Truhome Finance Limited
(Formerly Shriram Housing Finance Limited)
Corp. Office: Level 3, East Wing, Wockhardt Towers, C2, G Block,
Bandra-Kurla Complex, Bandra East, Mumbai- 400051
☎ +91 22 4241 0400 | CIN: U65929TN2010PLC078004

Truhome Finance Organises Road Safety Campaign Event Across Gujarat

Ahmedabad, 17 September 2026:

Truhome Finance has successfully completed a **state-wide road safety campaign** covering **Ahmedabad, Surat, Vadodara and Rajkot**, with a focus on promoting road safety, traffic awareness and responsible road behaviour.

To mark the successful completion of the campaign, Truhome Finance organised a special convening on the **Road Safety Campaign** at Town Hall, Ahmedabad, on 17 September 2026, in the presence of **Shri Chirag Patel, IPS, DCP Traffic, Ahmedabad**, along with senior representatives of Truhome Finance and other stakeholders associated with the initiative.

As part of the campaign, over **37 Traffic Police booths** were installed and supported at various locations, providing infrastructure support to Traffic Police personnel and facilitating their on-ground traffic management activities.

A key initiative under the campaign was the **distribution of 12,000+ helmets** to promote safe two-wheeler riding and encourage the use of protective gear. Helmets were distributed to college students, ASHA workers, Municipal Corporation cleaning and sanitation workers, and other deserving and underserved members of the community, in alignment with the need assessment conducted by Gujarat Youth Forum.

The campaign also focused on creating awareness among young citizens. **Over 2,000 students** across schools and colleges participated in traffic awareness sessions covering traffic rules, road safety practices and responsible road behaviour.

In addition to these initiatives, a **road safety drawing competitions and awareness activities** were conducted across various schools, providing students with an engaging platform to understand and communicate the importance of road safety.

The Town Hall convening brought together representatives of Truhome Finance, Traffic Police and other stakeholders to mark the completion of the campaign and further reinforce the message of responsible road

behaviour and community participation in road safety.

The campaign highlights a simple but important message:

"Road Safety is not just the responsibility of the Traffic Police; it is a shared responsibility of every citizen."

Through this initiative, Truhome Finance aims to contribute towards creating greater road safety awareness and encouraging responsible behaviour among road users across Gujarat.

Campaign Highlights

4 Cities: Ahmedabad | Surat | Vadodara | Rajkot
37+ Traffic Police Booths Supported
12,000+ Helmets Distributed
2,000+ Students Reached Through Awareness Sessions
Multiple Schools: Road Safety Drawing Competitions & Awareness Activities

Amit Bhatia, Chief Strategy Officer, Truhome Finance said, " At Truhome Finance, we understand that every home represents a family's hopes, aspirations and tomorrow. And a secure tomorrow begins with protecting the people who make those dreams possible. With our Road Safety Awareness Campaign, we are taking that belief beyond the home and into the everyday journeys of the communities around us. Through this initiative, we want to encourage safer choices on the road and remind people that reaching home safely is the most important destination of all. We remain committed to initiatives that create meaningful impact in the lives of our customers, their families and the wider communities we are privileged to serve."

Madhish Parikh, Founder & President, Gujarat Youth Forum added: " Through our partnership with Truhome Finance, we are supporting a road safety programme across Gujarat, reaching communities, promoting safer road practices, preventing accidents, and saving lives. Together, we are making every journey safer and contributing to a safer Gujarat for all."

Truhome Finance Limited
(Formerly Shriram Housing Finance Limited)
Corp. Office: Level 3, East Wing, Wockhardt Towers, C2, G Block,
Bandra-Kurla Complex, Bandra East, Mumbai- 400051
☎ +91 22 4241 0400 | CIN: U65929TN2010PLC078004

About Truhome Finance Limited (Formerly Shriram Housing Finance)

Truhome Finance Limited is a retail – focused affordable housing finance company with assets under management ("AUM") of ₹24,198 Crore as of June 30, 2026, offering a comprehensive suite of secured lending products including housing loans, loans against property and others. The Company caters to creditworthy self – employed customers through a well – diversified Pan – India distribution network across Metropolitan and Tier I, Tier II and Tier III cities, supported by technology – enabled operations. The company is registered as a non – deposit – taking housing finance company ("HFC") with the National Housing Bank.

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 young people. The forum nurtures discussion and brings youth voices on a common platform; this is followed 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 facilitators in youth empowerment.

For media inquiries or further information, please contact:

Amit Bhatia
Mobile: +91 8971900311
E-mail: amit.bhatia@truhomefinance.in

Truhome Finance Limited
(Formerly Shriram Housing Finance Limited)
Corp. Office: Level 3, East Wing, Wockhardt Towers, C2, G Block,
Bandra-Kurla Complex, Bandra East, Mumbai- 400051
☎ +91 22 4241 0400 | CIN: U65929TN2010PLC078004