

COVERAGE DOSSIER

Rosmerta unveils “The Curious Bunch” taking Road Safety Mission to Classrooms

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2	Motor India	<u>Rosmerta Technologies Limited has launched “The Curious Bunch”</u>
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Date	28 February 2026
Publication	Mission Patrika
Headline	Rosmerta unveils "The Curious Bunch" taking Road Safety Mission to Classrooms

रोज़मर्टा ने सड़क सुरक्षा के मिशन को क्लासरूम में पहुंचाने के लिए किया 'द क्युरियस बंच' का अनावरण

मुंबई। भारत के अग्रणी मोबिलिटी समाधान प्रदाता और लम्बे समय से सड़क सुरक्षा को बढ़ावा देने वाली कंपनी रोज़मर्टा टेक्नोलॉजीज़ लिमिटेड ने बच्चों के लिए एक कॉमिक बुक 'द क्युरियस बंच' का लॉन्च किया। पुस्तक का अनावरण नई दिल्ली के इंडिया हेबिटेट सेंटर में सड़क सुरक्षा पर आयोजित तीसरे सीआईआई नेशन कॉन्क्लेव के दौरान किया गया।

यह लॉन्च रोज़मर्टा की इस अवधारणा को दर्शाता है कि स्थायी सड़क सुरक्षा इस बात पर निर्भर करती है कि हम कम उम्र से ही बच्चों में किस तरह ज़िम्मेदाराना व्यवहार को प्रोत्साहित करते हैं। भारत में सड़क सुरक्षा की चुनौती बेहद गंभीर है।

हाल ही के वर्षों में कई प्रयासों के बावजूद सड़क पर होने वाली दुर्घटनाएं चिंता का विषय बनी हुई हैं। इसी के मद्देनज़र, भारत सरकार ने सड़क सुरक्षा के 4ई: इंजीनियरिंग, एजुकेशन, एनफोर्समेन्ट एवं एमरजेन्सी केयर-पर आधारित व्यापक रणनीति को

प्राथमिकता दी है।

केन्द्रीय सड़क परिवहन एवं राजमार्ग मंत्री नितिन गड़करी ने इस बात पर ज़ोर दिया है कि 2030 के लक्ष्यों को हासिल करने के लिए व्यवस्थित सुधारों, टेक्नोलॉजी के अडॉप्शन को बढ़ावा देने और आम



जनता को जागरूक बनाने की ज़रूरत है। 'द क्युरियस बंच' के ज़रिए हम बच्चों को कम उम्र से ही सड़क सुरक्षा के बारे में जागरूक बनाना चाहते हैं, क्योंकि आज उनके बचपन में बनी आदतें हमारे देश के आने वाले कल की सुरक्षा को सुनिश्चित करेंगी।" रवि कृष्णमूर्ति, ग्रुप प्रेज़ीडेन्ट, रोज़मर्टा टेक्नोलॉजीज़ ने कहा।

Date	27 February 2026
Publication	Autocar Professional
Headline	Rosmerta Launches Children's Comic Book on Road Safety at CII Conclave



Rosmerta Launches Children's Comic Book on Road Safety at CII Conclave

The mobility technology company released "The Curious Bunch" in New Delhi, targeting early road safety education as India works toward its 2030 fatality-reduction goals.

By Angitha Suresh | 27 Feb 2026 | 388 Views

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Rosmerta Technologies Limited released a children's comic book on road safety at the 3rd CII National Conclave on Road Safety on 26 February 2026 in New Delhi. Titled *The Curious Bunch*, the illustrated book is aimed at teaching young readers safe road behaviour through everyday scenarios.

India recorded over 1.68 lakh road accident fatalities in 2022, according to government data. The country's road safety strategy is built around four pillars — Engineering, Education, Enforcement and Emergency Care — with a stated target of reducing fatalities by 2030. The launch of the comic book falls under the education component of that framework.

Date	26 February 2026
Publication	ACKO Drive
Headline	Comic Book Turns Road Safety Guide



Comic Book Turns Road Safety Guide

Published on 26 Feb, 2026, 11:23 PM IST · Updated on 27 Feb, 2026, 11:00 AM IST



Arun Prakash

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The launch of this comic book aligns with Rosmerta's broader national objective of achieving safer roads by 2030 through collaboration among policymakers, industry stakeholders, and communities.

At the 3rd edition of the CII National Conclave on Road Safety held at India Habitat Centre, New Delhi, Rosmerta Technologies Limited unveiled *The Curious Bunch*, a children's comic book designed to promote road safety awareness from an early age. The initiative reflects the company's view that sustainable improvements in road safety depend on nurturing responsible behaviour among young citizens.

India continues to face significant road safety challenges despite recent progress. The government has prioritised a comprehensive strategy based on the "4Es" framework – Engineering, Education, Enforcement, and Emergency Care – to reduce accidents and fatalities. The comic book initiative aligns with the education pillar of this framework, emphasising behavioural change through awareness.

Date	27 February 2026
Publication	Motoring Trends
Headline	Rosmerta Launches Road Safety Comic Book For Schools

MotoringTrends

Powering The Mobility Eco-system

Rosmerta Launches Road Safety Comic Book For Schools

By MT Bureau

February 27, 2026



Rosmerta Technologies has launched a comic book titled 'The Curious Bunch' at the 3rd Edition of the CII National Conclave on Road Safety. The publication is designed to introduce road safety awareness to children.

The initiative aligns with the Government of India's '4E' strategy for road safety, which focuses on Engineering, Education, Enforcement and Emergency Care. The comic book aims to address the 168,000 road fatalities reported in India in 2022 by fostering safe habits at a school level.

The comic book uses illustrations to present road scenarios, including pedestrian conduct, school bus safety, traffic signals & the use of helmets, seatbelts and child restraint systems. By educating children, the company intends to influence the behaviour of parents and the wider community.

Rosmerta, a provider of mobility solutions, currently operates technology systems for automated driving tests and AI-based monitoring. The launch of 'The Curious Bunch' marks an expansion of its activities into the education pillar of the national safety framework.

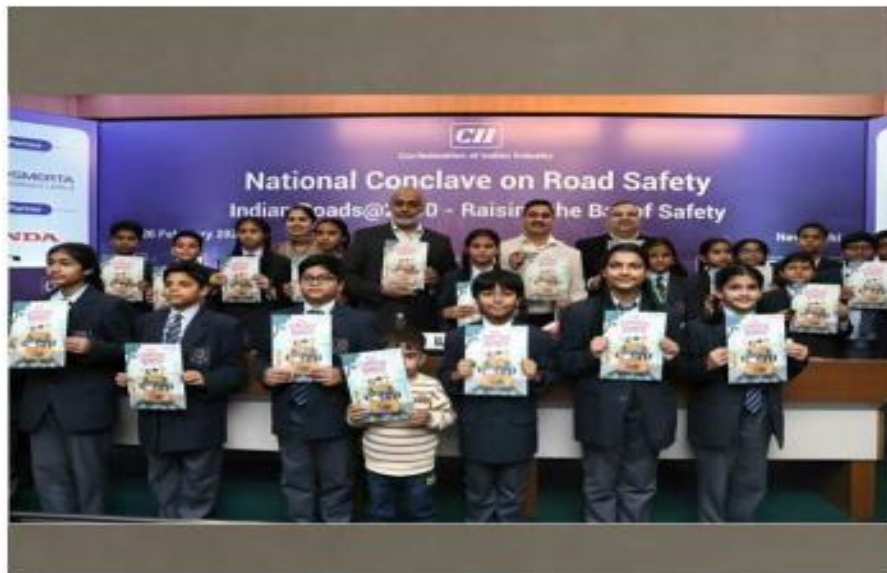
Date	27 February 2026
Publication	Autoguide India
Headline	Rosmerta Launches 'The Curious Bunch' Comic to Promote Road Safety Awareness in Classrooms



Rosmerta Launches 'The Curious Bunch' Comic to Promote Road Safety Awareness in Classrooms

Rosmerta Technologies has launched 'The Curious Bunch,' a children's comic promoting road safety awareness, at the CII National Conclave on Road Safety in New Delhi. The initiative focuses on early behavioural education aligned with India's 4E road safety framework to encourage responsible mobility habits among young learners.

By **Autoguide India** - February 27, 2026



Rosmerta Technologies Limited has unveiled "The Curious Bunch," a road safety-focused comic book for children, at the third edition of the CII National Conclave on Road Safety held at the India Habitat Centre, New Delhi. The initiative highlights the company's commitment to promoting responsible road behaviour by educating young learners and building awareness from an early age.

Date	27 February 2026
Publication	MoTown India
Headline	Rosmerta unveils “The Curious Bunch” taking road safety mission to classrooms



ROSMERTA UNVEILS “THE CURIOUS BUNCH” TAKING ROAD SAFETY MISSION TO CLASSROOMS

CII National Conclave on Road Safety 2026

By: Adiba Nasir | Feb 27 2026



Photography: Mohd Nasir

Rosmerta Technologies Limited, India's leading mobility solutions provider and a long-standing advocate of road safety, launched “The Curious Bunch”, a comic book for children, at the 3rd Edition of the CII National Conclave on Road Safety held at the India Habitat Centre, New Delhi. The launch reflects Rosmerta's belief that sustainable road safety depends on shaping responsible behaviour at an early age.

Date	28 February 2026
Publication	Education Matters
Headline	<u>Rosmerta unveils The Curious Bunch taking Road Safety Mission to Classrooms</u>




Rosmerta Technologies Limited, India's leading mobility solutions provider and a long-standing advocate of road safety, today launched "The Curious Bunch", a comic book for children, at the 3rd Edition of the CII National Conclave on Road Safety held at the India Habitat Centre, New Delhi. The launch reflects Rosmerta's belief that sustainable road safety depends on shaping responsible behaviour at an early age.

India's road safety challenge remains considerable. Despite notable progress in recent years, road accidents continue to pose a serious concern. In response, the **Government of India** has prioritised a comprehensive strategy built around the 4Es of road safety: Engineering, Education, Enforcement and Emergency Care. Union Minister for Road Transport and Highways, Shri Nitin Gadkari, has emphasised that achieving the 2030 target will require systemic reform, technology adoption and sustained public awareness.

Speaking on the occasion Dr. Rajesh Mohan, DCP, Gurugram Traffic said "When we educate children and instill strong moral and ethical values, the impact travels far beyond the classroom. Children naturally share what they learn. They question, they explain, and they influence conversations at home. In many ways, they become powerful advocates, encouraging their parents to be more aware, more responsible, and more engaged. Over time, this awareness translates into action, because parents are also drivers, commuters, and decision-makers on the road.

Date	27 February 2026
Publication	India Education Diary
Headline	<u>Rosmerta unveils “The Curious Bunch” taking Road Safety Mission to Classrooms</u>

India education diary

Rosmerta unveils “The Curious Bunch” taking Road Safety Mission to Classrooms

By India Education Diary Bureau February 27, 2026

At the CII National Conclave on Road Safety 2026, Rosmerta unveiled a children’s comic book to foster early road safety awareness.

New Delhi : Rosmerta Technologies Limited, India’s leading mobility solutions provider and a long-standing advocate of road safety, today launched “The Curious Bunch”, a comic book for children, at the 3rd Edition of the CII National Conclave on Road Safety held at the India Habitat Centre, New Delhi. The launch reflects Rosmerta’s belief that sustainable road safety depends on shaping responsible behaviour at an early age.

India’s road safety challenge remains considerable. Despite notable progress in recent years, road accidents continue to pose a serious concern. In response, the Government of India has prioritised a comprehensive strategy built around the 4Es of road safety: Engineering, Education, Enforcement and Emergency Care. Union Minister for Road Transport and Highways, Shri Nitin Gadkari, has emphasised that achieving the 2030 target will require systemic reform, technology adoption and sustained public awareness.

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Date	27 February 2026
Publication	Prittle Prattle News
Headline	Comic Initiative, The Curious Bunch, Carries Rosmerta's Road Safety Mission into Classrooms



Comic Initiative, The Curious Bunch, Carries Rosmerta's Road Safety Mission into Classrooms

February 27, 2026



Ravi Krishnamoorthi, Group President, Rosmerta Technologies Limited, introduces children's road safety comic at CII National Conclave on Road Safety 2026 in presence of Dr Rajesh Mohan, DCP Gurugram Traffic

Mumbai, February 27, 2026: Rosmerta Technologies Limited unveiled The Curious Bunch, a children's comic book focused on early road safety awareness, at the 3rd Edition of the CII National Conclave on Road Safety held at the India Habitat Centre, New Delhi. The initiative reflects the company's view that long term road safety outcomes depend on shaping responsible behaviour at a young age. The launch took place during a platform that brought together policymakers, enforcement authorities, infrastructure leaders and industry stakeholders to discuss strategies toward safer roads by 2030.

India continues to face a significant road safety challenge. Government data recorded over 1.68 lakh road accident fatalities in 2022. The national strategy is structured around the 4Es framework of Engineering, Education, Enforcement and Emergency Care, with emphasis on systemic reform, technology adoption and public awareness. Speaking at the event, Dr Rajesh Mohan, DCP Gurugram Traffic, said, "When we educate children

Date	27 February 2026
Publication	Edu News
Headline	Rosmerta unveils “The Curious Bunch” taking Road Safety Mission to Classrooms

Edu News

Education News For You

Rosmerta unveils “The Curious Bunch” taking Road Safety Mission to Classrooms

Education Growth Paths 1/27/2026

Mumbai, Feb 27: Rosmerta Technologies Limited, India’s leading mobility solutions provider and a long-standing advocate of road safety, today launched “The Curious Bunch”, a comic book for children, at the 3rd Edition of the CII National Conclave on Road Safety held at the India Habitat Centre, New Delhi. The launch reflects Rosmerta’s belief that sustainable road safety depends on shaping responsible behaviour at an early age.



India’s road safety challenge remains considerable. Despite notable progress in recent years, road accidents continue to pose a serious concern. In response, the Government of India has prioritised a comprehensive strategy built around the 4Es of road safety: Engineering, Education, Enforcement and Emergency Care. Union Minister for Road Transport and Highways, Shri Nitin Gadkari, has emphasised that achieving the 2030 target will require systemic reform, technology adoption and sustained public awareness.

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“When we educate children and instill strong moral and ethical values, the impact travels far beyond the classroom. Children naturally share what they learn. They question, they explain, and they influence conversations at home. In many ways, they become powerful advocates, encouraging their parents to be more aware, more responsible, and more engaged. Over time, this awareness translates into action, because parents are also drivers, commuters, and decision-makers on the road.”

He further added, *“There is a perception that road safety is too complex to fix — that with so many variables involved, from infrastructure to enforcement to driver behavior, meaningful change is out of reach. I firmly believe that is not true. Most road fatalities are preventable if we follow the rules and act responsibly. Change begins with awareness, and when that awareness starts early, it has the*



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Date	27 February 2026
Publication	Marksmen Daily
Headline	Rosmerta unveils “The Curious Bunch” taking Road Safety Mission to Classrooms



Rosmerta unveils “The Curious Bunch” taking Road Safety Mission to Classrooms



Published 4 days ago on February 27, 2026.
By Marksmen Editor



- At the CII National Conclave on Road Safety 2026, Rosmerta unveiled a children’s comic book to foster early road safety awareness.

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India’s road safety challenge remains considerable. Despite notable progress in recent years, road accidents continue to pose a serious concern. In response, the Government of India has prioritised a comprehensive strategy built around the 4Es of road safety: Engineering, Education, Enforcement and Emergency Care. Union Minister for Road Transport and Highways, Shri Nitin Gadkari, has emphasised that achieving the 2030 target will require systemic reform, technology adoption and sustained public awareness.

Date	28 February 2026
Publication	Konexio Network
Headline	Rosmerta unveils "The Curious Bunch" taking Road Safety Mission to Classrooms



Rosmerta unveils "The Curious Bunch" taking Road Safety Mission to Classrooms

Uploaded On February 28, 2026 by Team Konexio



- At the CII National Conclave on Road Safety 2026, Rosmerta unveiled a children's comic book to foster early road safety awareness.

Mumbai: Rosmerta Technologies Limited, India's leading mobility solutions provider and a long-standing advocate of road safety, today launched "The Curious Bunch", a comic book for children, at the 3rd Edition of the CII National Conclave on Road Safety held at the India Habitat Centre, New Delhi. The launch reflects Rosmerta's belief that sustainable road safety depends on shaping responsible behaviour at an early age.

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Date	27 February 2026
Publication	Business News This Week
Headline	Rosmerta unveils “The Curious Bunch” taking Road Safety Mission to Classrooms

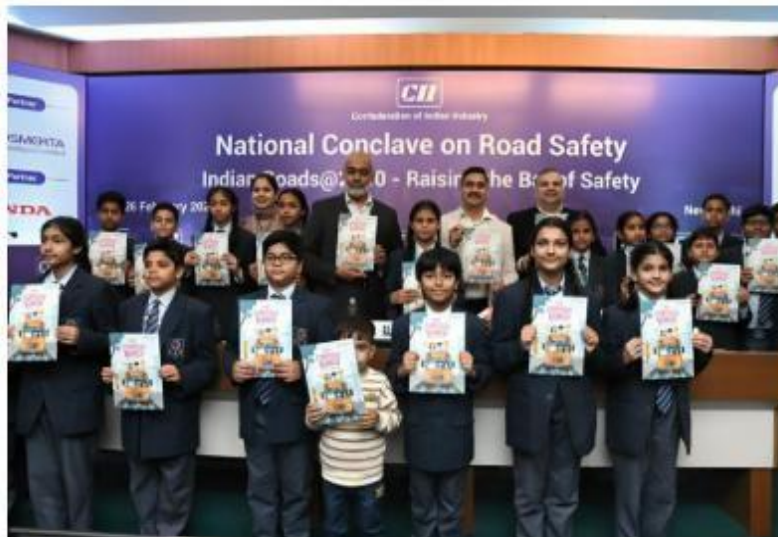


Rosmerta unveils “The Curious Bunch” taking Road Safety Mission to Classrooms

February 27, 2026 | Neel Achary | education | 0



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Date	27 February 2026
Publication	Business News For Profit
Headline	Rosmerta unveils “The Curious Bunch” taking Road Safety Mission to Classrooms

BUSINESS NEWS FOR PROFIT

EDUCATION

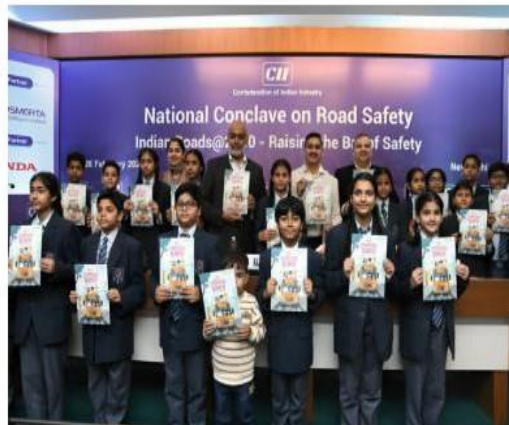
Rosmerta unveils “The Curious Bunch” taking Road Safety Mission to Classrooms



By team

FEB 27, 2026

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He further added, “There is a perception that road safety is too complex to fix — that with so many variables involved, from infrastructure to enforcement to driver behavior, meaningful change is out of reach. I firmly

Date	27 February 2026
Publication	Media Catalyst
Headline	Rosmerta Launches Children’s Comic to Promote Road Safety



MediaCatalyst

Rosmerta Launches Children’s Comic to Promote Road Safety

MediaCatalyst • February 27, 2026

Mumbai : Rosmerta Technologies Limited has launched “*The Curious Bunch*,” a comic book aimed at promoting road safety awareness among children. The book was unveiled at the 3rd Edition of the CII National Conclave on Road Safety at the India Habitat Centre in New Delhi.

The initiative aligns with the Government of India’s road safety strategy built around the 4Es—Engineering, Education, Enforcement and Emergency Care. According to government data cited at the event, India reported over 1.68 lakh road accident fatalities in 2022.

Dr. Rajesh Mohan, Deputy Commissioner of Police (Traffic), Gurugram, said educating children can have a broader societal impact. “When we educate children and instill strong moral and ethical values, the impact travels far beyond the classroom,” he said, adding that early awareness can influence behaviour within families and communities.

Ravi Krishnamoorthi, Group President of Rosmerta Technologies, said road safety requires collective responsibility. “When a child understands why a red light matters or why a helmet can save a life, they don’t just learn a rule—they become ambassadors of safety,” he said.

Designed as an illustrated learning tool, *The Curious Bunch* addresses topics such as pedestrian safety, school bus conduct, traffic signals, helmet and seatbelt use, and child restraint systems. The comic was released following a special plenary session on “Road Safety and Children as Brand Ambassadors.”

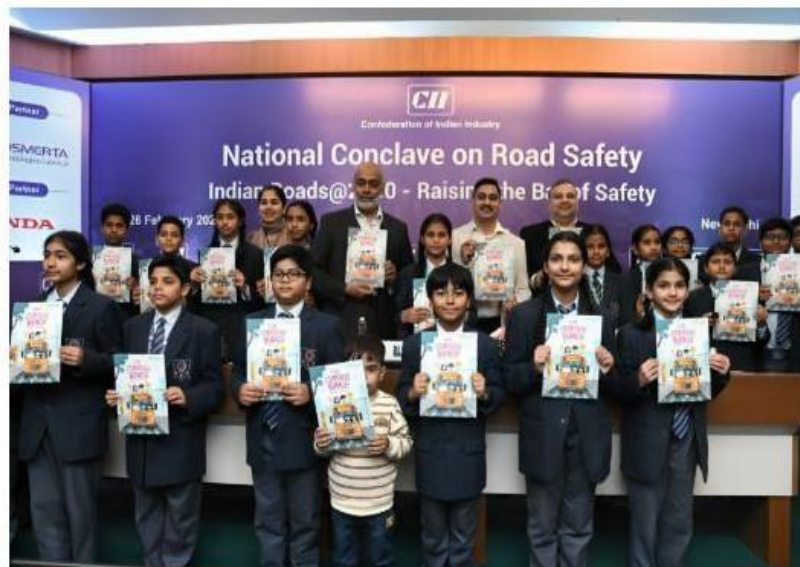
Date	27 February 2026
Publication	Couture Fashion
Headline	Rosmerta unveils “The Curious Bunch” taking Road Safety Mission to Classrooms



Rosmerta unveils “The Curious Bunch” taking Road Safety Mission to Classrooms

Leave a Comment / By team / February 27, 2026

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Date	27 February 2026
Publication	Sportz News
Headline	Rosmerta unveils “The Curious Bunch” taking Road Safety Mission to Classrooms

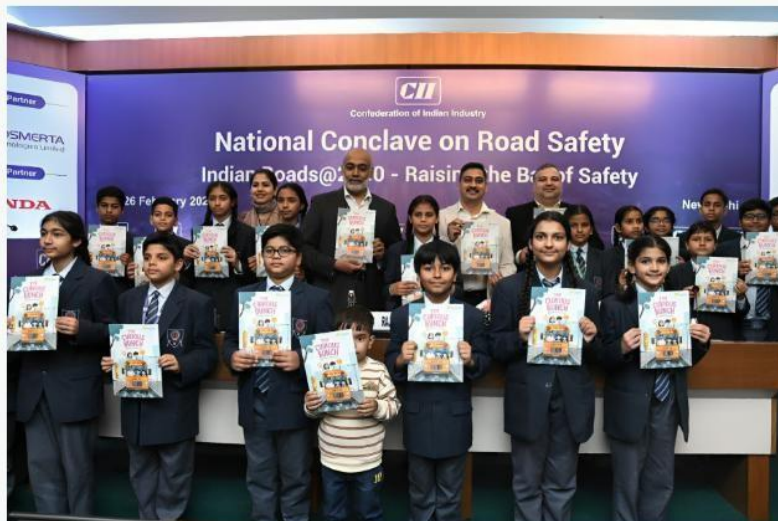
SportsZ News

EDUCATION

Rosmerta unveils “The Curious Bunch” taking Road Safety Mission to Classrooms

neelakanthap February 27, 2026

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Date	2 March 2026
Publication	Bisinfotech
Headline	Rosmerta unveils “The Curious Bunch” taking Road Safety Mission to Classrooms

BISinfotech

Rosmerta unveils “The Curious Bunch” taking Road Safety Mission to Classrooms



Vaishali Chauhan · March 2, 2026

2 minutes read



Rosmerta Technologies Limited, India's leading mobility solutions provider and a long-standing advocate of road safety, launched “The Curious Bunch”, a comic book for children, at the 3rd Edition of the CII National Conclave on Road Safety held at the India Habitat Centre, New

Delhi. The launch reflects Rosmerta’s belief that sustainable road safety depends on shaping responsible behaviour at an early age.

India’s road safety challenge remains considerable. Despite notable progress in recent years, road accidents continue to pose a serious concern. In response, the Government of India has prioritised a comprehensive strategy built around the 4Es of road safety: Engineering, Education, Enforcement and Emergency Care. Union Minister for Road

Date	27 February 2026
Publication	APN News
Headline	Rosmerta unveils The Curious Bunch taking Road Safety Mission to Classrooms

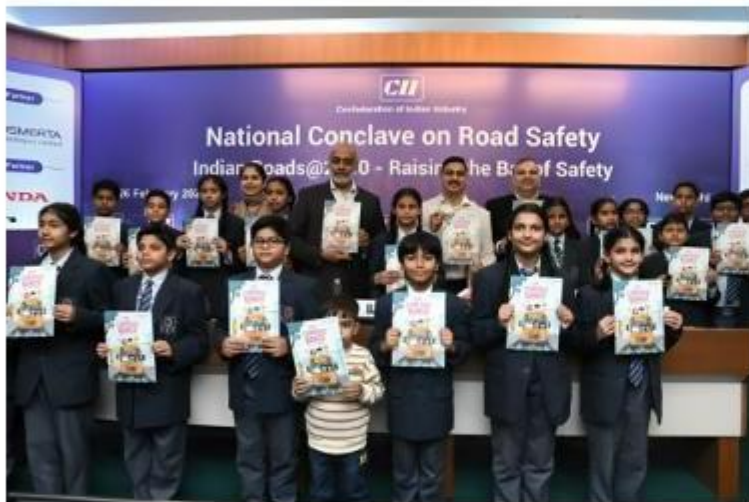
APN NEWS

Rosmerta unveils The Curious Bunch taking Road Safety Mission to Classrooms

by RM — February 27, 2026 in Education 0

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Mumbai : Rosmerta Technologies Limited, India's leading mobility solutions provider and a long-standing advocate of road safety, today launched "The Curious Bunch", a comic book for children, at the 3rd Edition of the CII National Conclave on Road Safety held at the India Habitat Centre, New Delhi. The launch reflects Rosmerta's belief that sustainable road safety depends on shaping responsible behaviour at an early age.

India's road safety challenge remains considerable. Despite notable progress in recent years, road accidents continue to pose a serious concern. In response, the Government of India has prioritised a comprehensive strategy built around the 4Es of road safety: Engineering, Education, Enforcement and Emergency Care. Union Minister for Road Transport and Highways, Shri Nitin Gadkari, has emphasised that achieving the 2030 target will require systemic reform, technology adoption and sustained public

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MARCH 2, 2026

Date	3 March 2026
Publication	Motor India
Headline	Rosmerta Takes Road Safety Awareness to Classrooms with New Comic

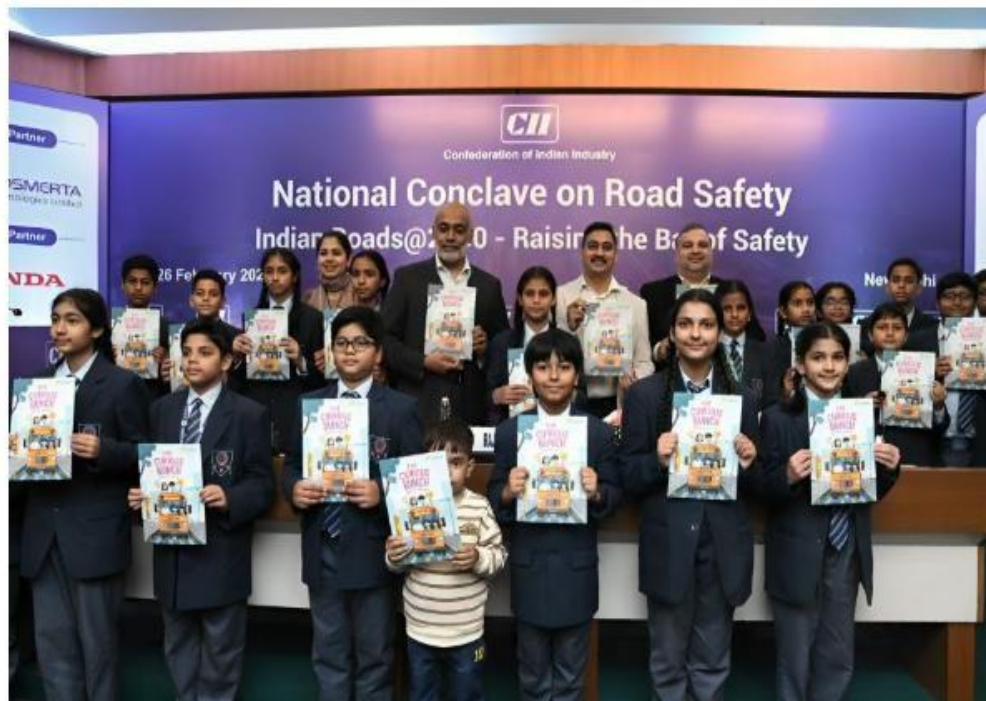
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CSR INITIATIVE SAFETY

Rosmerta Takes Road Safety Awareness to Classrooms with New Comic

March 3, 2026 / motorindia

Rosmerta Technologies Limited, India's leading mobility solutions provider and a long-standing advocate of road safety, has launched "The Curious Bunch", a comic book for children, at the 3rd Edition of the CII National Conclave on Road Safety held at the India Habitat Centre, New Delhi. The launch reflects Rosmerta's belief that sustainable road safety depends on shaping responsible behaviour at an early age.



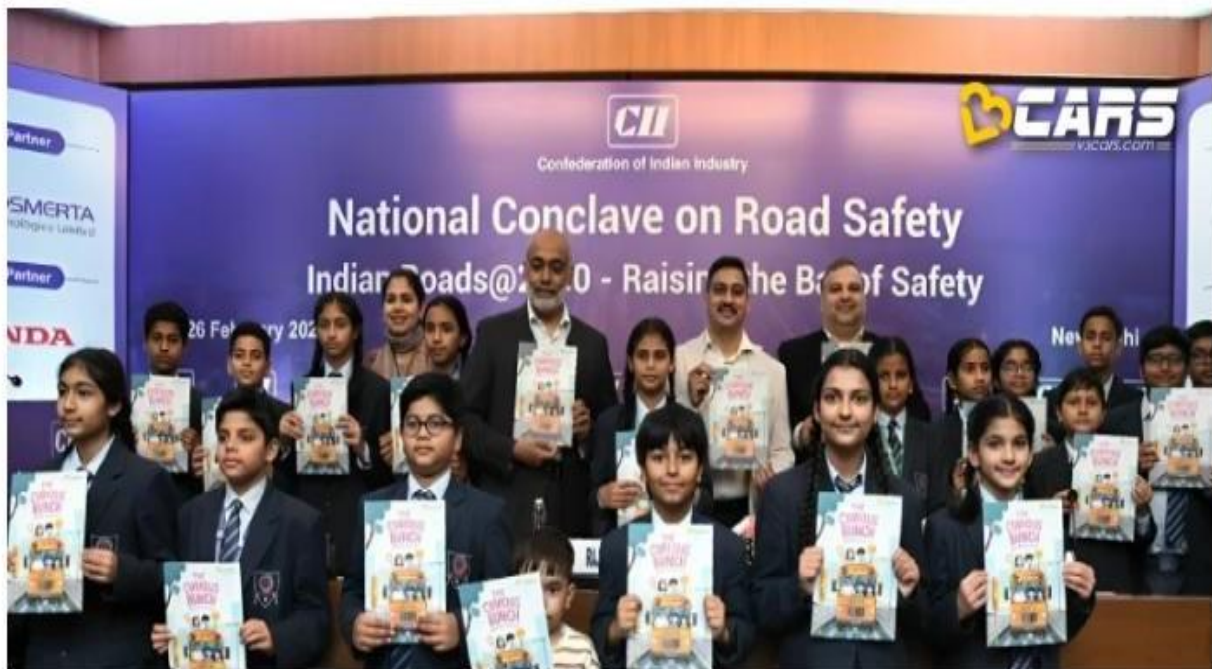
Date	3 March 2026
Publication	V3 Cars
Headline	Rosmerta Unveiled The Curious Bunch Comic



Rosmerta Unveiled The Curious Bunch Comic (Press Release) | V3Cars

📅 Mar 3, 2026, 04:15 PM IST / 👤 By Jackson Kumar / 💬 0

Rosmerta Technologies Limited unveiled "The Curious Bunch", a children's comic book aimed at promoting early road safety awareness. The launch took place at the 3rd Edition of the CII National Conclave on Road Safety in New Delhi. The initiative aligned with India's broader road safety mission focused on education and behavioural change.



Date	3 March 2026
Publication	Aftermarket and Services
Headline	Rosmerta Takes Road Safety Awareness to Classrooms with New Comic



Rosmerta Takes Road Safety Awareness To Classrooms With New Comic

March 3, 2026 Motorindia Comments Off

Rosmerta Technologies Limited, India's leading mobility solutions provider and a long-standing advocate of road safety, has launched *"The Curious Bunch"*, a comic book for children, at the 3rd Edition of the CII National Conclave on Road Safety held at the India Habitat Centre, New Delhi. The launch reflects Rosmerta's belief that sustainable road safety depends on shaping responsible behaviour at an early age.



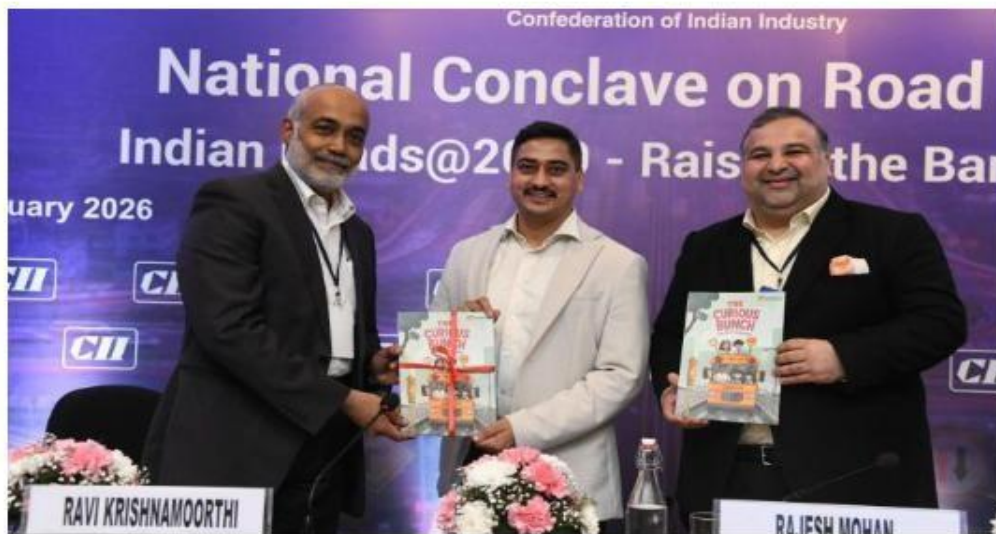
Date	3 March 2026
Publication	Press Network of India
Headline	Rosmerta unveils “The Curious Bunch” taking Road Safety Mission to Classrooms



Rosmerta unveils “The Curious Bunch” taking Road Safety Mission to Classrooms

By PNI Admin — On Feb 28, 2026

EDUCATION



14 0

Rosmerta Technologies Limited, India’s leading mobility solutions provider and a long-standing advocate of road safety, today launched “The Curious Bunch”, a comic book for children, at the 3rd Edition of the CII National Conclave on Road Safety held at the India Habitat Centre, New Delhi. The launch reflects Rosmerta’s belief that sustainable road safety depends on shaping responsible behaviour at an early age.

Date	28 February 2026
Platform	LinkedIn
Publication	Autoguide India
Headline	Rosmerta Technologies Limited has launched The Curious Bunch, a road safety comic designed to educate children through engaging storytelling and real-life scenarios.

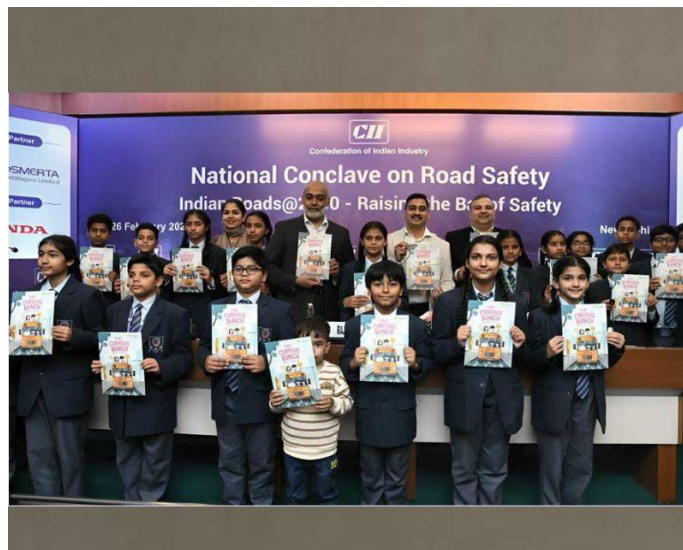

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<https://lnkd.in/gsrGMZ4M>

Rosmerta Technologies Limited has launched The Curious Bunch, a road safety comic designed to educate children through engaging storytelling and real-life scenarios.

Unveiled at the CII National Conclave on Road Safety at the India Habitat Centre, the initiative strengthens the education pillar of India's road safety strategy while encouraging children to become ambassadors of safer mobility. [Rosmerta Technologies Limited Adfactors PR](#)

[#RoadSafety](#) [#CSRIndia](#) [#SafeMobility](#) [#EducationForChange](#) [#MobilitySolutions](#)



Date	28 February 2026
Platform	LinkedIn
Publication	Motoring Trends
Headline	Rosmerta Technologies Limited has launched a comic book titled 'The Curious Bunch'


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Rosmerta Technologies Limited has launched a comic book titled 'The Curious Bunch' at the 3rd Edition of the **Confederation of Indian Industry** National Conclave on Road Safety. The publication is designed to introduce road safety awareness to children.

The initiative aligns with the Government of India's '4E' strategy for road safety, which focuses on Engineering, Education, Enforcement and Emergency Care. The comic book aims to address the 168,000 road fatalities reported in India in 2022 by fostering safe habits at a school level.

The comic book uses illustrations to present road scenarios, including pedestrian conduct, school bus safety, traffic signals & the use of helmets, seatbelts and child restraint systems. By educating children, the company intends to influence the behaviour of parents and the wider community.

Dr Rajesh Mohan Ravi Krishnamoorthi

<https://lnkd.in/dCf3Qx6q>

#Rosmerta #Road #Safety

Date	05 March 2026
Platform	LinkedIn
Publication	Motor India Magazine
Headline	Rosmerta Technologies Limited, India's leading mobility solutions provider and a long-standing advocate of road safety



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16,300 followers

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[Rosmerta Technologies Limited](#), India's leading mobility solutions provider and a long-standing advocate of road safety, has launched "The Curious Bunch", a comic book for children, at the 3rd Edition of the CII National Conclave on Road Safety held at the India Habitat Centre, New Delhi. The launch reflects Rosmerta's belief that sustainable road safety depends on shaping responsible behaviour at an early age.

Read More: <https://lnkd.in/gpUV7vUY>

[Dr Rajesh Mohan](#), [Priyanka Sapra](#), [Ravi Krishnamoorthi](#)
[#Rosmerta](#) [#RoadSafetyAwareness](#) [#SafeRoads](#)



Date	28 February 2026
Platform	LinkedIn
Publication	Prittle Prattle News
Headline	Rosmerta Technologies Limited unveiled The Curious Bunch, a children’s road safety comic



Prittle Prattle News

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“Change begins with awareness, and when that awareness starts early, it has the power to reshape behaviour across generations,” said Dr Rajesh Mohan, DCP Gurugram Traffic, at the CII National Conclave on Road Safety 2026.

[Rosmerta Technologies Limited](#) unveiled The Curious Bunch, a children’s road safety comic, during the event. [Ravi Krishnamoorthi](#) President, Rosmerta Technologies Limited, noted that road safety extends beyond compliance to collective responsibility, with children serving as catalysts for behavioural change within families.

The initiative aligns with the 4Es framework of Engineering, Education, Enforcement and Emergency Care, expanding the education component through classroom engagement.

Read the full analysis on [Prittle Prattle News](#). By [Smruti Bhalerao](#).
<https://lnkd.in/dbP8Ehuk>

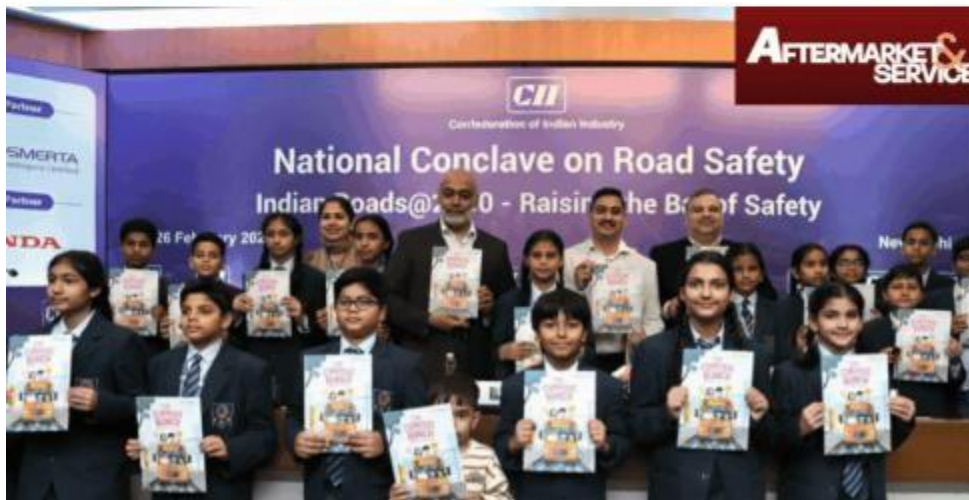
Date	05 March 2026
Platform	LinkedIn
Publication	Aftermarket and Service
Headline	Rosmerta Technologies Limited has launched "The Curious Bunch", a comic book for children

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Rosmerta Technologies Limited, India's leading mobility solutions provider and a long-standing advocate of road safety, has launched "The Curious Bunch", a comic book for children, at the 3rd Edition of the CII National Conclave on Road Safety held at the India Habitat Centre, New Delhi. The launch reflects Rosmerta's belief that sustainable road safety depends on shaping responsible behaviour at an early age.

Read More: https://lnkd.in/g_at3sNm

Dr Rajesh Mohan, Priyanka Sapra, Ravi Krishnamoorthi
 #Rosmerta #RoadSafetyAwareness #SafeRoads



Date	27 February 2026
Platform	LinkedIn
Social Media Handle	Helmet Man Of India
Headline	Rosmerta Technologies Limited has launched a special book for children titled The Curious Bunch Road Safety Adventures



Helmet man of India ✓ • 2nd

Raghvendra kumar

1w • 🌐

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Change does not come from laws alone; it comes from education and values. Road accidents are like an invisible war. To win this war, we must take strong and meaningful steps in the right direction. Rosmerta Technologies Limited has launched a special book for children titled The Curious Bunch Road Safety Adventures. This is not just a book, but a powerful effort to educate the next generation about building a safer India. When children understand traffic rules through stories and illustrations, road safety becomes a habit not a compulsion. 📖 IN As the "Helmet Man of India, I wholeheartedly welcome this inspiring initiative. An accident free India can only be built through the awareness of our children. [#Helmetmanofindia](#) [#SurakshitSafar](#) [#TheCuriousBunchByRosmerta](#) [#RoadSafetyBookForChildren](#) [#NationalConclaveOnRoadSafety](#) [#SaferRoadsSaferIndia](#) [#Helmetman](#)



Date	05 March 2026
Platform	LinkedIn
Headline	Rosmerta Technologies Limited has launched "The Curious Bunch", a comic book for children



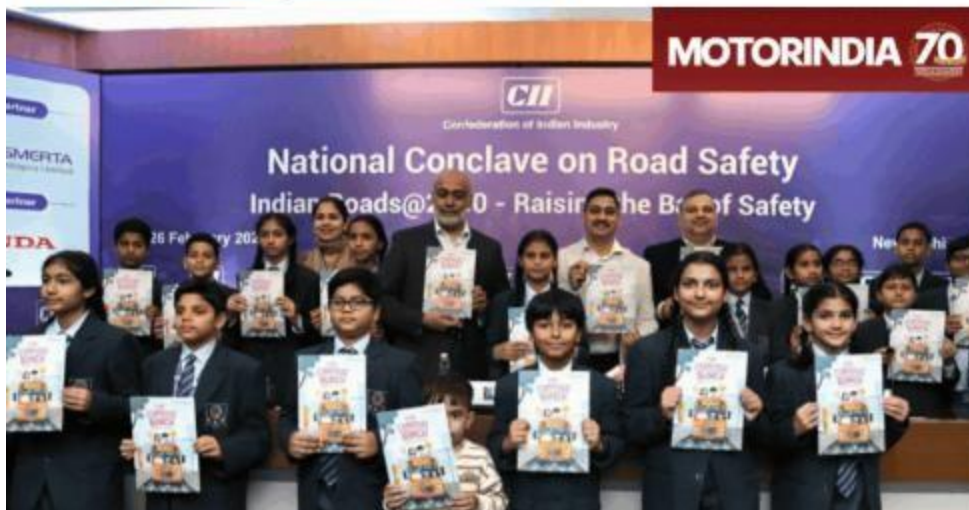
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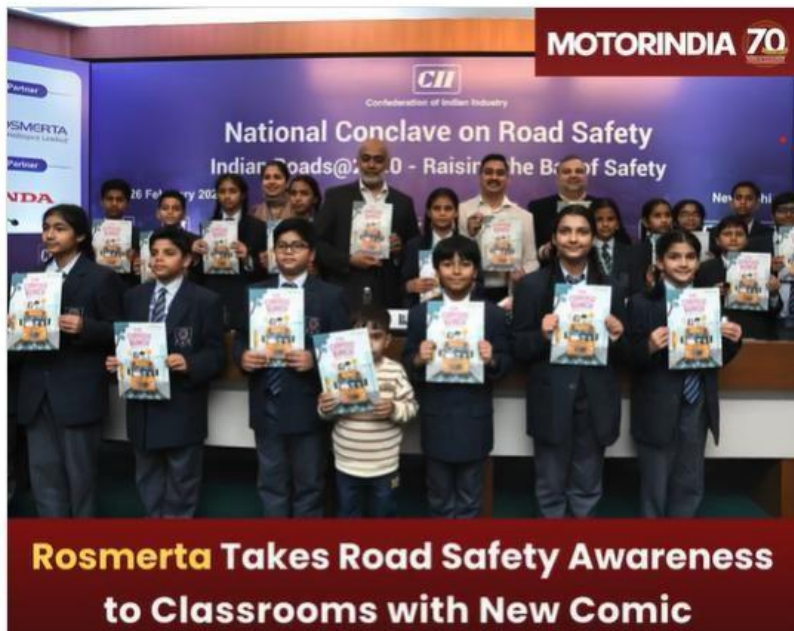
Rosmerta Technologies Limited, India's leading mobility solutions provider and a long-standing advocate of road safety, has launched "The Curious Bunch", a comic book for children, at the 3rd Edition of the CII National Conclave on Road Safety held at the India Habitat Centre, New Delhi. The launch reflects Rosmerta's belief that sustainable road safety depends on shaping responsible behaviour at an early age.

Read More: <https://lnkd.in/gzUkAZvg>

Dr Rajesh Mohan, Priyanka Sapra, Ravi Krishnamoorthi
#Rosmerta #RoadSafetyAwareness #SafeRoads



Date	5 March 2026
Platform	Instagram
Publication	Motor India Magazine
Headline	<u>Rosmerta Technologies Limited has launched "The Curious Bunch"</u>



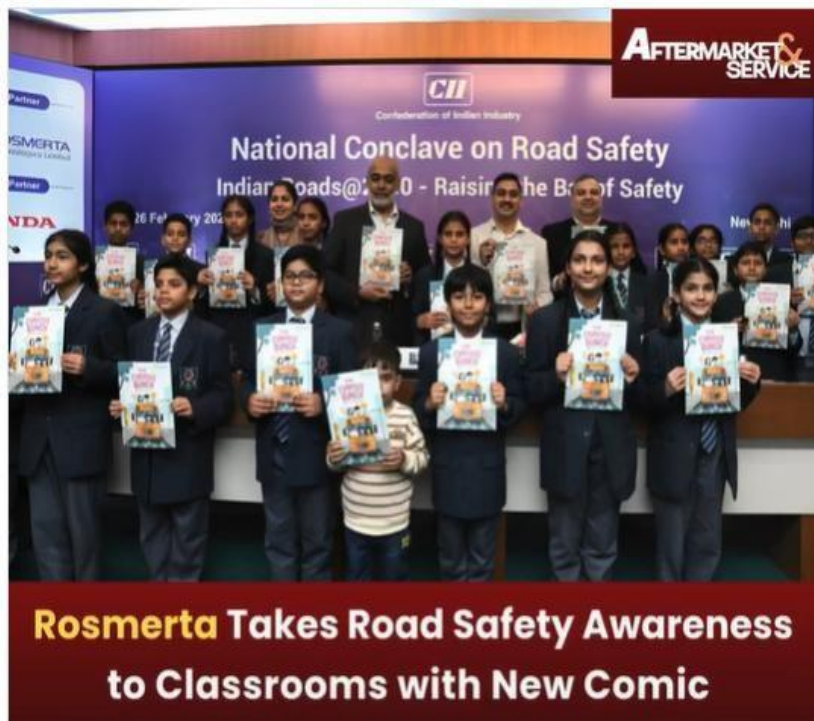
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Rosmerta Technologies Limited, India's leading mobility solutions provider and a long-standing advocate of road safety, has launched "The Curious Bunch", a comic book for children, at the 3rd Edition of the CII National Conclave on Road Safety held at the India Habitat Centre, New Delhi. The launch reflects Rosmerta's belief that sustainable road safety depends on shaping responsible behaviour at an early age.

Read More:
<https://www.motorindiaonline.in/rosmerta-takes-road-safety-awareness-to-classrooms-with-new-comic/>

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Date	5 March 2026
Platform	Instagram
Publication	After Market and Service
Headline	Rosmerta Launches The Curious Bunch



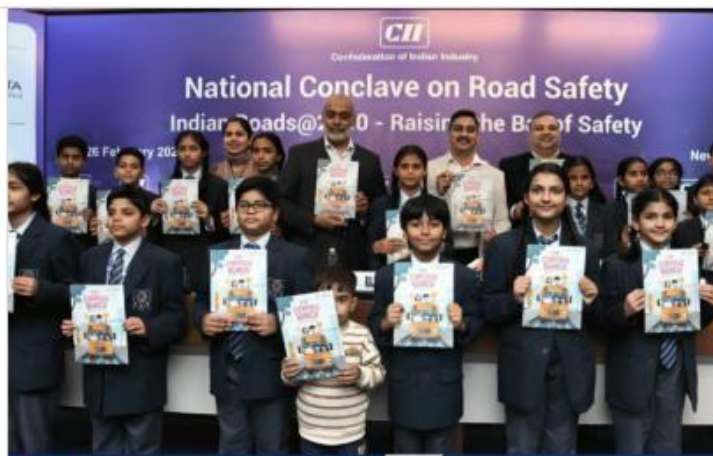
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Date	28 February 2026
Platform	Instagram
Publication	Prittle Prattle News
Headline	Rosmerta Technologies Limited unveiled The Curious Bunch, a children’s road safety comic, during the event.



Prittle Prattle News
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Comic Initiative, The Curious Bunch, Carries Rosmerta’s Road Safety Mission into Classrooms

Ravi Krishnamoorthi, Group President, Rosmerta Technologies Limited, introduces children’s road safety comic at CII National Conclave on Road Safety 2026 in presence of Dr Rajesh Mohan, DCP Gurugram Traffic

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"Change begins with awareness, and when that awareness starts early, it has the power to reshape behaviour across generations," said

Dr Rajesh Mohan, DCP Gurugram Traffic, at the CII National Conclave on Road Safety 2026.

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The initiative aligns with the 4Es framework of Engineering, Education, Enforcement and Emergency Care.

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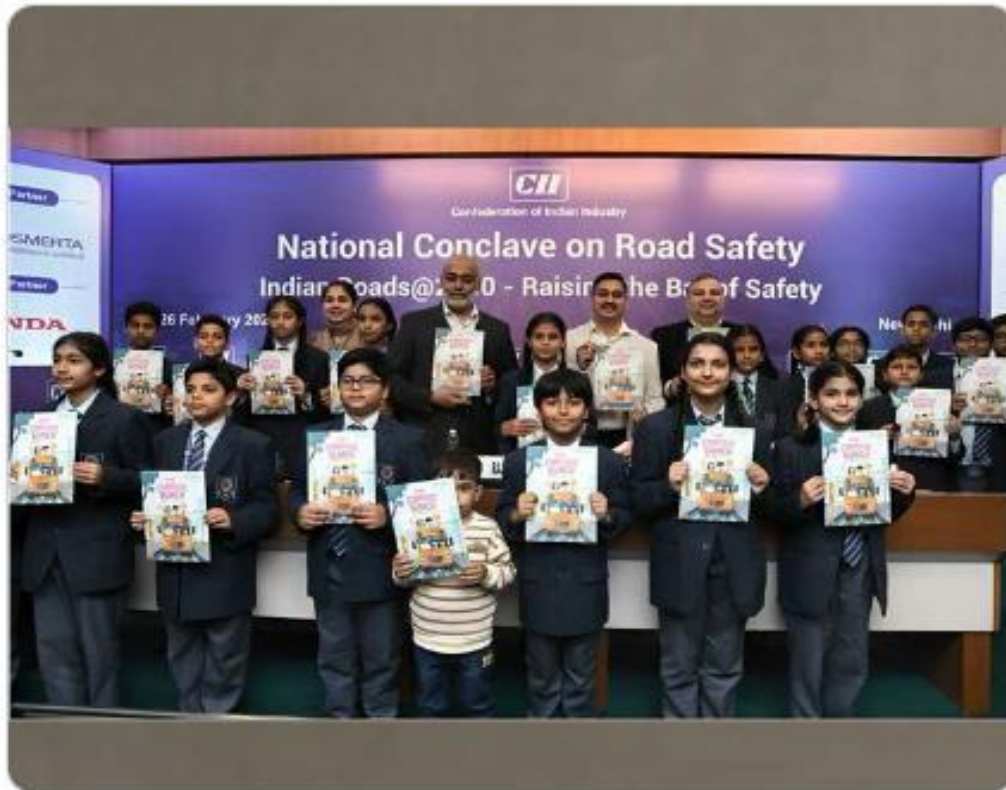
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Date	27 February 2026
Platform	X
Publication	Auto Guide India
Headline	Rosmerta Technologies Limited launches The Curious Bunch — a children’s comic promoting road safety awareness.

AutoGuide @AutoGuideIndia

[autoguideindia.com/auto-makers/po...](#)

Rosmerta Technologies Limited launches The Curious Bunch — a children’s comic promoting road safety awareness. Unveiled at the CII National Conclave on Road Safety in New Delhi. [#RoadSafetyIndia](#) [#SafeMobility](#) [#CSR](#)



Date	04 March 2026
Platform	X
Publication	Motor India
Headline	Rosmerta Technologies Limited has launched "The Curious Bunch"

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Rosmerta Technologies Limited launched "The Curious Bunch" comic for children at the CII Road Safety Conclave at India Habitat Centre, promoting responsible road behaviour from an early age.

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Date	05 March 2026
Platform	X
Publication	After Market and Service
Headline	Rosmerta Technologies Limited has launched "The Curious Bunch"

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Rosmerta Technologies Limited launched "The Curious Bunch" comic for children at the CII Road Safety Conclave at India Habitat Centre, promoting responsible road behaviour from an early age.

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Date	02 March 2026
Platform	X
Publication	Bisinfotech
Headline	Rosmerta unveils “The Curious Bunch” taking Road Safety Mission to Classrooms

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Rosmerta Technologies Limited, India’s leading mobility solutions provider and a long-standing advocate of road safety, launched “The Curious Bunch”, a comic book for children, at the 3rd Edition of the CII National Conclave on Road S...

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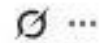
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Date	27 February 2026
Platform	X
Publication	Motown India
Headline	Rosmerta unveils "The Curious Bunch" taking road safety mission to classrooms

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Date	04 March 2026
Platform	Facebook
Publication	Motor India
Headline	Rosmerta Technologies Limited has launched "The Curious Bunch"



Date	27 February 2026
Platform	Facebook
Publication	Auto Guide India
Headline	Rosmerta Technologies Limited unveiled The Curious Bunch



AutoGuide India

27 February at 14:33 · 🌐

<https://www.autoguideindia.com/.../rosmerta-curious.../>

Road safety begins with awareness — and awareness begins early.

Rosmerta Technologies Limited unveiled The Curious Bunch, a children’s comic designed to build responsible road behaviour through relatable storytelling and everyday safety lessons.

[#RoadSafety](#) [#ChildSafety](#) [#ResponsibleMobility](#) [#CSRIndia](#)

