

## ICICI Lombard Revolutionizes Health Insurance with 'Anywhere Cashless' Feature, Providing Hassle-free Medical Treatment at Any Hospital

- *The new feature can be availed through the IL TakeCare App across India*

**Mumbai, March 23, 2023:** In an industry-first move, ICICI Lombard - one of India's leading private sector general insurance companies, has announced the launch of its latest feature, "Anywhere Cashless" for their health insurance policyholders. This new feature allows customers to avail cashless facilities at any hospital- even if it is not a part of ICICI Lombard's current network of hospitals. \*Customers will not have to bear any out-of-pocket expenses.

The "Anywhere Cashless" feature is subject to the hospital's acceptance of the cashless facility. To use this feature policyholders must inform the company 24 hours before their date of admission. They can then provide basic information about the patient, policy details, hospital name, diagnosis, treating doctor etc. The feature can be accessed through the IL TakeCare app under the 'Service we offer' section. This feature was initially launched as a pilot and now *can be availed through the IL TakeCare App across India.*

Looking through the lens of the customers, the present-day hassles of deposits, paying all expenses, collecting all original payment receipts and also coordinating with the insurance company to understand every minute detail, are eliminated with the Anywhere cashless feature. It provides a hassle-free experience through all aspects of the journey- from admission to discharge. It also lets customers choose a nearby or recommended hospital and focus on their family's well-being instead of dealing with insurance details at the time of treatment.

✓ *To avail this feature customer can reach us : IL Take care App - ILTC app Home page -> Service we offer -> Health Assistance-> Anywhere cashless*

**Alok Agarwal, Executive Director, ICICI Lombard** said, "The "Anywhere Cashless" feature is a step towards revolutionizing the insurance industry in India and providing better healthcare access to everyone. The feature takes into account the emotionally strenuous journey one undertakes while undergoing treatment and aims to alleviate the difficulty of the process, while enhancing the convenience of our customers. The feature also provides our customers with a sense of assurance that their medical needs will be well cared for. This exemplifies the company's commitment to innovation and customer-centricity, setting us apart and making ICICI Lombard a trusted partner in the insurance industry."

The underlying mission is to expand insurance coverage in Tier II and III cities by establishing more network partners. ICICI Lombard wants to achieve this by prioritizing the needs of customers and actively seeking out and providing better options for them, even as the number of cases continue to rise. With this feature, the company aims to make the claims process hassle-free and provide its customers with a sense of security and ease.



In the past, the company has launched several innovative products such as the AI powered cashless claim approval system and, Home healthcare feature to customers. The company has also launched a Motor OD policy that uses telematics technology to track driving behaviour and reward safe driving habits. ICICI Lombard's focus on customer-centricity is evident in its 24x7 customer support, easy-to-use mobile app, and simplified claims process.

#ICICILombard #AlokAgarwal #NibhaayeVaade #ILTakeCare #AnywhereCashless

\*Subject to policy T&C.

### 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 as on March 31, 2022.

ICICI Lombard has been a pioneer in the industry and migrated its entire core systems 100% to the 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 3.7 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 the Annual Best & Emerging Insurance Company Awards, 'ACEF Asian Leadership' for 'Combatting 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](http://www.icicilombard.com)

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