

Tata group observes Road Safety Week 2025

From May 12 to 18, 2025, the Group Safety & Health Team at Tata Business Excellence Group (TBExG) led a Group-wide Road Safety Week campaign, reaffirming the Tata group's commitment to road safety for employees, their families, and the wider ecosystem. The campaign aligned with the 8th UN Global Road Safety Week, themed *Streets for Life* with a special emphasis on *#MakeWalkingSafe* and *#MakeCyclingSafe*.

Driving a culture of safety across the Group

Recognising that road safety is a shared responsibility, the campaign aimed to deepen awareness and encourage safe behaviour among Tata employees and associates.

It featured three key activities—an online quiz on road signs and safety awareness, a webinar on road safety practices, and a leadership and employee pledge initiative.

TBExG partnered closely with the safety teams of Tata companies to roll out the campaign effectively, ensuring wide participation across business clusters and geographies. A special emphasis was placed on involving leadership in taking the road safety pledge, to set the tone for broader engagement.

Strong turnout and cross-company engagement

Over the course of the week, the campaign saw participation from more than 2.3 lakh Tata employees and associates, reflecting the strength of collective action across the Group. The quiz drew over 33,000 participants, while the webinar was attended by 5,200 employees. The pledge initiative saw 76,480 individual commitments to road safety, including large-scale participation from Tata Power (10,867), Tata AIG General Insurance (8,919), Tata Capital (8,494), Indian Hotels (8,093), and Tata AIA Life Insurance (6,208).

Several other companies also stood out for their high engagement levels. Jamipol, for instance, achieved 100% pledge participation, while Tata AIG General Insurance recorded over 99% pledge participation and more than 66% participation in the quiz. Other companies with notable quiz engagement included Nelco (67.96%), Tata BlueScope Steel (50.7%), and Tata Projects (45.32%).

Creating momentum for safer roads

The campaign highlighted not only the importance of road safety in daily life but also the role each individual and organisation plays in making roads safer for all. By sharing stories, enabling dialogue, and driving awareness at scale, the Tata group continues to embed safety as a cultural value, one that extends beyond the workplace and into our everyday environments.

A snapshot of campaign highlights and leadership pledges undertaken across the Group is shared below.

HIGHEST ENGAGEMENT



33260
Road safety
quiz participants



5200
Webinar
participants



76480
Pledges for road
safety taken



“

I Pledge to keep my hands on the wheel and my eyes on the road because no ping or ring is worth a life. My phone can wait; safety can't.

”

Alok Singh
Managing Director
Air India Express



Connect with **Group Safety & Health** at: excellence@tata.com