Vodafone that fosters financial inclusion.

Committed to optimizing the near-ubiquitous reach of mobile telephony to address national developmental priorities, the Vodafone Foundation partners is actively engaged in community development initiatives especially in the domains of m-Women, m-Agriculture, m-Education and Disaster Relief. Building on its global experience and expertise, an outreach across India and offering a comprehensive portfolio of technologies- 2G, 3G & 4G, Vodafone is uniquely positioned to actualize the vision of Digital India.

Globally, Vodafone is one of the world’s largest telecommunications companies and provides a range of services including voice, messaging, data and fixed communications. Vodafone has mobile operations in 26 countries, partners with mobile networks in 49 more, and fixed broadband operations in 17 markets. As of 31 December 2016, Vodafone had 470 million mobile customers and 14.3 million fixed broadband customers.

For more information, please visit [www.vodafone.com](http://www.vodafone.com) | Follow us on twitter @Vodafone IN\_News and visit [www.vodafone.in](http://www.vodafone.in)

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