

Inspired by PM Modi's Sustainability Push, YES SECURITIES Launches #CycleToWork Initiative

Announced today on Cycle to Work Day, the initiative comes amid growing conversations around fuel conservation and responsible energy consumption following PM Modi's recent appeal

Mumbai, May 15, 2026: YES SECURITIES, a subsidiary of YES BANK, will mark World Bicycle Day on June 3 with 'Cycle to Work' a long-term initiative aimed at encouraging employees to adopt healthier lifestyles and more conscious commuting habits.

This announcement comes at a time when conversations around fuel conservation and sustainable living are gaining renewed relevance following Prime Minister Narendra Modi's recent appeal urging citizens and organisations to adopt more mindful energy consumption practices amid rising geopolitical uncertainty and volatility in global crude oil prices.

As part of the initiative, employees across YES SECURITIES offices PAN India who reside within 5 km radius from their workplace will be urged to cycle to work once every week starting June 3. The initiative aims to position cycling not just as a fitness activity, but as a conscious lifestyle choice that promotes personal well-being, environmental responsibility and sustainable living.

The campaign is being driven under the leadership of Anshul Arzare, Managing Director & CEO, YES SECURITIES, who has consistently championed health and fitness within the organisation. Last year, the company had also organised the first edition of its Cyclothon in Mumbai as part of its broader wellness and sustainability efforts.

Speaking on the initiative, Anshul Arzare, MD & CEO, YES SECURITIES, said: *"The Prime Minister's message on fuel conservation and sustainable living is both timely and deeply relevant, especially at a time when organisations and individuals alike must rethink everyday choices. At YES SECURITIES, our efforts over the last several months through initiatives such as our Cyclothon and our participation at platforms like the Netherlands-EU-India Urban Mobility Conference 2026 and the Times Drive Auto Summit have all been centred around one larger vision, building a culture that respects every commuter. As cities evolve, creating people-centric mobility ecosystems where pedestrians, cyclists and motorists coexist respectfully will become increasingly important.*

Through #CycleToWork, we want to further strengthen this movement by encouraging employees to view cycling not only as a fitness activity, but also as a conscious green mobility choice. We believe meaningful change begins when sustainability becomes part of everyday behaviour, and through this initiative, we hope to inspire more mindful, healthier and community-driven commuting habits."

Observed globally on June 3, World Bicycle Day recognises cycling as an accessible, environmentally friendly and health-focused mode of transportation. Through initiatives like 'Ride for a Green India' by Namo Fit India Cycling Club that promotes greener commuting YES SECURITIES too aims to reinforce the importance of healthier lifestyles and mindful mobility in increasingly fast-paced urban environments.

About YES SECURITIES

YES SECURITIES, a subsidiary of YES BANK, commenced operations in 2013 with a vision to empower generations to invest wisely, securely and seamlessly. Over a decade, it has transformed into financial services powerhouse, offering a wide array of customized solutions for Retail, HNI/UHNIs, and Institutional clients.

For more information, log on to <https://yesinvest.in/> or contact:

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