

RRoshani – a CSR initiative by the RR Kabel Foundation Announces Successful Completion of Road Safety Campaign in Maharashtra

Pune, 29th June 2026 – RRoshani – a CSR initiative by the RR Kabel Foundation, in partnership with the Elixir Foundation, is proud to announce the successful completion of the "Traffic Awareness, Management & Road Safety Campaign". The initiative, which ran from January to September, 2025, aimed to enhance road safety awareness and improve the working conditions of traffic police across the Pune and Nashik districts of Maharashtra.

Setting up police booths can make a significant difference in improving road safety and protecting lives. When placed at critical locations such as busy junctions, accident-prone areas, schools, and hospitals, these booths serve as constant reminders for drivers to follow traffic rules, thereby reducing speeding, drunk driving, and other unsafe practices. They also enable the police to respond quickly in the event of accidents or emergencies, which can help save lives. In addition, police booths provide a point of assistance where people can seek help or guidance while traveling. By enhancing road safety, preventing accidents, and fostering a sense of security, police booths not only strengthen law enforcement but also deliver important benefits to society.

"At RR Kabel, we see road safety not just as a civic duty, but as a shared mission. Through this campaign, in collaboration with the Elixir Foundation, we were able to raise awareness, engage citizens meaningfully, and extend much-needed support to our traffic police who work tirelessly to keep our roads safe. The success of this initiative reflects our commitment to building safer, more responsible cities, and we remain steadfast in our efforts to drive positive change for the community," said Mrs. Kirti Kabra, Director, RR Global.

The campaign focused on a multi-pronged approach to create a safer environment for everyone on the road. The project was concluded with a formal handover ceremony in Pune.

Key Achievements of the Campaign:

- **Educating the Community:** The awareness campaign reached over 10,000 students and citizens, providing crucial awareness on traffic rules, pedestrian safety, and first aid practices
- **Wider Reach:** Beyond this direct outreach, the campaign's messaging was amplified through branded police booths, ensuring its impact extended to a much larger audience
- **Creativity for a Cause:** A road safety-themed painting competition witnessed the participation of 1,000 individuals, fostering community-wide awareness through a creative and engaging platform
- **Enhancing Support for Traffic Police:** Demonstrating commitment to road safety, 75 new traffic police booths were installed—55 in Pune and 20 in Nashik—significantly improving visibility, safety, and working conditions for the traffic police force

Together, these initiatives highlight the campaign's holistic approach to building a culture of road safety and community responsibility. This collaboration between RR Kabel and the Elixir Foundation stands as a strong example of corporate social responsibility in action, reflecting their joint commitment to creating safer roads, supporting traffic authorities, and fostering a culture of responsibility among citizens.

About RR Kabel:

[R R Kabel Limited](#) is a leading consumer electrical company in India and has an operating history of over 26 years in the country. A globally respected conglomerate, with a presence in over 66 countries, RR Kabel is India's largest exporter of wires and cables, offering a wide range of electrical products including wires & cables, fans, lighting, electrical accessories, and appliances for residential, commercial, industrial, and infrastructural purposes. Committed to quality and innovation, the company's products adhere to global guidelines and standards, ensuring safety and reliability.

The Company continues its mission to create quality products using the latest advances in wire design and engineering. The range of wires and cables have national & international product certifications and are compliant with the REACH (Registration, Evaluation, and Authorization of Chemical Substances) and RoHS (Restriction of Hazardous Substances) directives. The brand has also conducted extensive research and development to ensure its products adhere to global guidelines and standards.

For further information, please contact:**R R Kabel Limited****Prathama Tripathi**

Mob: +91 8777723664

Email: prathama.tripathi@rrglobal.com**Adfactors PR****Suhani Lanjewar**

Mob: +91 98198 53665

Email: suhani.lanjewar@adfactorspr.com