



## MEDIA RELEASE

### **92.7 BIG FM AND TOTAL OIL INDIA PVT. LTD. JOIN HANDS TO ANNOUNCE 'TOTAL QUARTZ SAFETY MONTH'**

#### **21 CITY DRIVE CREATING AWARENESS ABOUT THE HAZARDS OF UNSAFE DRIVING**

**Mumbai, October 4<sup>th</sup>, 2012:** Even as drunken driving continues to be a major contributing factor for road accidents in India, the World Health Organization has predicted that road accidents will become India's third biggest killer by 2020. With facts such as these in the background, **92.7 BIG FM**, India's No. 1 FM radio and Total Oil India Pvt. Ltd., today announced the launch of '**Total Quartz Safety Month**', a unique campaign, spread across 21 cities of the country, promoting safe driving habits amongst the public.

**The Total Quartz Safety Month** campaign has been designed to be led by the 92.7 BIG FM RJ's advocating and initiating change required in the mindset of people, when it comes to road safety rules and garnering their support. The campaign has been meticulously unfold in four distinct phases: Phase I – Safe Driving; Phase II – Don't Talk While Driving; Phase III – Don't Drink and Drive; Phase IV – will see the culmination of the campaign through the '**Total Quartz Safety Run**' which will see the participation of the local populace in each of the cities.

The campaign will see programming tailored to create audiences on 92.7 BIG FM ranging traffic authorities, legal experts, people who have been affected by drunken driving accidents, tips to avoid getting into a situation, statistics related to accidents and more.

On launching the Total Quartz Safety Month, a **92.7 BIG FM spokesperson** said, "*The Total Quartz Safety Month is a unique initiative that aims at encouraging Indians to take a pledge to drive safely. With the campaign culminating into the Total Quartz Safety Run, we are inviting 92.7 BIG FM listeners to actively show their support towards a cause that has taken thousands of lives already this year. We are sure that our commitment towards this cause along with Total Lubricants' support will work collectively towards the welfare of the community at large.*"

Speaking about their association with 92.7 BIG FM to announce the Total Quartz Safety Month, **Mr. B. Vijay Kumar, Chairman and Managing Director – Total Oil India Pvt. Ltd.** said, "*TOTAL considers people safety and health protection of paramount importance while carrying out its business activities in complex and diverse environments. TOTAL through a coordinated and coherent approach is committed to improve the safety standards of individual and communities. The **TOTAL Quartz Safety Run**, our initiative with 92.7 BIG FM, is an important program designed to promote safe driving habits thereby reducing accidents and saving precious lives.*"



**About Reliance Broadcast Network Ltd.**

**Reliance Broadcast Network Limited** is a multi-media entertainment conglomerate with play across radio, television, intellectual properties, television production and out of home. It is part of the Reliance Group and specializes in creating and executing integrated media solutions for brands. It houses the following verticals: **92.7 BIG FM** – India's largest FM Network with 45 stations, reaching over 4 crore Indians each week; **BIG CBS Networks** – A joint venture with CBS Studios International offering 3 English Entertainment Channels - Prime, Love, Spark and a regional general entertainment Channel for the PCHP region - Spark Punjabi; **BIG MAGIC** – a regional general entertainment channel for the Hindi heartland; **BIG PRODUCTIONS** – the television content production division, catering to the creative needs of the Indian television landscape and **BIG STREET** – which acquires and markets long term premium out of home inventory. The Company also distributes Bloomberg UTV, India's premier business news channel as part of its television bouquet. For more information log on to: [www.reliancebroadcast.com](http://www.reliancebroadcast.com)

**About TOTAL**

**TOTAL** is one of the largest integrated oil and gas companies in the world, with activities in more than 130 countries. The Group is also a first rank player in chemicals. Its 96,000 employees put their expertise to work in every part of the industry – exploration and production of oil and natural gas, refining and marketing, new energies, trading, and chemicals. Total is working to help satisfy the global demand for energy, both today and tomorrow.

For more information, visit [www.total.com](http://www.total.com)

**TOTAL Oil India Pvt. Ltd.**

**TOTAL Oil India Pvt. Ltd., (TOIPL)** is part of TOTAL SA France. TOIPL is actively involved in the business of lubricants for automotive and industrial applications under the brands TOTAL and ELF. TOIPL is also involved in the business of LPG, Bitumen, Special Fluids, Additives, special fuels and chemicals. TOIPL is one of the fastest growing lubricants companies in India with pan India distribution network.

For more information, visit [www.total.co.in](http://www.total.co.in)

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