

PAVILION 2025

सुरक्षित सफर (Safe Journey) Pavilion:
BMGE 2025 – Auto Expo The Motor Show

 17th to 22nd January, 2025

 Pragati Maidan, New Delhi



**LET'S UNITE FOR ROAD SAFETY!
YOUR PARTICIPATION CAN HELP SAVE LIVES ON OUR STREETS**

ABOUT BHARAT MOBILITY GLOBAL EXPO (BMGE)

Following the success of BMGE 2024, where the Hon'ble Prime Minister of India and Minister of Commerce & Industry, Government of India, endorsed the event, the Indian Automobile Industry is set to host 'Bharat Mobility 2025', one of the world's largest exhibitions in the mobility sector. Scheduled from 17th to 22nd January 2025 at the expansive Bharat Mandapam (Pragati Maidan), New Delhi, this event promises to showcase cutting-edge innovations and advancements in the automobile industry. The upcoming expo will emphasize road safety and sustainable transportation, offering expanded interactive zones and educational sessions, along with special programs for startups and innovators to present their groundbreaking work towards Sustainable Mobility.



ROAD SAFETY IN INDIA: A TOP PRIORITY

India faces a significant challenge with road safety, witnessing a high number of road accidents and fatalities each year. According to recent statistics, India has one of the highest rates of road traffic accidents globally, with thousands of lives lost annually. This alarming situation necessitates urgent and sustained efforts to educate the public, improve road safety infrastructure, and promote safe driving practices. SIAM, the apex national body representing all major vehicle and vehicular engine manufacturers in India, is dedicated to 'Building the Nation, Responsibly'. With a vision to establish India as a global hub for automobile design and manufacturing while promoting sustainable mobility and achieving SDGs 2030, SIAM will host Auto Expo 25 under the umbrella of Bharat Mobility Global 2025. As part of this endeavor, SIAM will host a dedicated pavilion highlighting सुरक्षित सफर (Safe Journey) initiative of SIAM aimed at educating and engaging visitors on road safety.



SAFETY
FIRST

Come together at the (Safe Journey) Pavilion and pledge collectively to turn India's roads into safer and more secure routes for everyone.

UPCOMING सुरक्षित सफर (SAFE JOURNEY) PAVILION: HIGHLIGHTS & ACTIVITIES



Interactive Exhibits:

Experience the latest road safety technology and innovations, including advanced driver-assistance systems (ADAS) and vehicle safety features.



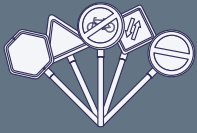
Virtual Reality Simulations :

Engage in immersive VR experiences that demonstrate safe driving practices and the consequences of distracted driving.



Educational Workshops:

Participate in workshops on road safety topics such as CPR, defensive driving, the importance of wearing helmets & seatbelts, and pedestrian safety.



Road Safety Run :

Road safety run is going to be organized to spread the awareness among school students.



Road Safety Street Plays :

To spread the message of road safety, school students will be involved to perform road safety street plays at the pavilion.



Health & Eye Check Up :

Health & Eye Checkup camp to be organized under the supervision of medical professionals.



Discussions & Addresses :

Hear from industry experts, policymakers, and road safety advocates on strategies to improve road safety and reduce road fatalities.



Live Demonstrations :

Watch live demonstrations of crash tests, emergency response procedures, and vehicle safety features in action.



Road Safety Quizzes & Competitions :

Test your knowledge of road safety rules and regulations with fun and educational quizzes, and win exciting prizes.



Children's Zone :

An engaging area dedicated to educating children about road safety through games, activities, and interactive engagements.



Safety material Distribution:

Receive free road safety gear such as helmets, Educational material, T-shirt, Caps etc to remember सुरक्षित सफर (Safe Journey) initiative.

LET'S SHIFT GEARS FOR ROAD SAFETY TOGETHER!

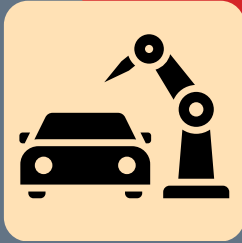
Your Participation
Creates an
Impact



Road Safety
Experts



Automobile
Manufacturers



Component
Manufacturers



Government
Agencies



Infrastructure
Developers



Doctor &
Trauma
Care Experts



Educational
Institutes



Association



Technology
Providers



Schools



Community
Organisations



Research
Institutes



General
Public



HIGHLIGHTS FROM सुरक्षित सफर (SAFE JOURNEY) PAVILION YEAR 2023 & 2024



सुरक्षित सफर (SAFE JOURNEY) PAVILION: OUR COMMITMENT TO ROAD SAFETY

Recognizing the critical need to address road safety, the सुरक्षित सफर (Safe Journey) Pavilion at BMGE 2025 is dedicated to raising awareness, educating the public, and promoting innovations that can save lives on our roads. Through this pavilion, we aim to create a comprehensive platform where all stakeholders can come together to foster a culture of safety and responsibility on the roads.



BENEFIT SHEET

Your contribution is crucial in ensuring
safer roads for everyone
सुरक्षित सफर (Safe Journey) Pavilion



Education and
Road Safety are
Eligible for
CSR Project

SIAM is registered as a charity under the
Income Tax Act, 1961, and with the MCA and
is eligible to receive CSR funding.

SIAM launched the सुरक्षित सफर (Safe Journey) programme to raise awareness about road safety among the public and bring down road accident-related fatalities and injuries. This project aligns closely with the Govt. of India's objectives, Automotive Industry goals, and SIAM's mission. We earnestly request your generous contribution to support this meaningful cause.

Enclosed herewith are the various partnership options for your consideration:

S. No	Category	Platinum Partner Calendar Year 2025	Gold Partner Calendar Year 2025	Silver Partner Calendar Year 2025
Partnership Duration				
Partnership Amount (Excluding taxes as applicable)		INR 50 Lac	INR 30 Lac.	INR 15 Lac
SIAM Road Safety Initiative: Surakshit Safar				
Benefits at Bharat Mobility Global Expo from 17th to 22nd January, 2025 at SIAM's सुरक्षित सफर (Safe Journey) Pavilion, Pragati Maidan				
1.	Number of free passes / VIP badges for Bharat Mobility Global Expo 2024*	100 no.	50 nos.	25 nos.
2.	Raw space to showcase Safety Technologies at Bharat Mobility Global Expo 2024 (Place will be allocated by SIAM and the design of your space to be finalised with the prior approval of SIAM)	100 SQM	75 SQM	30 SQM
3.	Number of free delegates to a conference organised by SIAM during Bharat Mobility Global Expo 2024	15	10	5
4.	Commercials at सुरक्षित सफर (Safe Journey) LED Screen at Pavilion (max duration)	2 min	1 min	30 sec
5.	Display of partner logo at prominent locations	✓ (Large)	X (Medium)	X (Small)
6.	Display of partner logo in SIAM Social Media promotion	✓	X	X
7.	Display of partner logo at SIAM Website under सुरक्षित सफर (Safe Journey) initiative	✓	✓	✓
8.	Run for Road Safety Partner + SIAM logo on T Shirt (1000 numbers) for participants	✓	X	X
9.	Run for Road Safety Partner + SIAM logo on Caps (1000 numbers) for participants	✓	X	X



Note: * as per permission of ITPO/SIAM

Society of Indian Automobile Manufacturers (SIAM)

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Scan the above QR Code to know
more about the SIAM Sustainable
Mobility Initiatives