

ICICI Lombard presents #1 Travel Show on radio – ‘Get Some Sun’ on RadioOne with Bollywood superstar Ranveer Singh as the *Sutradhar*

The theme of this iconic radio IP, now in its 7th edition, covers the 7 wonders of the world, the remarkable travel journeys of influencers, while building awareness about international travel insurance.

Mumbai, December 26, 2022: As we are witnessing an exponential rise in international travel - a phenomenon termed ‘revenge travelling’, we are consequently seeing a higher demand for Travel Insurance. In line with this trend, ICICI Lombard, India’s leading General Insurance Company, has collaborated with Radio One’s #1 Travel show – ‘Get Some Sun’. The flagship show has roped in the enigmatic Bollywood superstar **Ranveer Singh**, who will be lending his voice to speak about his travel bucket list across geographies globally and share his sun-chasing experiences.

This is the sixth year that Ranveer has been associated with this property. The show will be hosted by Radio One’s Host - Hrishi K. The company aims to increase awareness about its international travel products through the radio platform by reaching out to a very niche audience across major metro cities in India. A recent survey conducted by ICICI Lombard revealed that over 94% of globetrotters purchase travel insurance for their trips - giving rise to a new breed of ‘safety-first’ travellers.

Speaking about the new campaign, **Sheena Kapoor, Head – Marketing, Corporate Communication and CSR, ICICI Lombard**, said, “Today, more and more people are returning to international travel for both business and leisure alike. The spike in this travel trend has led to a higher number of cancellations and visa rejections. Hence, we want to amplify the importance of travel insurance as a basic item in people’s travel checklists. With Ranveer Singh as a *sutradhar* on ICICI Lombard sponsored ‘Get Some Sun’, we would like to urge the country’s voyagers to take preventive measures and cover, to protect their travel escapes so they can have a seamless and worry-free experience.”

ICICI Lombard has been associated with the radio show ‘Get Some Sun’ since its inception. The show enjoys a good positioning amongst the office-goers and executive populace, which comprises an important target group for ICICI Lombard. The brand is one of the leading insurers in travel insurance that provides a gamut of coverages and plans to suit every individual’s needs. ICICI Lombard’s travel insurance assures quality health care with a medical cover of up to 5 lakh USD. The various offerings of ICICI Lombard cover travellers from 3 months to 85 years without any medical check-up for policy issuance. The policy covers your safety and provides value-added services for your family back home. For more details, visit <https://www.icicilombard.com/travel-insurance?source=prodcategory&opt=travel#products>

ICICI Lombard General Insurance Company Limited

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#ICICILombard #SheenaKapoor #TravellInsurance #GetSomeSun #NibhaayeVaade
#ILTakeCare #InternationalTravel #InternationalInsurance

About ICICI Lombard General Insurance Company Ltd.

ICICI Lombard is one of the leading General Insurance companies and the leading motor insurer in the country. The Company offers a comprehensive and well-diversified range of products through multiple distribution channels, including motor, health, crop, fire, personal accident, marine, engineering, and liability insurance. With a legacy of over 20 years, ICICI Lombard is committed to customer centricity with its brand philosophy of 'Nibhaaye Vaade'. The company has issued over 29.3 million policies, settled 2.3 million claims and has a Gross Written Premium (GWP) of ₹185.62 billion for the year ended March 31, 2022. ICICI Lombard has 283 branches and 11,085 employees as on March 31, 2022.

ICICI Lombard has been a pioneer in the industry and migrated its entire core systems 100% to cloud. With a strong focus on being digital led and agile, it has launched a plethora of tech-driven innovations, including Face Scan and Cal Scan on its signature insurance and wellness App - IL TakeCare, with over 3 million downloads. The company has won several laurels including the 'Emerging Company of the Year' at ET Corporate Excellence Awards, 'Best General Insurance Company' at Annual Best & Emerging Insurance Company Awards, 'ACEF Asian Leadership' for 'Combating COVID 19' initiatives, Guinness World Record for its CSR initiatives and many more. The awards are a testament to the trust reposed in the Company by its customers, partners, and other stakeholders. For more details log on to www.icicilombard.com

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