



Name of the Publication: Chennai Patrika

Date: 22.11.2013

Headline: Cholamandalam organizes "Sacha Saathi"

ELink: <http://www.chennaipatrika.com/post/2013/11/22/Cholamandalam-organizes-Sacha-Saathi.aspx>

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22. November 2013



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Cholamandalam Investment and Finance Company Limited organizes "Sacha Saathi"

A Social awareness camp for Truckers, Drivers & Fleet Owners

Cholamandalam Investment and Finance Company Limited (CIFCL) the financial service arm of Murugappa Group organized a two day social awareness camp "Sacha Saathi" in Auto Nagar, Vijayawada. The camp was conducted with an objective to understand the needs of truckers, drivers and small fleet operators and support them by adding value to their life through expert guidance and counseling.

The camp included activities like free health check-up, vehicle maintenance tips, safe driving training, first aid training, awareness on loans and schemes and special career counseling for their children. The camp received enthusiastic response and was attended by more than 300 truckers on the first day who were seen having a great time at the camp.