



## **Liberty General Insurance pedals for a cause**

***--- Spreads awareness for reducing carbon emission ---***

**Mumbai, May 13, 2019:** Employees of Liberty General Insurance Limited, one of the fastest growing general insurance companies in India, as a part of their annual CSR activity '**Serve with Liberty**' came together and cycled to spread awareness about reducing carbon emission and following traffic rules. A group of volunteers from Liberty General Insurance cycled for this cause during peak office hours from **Lower Parel to Worli** and back on **Friday, May 10th**.

Cycling is not just a way to try and minimise the carbon emission but is also good for one's health. The activity was led by Anita Gupta, super randonneur and endurance cyclist from Liberty General Insurance along with Firoza Suresh, Bicycle Mayor of Mumbai, and founder of Smart Commute Foundation NGO. Association of these experienced cyclists with '**Serve with Liberty**' helped in spreading awareness about not just reducing carbon emission but also how cycling if pursued as a sport can help us in staying fit.

World Environment Day which is hosted every year on June 5, will be hosted by China this year with a theme of 'Air Pollution'. According a UN report, Greening the Blue, approximately 7 million people worldwide die prematurely each year from air pollution, with about 4 million of these deaths occurring in Asia-Pacific. The report further adds that 92 % of people worldwide do not breathe clean air, air pollution costs the global economy \$5 trillion every year in welfare costs and ground-level ozone pollution is expected to reduce staple crop yields by 26 % by 2030. Apart from smoke from Coal based power plants, rice paddies (burning of crop residue / stubble), and vehicular traffic is a major contributor to carbon emissions. The latest figures from Society of Indian Automobile Manufacturers (SIAM) say that the industry produced a total 30,915,420 vehicles including passenger vehicles, commercial vehicles, three wheelers, two wheelers and quadricycle in the last financial year go on to corroborate this fact.

Creating awareness about this burgeoning issue is the first step in creating sustainable solution for this problem. Liberty General Insurance has taken upon itself to create awareness about this through its program 'Serve with Liberty'.

### **About Liberty General Insurance Limited**

**Liberty General Insurance Limited** is a joint venture between Liberty Citystate holdings PTE Ltd, a group company of US Headquartered Liberty Mutual Insurance Group, a leading multinational property and casualty group, Enam Securities, a privately owned and managed firm that makes long-term investments in listed companies, as well as backs entrepreneurs building valuable private companies and DP Jindal Group, an industrial conglomerate. Liberty General Insurance commenced operations in 2013 with the aim of providing comprehensive retail, commercial and industrial insurance solutions. The company has an



employee strength of 1100+ over a network of 60 offices in 58 cities across 23 states. Its partner network consists of about 5000 hospitals and more than 3100 auto service centres. The company offers health and personal accident insurance, car and two-wheeler insurance, employee compensation insurance, commercial insurance, fire and engineering insurance, marine insurance and other miscellaneous insurance products in India.

For more details, visit <https://www.libertyinsurance.in/>

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