



भारतीय बीमा विनियामक और विकास प्राधिकरण
INSURANCE REGULATORY AND DEVELOPMENT AUTHORITY OF INDIA

Title: Press Release

Reference No.: --

Date: 29/04/2015

Motor Vehicles Insurance Awareness Campaign-Cyberabad

The Insurance Information Bureau of India (IIB) in association with the Cyberabad Police has launched the “Motor Vehicles Insurance Awareness Campaign” in a function held at Novotel Hyderabad Convention Centre, Hyderabad on 29th April 2015. On the occasion Sh. M.Ramaprasad, Member, IRDAI, Shri C.V. Anand, IPS, Commissioner of Police Cyberabad besides other officials from the insurance industry, police and other dignitaries were present.

Road accidents are human tragedy involving tremendous human suffering in terms of premature deaths, injuries and loss of productivity. Several studies have shown that a number of vehicles plying nation-wide on the road are uninsured. This poses a grave danger to the society as a whole and tremendous agony for the accident victims in particular to receive adequate compensation. The motor third party insurance is compulsory under the Motor Vehicles Act, 1988, and it is the responsibility of all the stakeholders to ensure compliance of the statutory requirement in the interest of all the road users.

The Cyberabad Police Commissionerate in collaboration with the IIB, has identified uninsured vehicles within Cyberabad Metropolitan Police jurisdiction. Starting May 1st 2015, In Cyberabad, there will be a 15 day long "**Motor Vehicles Insurance Awareness Campaign**" organized by the local insurers wherein the owners of vehicles would be sensitised about the benefits of motor insurance besides making special arrangements to facilitate spot purchase of insurance through approximately 100 kiosks set up all across the Cyberabad region. However, during the campaign and after the campaign, the vehicle owners would have the option to buy insurance through branch office of any general insurance company as well as through a link on the Cyberabad Traffic Police website.

This initiative is expected to be a role model for the rest of the country, where the menace of uninsured driving is still at large. IIB is also expected to initiate such campaigns in Delhi, Kerala, Madhya Pradesh and Gujarat.