



Ashoka Buildcon Limited

To
The Manager
The Department of Corporate Services
BSE Limited
Floor 25, P. J. Towers,
Dalal Street, Mumbai – 400 001

Scrip Code : 533271

January 19, 2017

Sub: Ashoka goes for the Guinness World Records Title

Ashoka Buildcon Limited goes for the Guinness World Records Title for the Largest Road Safety Lesson today.

A press release has been enclosed.

This is for your kind information.

Yours Sincerely,
For Ashoka Buildcon Limited

Manoj A Kulkarni
(Company Secretary)
FCS-7377



To
The Manager
The Listing Department
National Stock Exchange of India Limited
Exchange Plaza, BandraKurla Complex,
Bandra (East), Mumbai – 400 051

Scrip Symbol : ASHOKA

Press Release

The Road that leads to a Guinness World Records Title!

Ashoka Buildcon Ltd. goes for the Guinness World Records Title for '**Largest Road Safety Lesson**'

Ashoka Buildcon Ltd. Conducts it's 600th Road Safety Awareness Lesson and achieves a GUINNESS WORLD RECORDS™ title for 'Largest Road Safety Lesson'

Highlights of Ashoka Road Safety Campaign in past three years:

- **Road Safety Awareness Lessons Conducted in 600 Schools in 17 cities in 7 states of the country.**
- **Over 2,80,000 participants have attended the seminars**
- **Ashoka has replaced all its Human Flagmen with Artificial Flagmen (Flagmen are exposed to high risk when positioned at work in progress location)**
- **75 free eye/health check up camps have been conducted in which over 6,900 people have got themselves examined**
- **An online software developed by Ashoka Highway Research Centre, helps in monitoring accidents regularly and performs root cause analysis to develop control measures.**
- **In 2016, road accidents on Ashoka Buildcon Highways have come down by about 35% compared to 2015.**
- **In 2016, fatalities due to road accidents on Ashoka Buildcon Highways have come down by about 26% compared to 2015**

19th January, 2017, Nashik. Ashoka Buildcon Ltd., one of the leading highway developers in India conducted its 600th Road Safety Awareness Session and has set a new Guinness World Records title for 'Largest Road Lesson' with 2700 participants.

The event was conducted in an Auditorium of Nashik. Mr. Ashish Kataria, Director, Ashoka Concessions Limited, who spearheads the Safety Initiatives by the Company opened the session. He said, "Ashoka has always taken up Road Safety as a serious issue. We are on a mission to make our highways totally accident free, by working hand in hand with government authorities and general public." He added that in the last three years 'THE ASHOKA ROAD SAFETY CAMPAIGN,' which is conducted annually, in the month of January, has reached out to millions of people with an appeal to respect traffic rules.

The Ashoka Road Safety campaign includes activities like Road Safety Lessons in Schools and Colleges, Interactive sessions with truck/bus drivers, free eye/health check-up camps, public awareness through public address systems, pamphlet distributions etc.

One of Ashoka's unique initiatives is the Ashoka Highway Research Centre, that has created an online accident reporting software which monitors accidents occurring on highways and finds the root causes in order to control them.

With years of expertise in road-development, the Company is conscious of the hazards at work zones and deploy advanced road safety measures for all their projects. It has incorporated best industry practices to ensure safety of the Company's work force as well as the road users. Various donations have been made, for instance, alcohol breath analysers and speed detectors have been provided to police departments in a number of locations and the Company works alongside law enforcement bodies to improve discipline on roads and highways.

Mr. Satish Parakh, Managing Director of Ashoka Buildcon Ltd., inaugurated the ASHOKA ROAD SAFETY APP which has features such as location tracking, speeding alert, panic alert etc. He also announced that Ashoka Buildcon Ltd. has joined hands with Mr. Harman Singh, of Arrive Safe for working towards the cause of Road safety awareness. On the occasion a Road Safety Manual was released as part of the joint effort between Ashoka and Arrive Safe. Mr. Harman Singh addressed the audience through a video message.

Also present during the event were Mr. Ashok Katariya , Chairman Ashoka Group, who accepted the Guinness World Records Certificate on behalf of Ashoka.

Mr. Vyomprakash Shrivastava, head of public relations, Ashoka Buildcon, coordinated the event, stated that through the renowned brand of Guinness World Records, we hope that our appeal for road safety will reach worldwide.

Deputy Commissioner of Police, Nashik, Mr. Vijay Patil conducted the training session who explained traffic rules and regulations to the audience. He also stressed that safety cannot be attained by compulsions alone. It should be self-driven.