

Truhome Finance launches Gujarat's largest Road Safety Awareness Campaign

Gujarat, October 15th, 2025 - Truhome Finance Limited, in collaboration with Gujarat Youth Forum and Elixir Foundation, has launched Gujarat's largest Road Safety Awareness Campaign aimed at promoting safer roads and responsible driving practices - particularly among two-wheeler riders.

The campaign will be rolled out across Ahmedabad, Rajkot, Vadodara and Surat. As part of the initiative, Traffic booths will be installed to support traffic police with better infrastructure, and 12,000 helmets will be distributed among two-wheeler riders from middle and low-income communities, ensuring that safety is accessible to all. Additionally, road safety awareness sessions will be conducted to educate riders on helmet usage, traffic rules, and responsible driving behavior. Partnering closely with Gujarat Police, the campaign will include live demonstrations and interactive activities to create hands-on learning experiences and reinforce safe commuting habits. Through these concerted efforts, the initiative aims to foster a culture of road safety, awareness, and community protection across Gujarat.

Truhome Finance is an affordable housing finance company committed to serving the underserved segments of society. The company provides home loans to individuals who typically face challenges in accessing formal credit - especially small entrepreneurs and self-employed individuals. With a focus on cash-salaried workers and informal business owners, Truhome Finance delivers simplified, inclusive, and documentation - light loan solutions, helping them turn their dreams of homeownership into reality. Extending beyond home financing, this Road Safety CSR initiative embodies Truhome Finance's promise of protection - reaching the everyday go-getters who build homes, nurture families, and contribute to communities, reminding them that their safety matters too.

Amit Bhatia, President, Truhome Finance said, "At Truhome Finance, we have always believed that true progress goes beyond building homes - It's about building safer, more secure lives. Through this Road Safety Awareness Campaign, we are reaching out to the communities we serve – people who work hard, dream big, and often put their own safety last while providing for their families. By encouraging helmet usage, responsible driving, and greater awareness, we aim to protect lives both financially and physically. This initiative is our way of giving back to the society - improving social infrastructure and creating safer environments for families to thrive."

Madhish Parikh, Founder & President, Gujarat Youth Forum added: "As an organization dedicated to empowering youth and communities, Gujarat Youth Forum firmly believes that true progress begins with safety. Together with Truhome Finance and Gujarat Police, we are committed to making Gujarat roads safer and fostering a future where every journey is a secure one."

Truhome Finance Limited

(Formerly Shriram Housing Finance Limited)

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**About Truhome Finance Limited (Formerly Shriram Housing Finance)**

Truhome Finance Limited is a leading Affordable Housing Finance Company in India, registered with the National Housing Bank (NHB). The Company commenced operations in December 2010. Truhome Finance Limited is amongst the fastest growing and most profitable affordable housing finance companies with a network of 200 branches and Assets Under Management (AUM) of over INR 20,000 Cr as of September 2025. The company is rated AA/Stable by CRISIL, India Ratings, and CARE. Truhome Finance was acquired by Warburg Pincus, a pioneer of private equity growth investing, from Shriram Finance Limited in December 2024.

About Gujarat Youth Forum

Gujarat Youth Forum is a collaborative platform - the quintessential for the youth, by the youth and of the youth platform. The mission of GYF is to facilitate societal change by encouraging positive interventions by the young. The forum nurtures discussion and brings youth voices on a common platform; this is followed up by mentorship programs which empower individuals and teams to deliver sound and creative solutions leading to equitable growth. Gujarat Youth Forum harnesses the energy of youth towards progress and sustainable growth. GYF's objective is to connect various stakeholders of society and play facilitator in youth empowerment.

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