

Diageo India Proud Partners of the Third Edition of the Road to Safety-SPREE Marathon Together With BITS Pilani, Goa

Goa, March 03, 2019: Diageo India along with the **Birla Institute of Technology and Science (BITS), Pilani – Goa** organized the **Third Edition of the Diageo, Road to Safety-SPREE Marathon** to create awareness for road safety in Goa. The marathon was flagged off by **Dr. Huma Ali, Diageo India along with BITS Pilani faculty members**. With the intent to addressing the grave issue of road safety in the country, the marathon was organized to inculcate behavioral change and create awareness about responsible driving habits among young adults.

Over 500 locals showed support towards the cause by participating in the marathon. The Marathon started from the **Goa Industrial Development Corporation complex** covered some of the busiest locations of Goa. Over **10+ lakh** people were reached during the course, before and after the marathon.

SPREE is the biggest Inter-Collegiate Sports and Entertainment festival by BITS Pilani and aims to promote sports and social interaction amongst colleges from India and abroad. Through the partnership, BITS Pilani and Diageo India aim to create a national movement around road safety.

For more updates, please follow *#RoadToSafety*.

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About Diageo India

Diageo India is the country's leading beverage alcohol company and a subsidiary of global leader Diageo plc. The company manufactures, sells and distributes an outstanding portfolio of premium brands such as Johnnie Walker, Black Dog, Black & White, VAT 69, Antiquity, Signature, Royal Challenge, McDowell's No.1, Smirnoff and Captain Morgan.

Headquartered in Bengaluru, our wide footprint is supported by a committed team of 3800 employees, 58 manufacturing facilities across states and union territories in India, a strong distribution network and a state-of-the-art Technical Centre.

Incorporated in India as United Spirits Limited (USL), the company is listed on both the National Stock Exchange (NSE) and Bombay Stock Exchange (BSE) in India. For more information about Diageo India, our people, our brands, and performance, visit us at www.diageoindia.com. Promoting responsible consumption of alcohol is at the core of our business.

Visit Diageo's global responsible drinking resource, www.DRINKiQ.com, for information, initiatives, and ways to share best practices.

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