



## ICICI Lombard's #AsliAzaadi: Pledging Road Safety for a Safer India

**Mumbai, August 14, 2023:** As India gears up to celebrate its 77<sup>th</sup> Independence Day; ICICI Lombard General insurance company commemorates the occasion by launching its latest campaign “**Iss Independence Day, Nibhaayo #AsliAzaadi Ka Vaada.**” The campaign champions the importance of adhering to road safety norms and driving responsibly.

In the face of escalating road traffic and a distressing surge in accidents, ICICI Lombard emphasizes that the ultimate form of liberation is rooted in safeguarding every individual on the road. It is a collective responsibility to ensure that every journey unfolds with an aura of safety, security, and well-being. True independence means creating an atmosphere where families no longer fear for their loved ones on the road and where every road user exercises their right to reach their destination without undue jeopardy.

While the tricolor flag waves proudly and the nation revels in its freedom, let us bear in mind that genuine freedom encompasses not only the absence of constraints but also the presence of conscientiousness and watchfulness. This Independence Day, as we pledge to uphold the values that make our nation great, let us extend that commitment to safeguarding lives on the road. Together, we can make our streets safer and exemplify the true essence of #AsliAzaadi," said [Spokesperson Name], [Designation] at ICICI Lombard," said **Sheena Kapoor, Head - Marketing, Corporate Communications & CSR at ICICI Lombard.**

ICICI Lombard's **#AsliAzaadi ka Vaada** campaign underscores the pivotal role road safety plays in realizing this vision of liberty. It serves as a poignant reminder that each time we buckle up, abide by traffic regulations, and refrain from distracted driving, we actively shape a future where road mishaps are preventable and lives remain untarnished. By accentuating the significance of road safety this Independence Day, ICICI Lombard reaffirms its unwavering dedication to preserving lives, echoing the aspirations of a nation that treasures and upholds the well-being of its citizens.

Campaign link for your reference - <https://youtu.be/OFkZfvbO-sw>

### About ICICI Lombard General Insurance Company Ltd.

ICICI Lombard is the leading private general insurance company 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 21 years, ICICI Lombard is committed to customer centricity with its brand philosophy of 'Nibhaaye Vaade'. The company has issued over 32.7 million policies, settled 3.6 million claims and has a Gross Written Premium (GWP) of ₹217.72 billion for the year ended March 31, 2023. ICICI Lombard has 305 branches and 12,865 employees, as on March 31, 2023.

ICICI Lombard has been a pioneer in the industry and is the first large-scale insurance company in India to migrate its entire core systems to the cloud. With a strong focus on being digital-led and agile, it has launched a plethora of tech-driven innovations, including the industry' first Face Scan on its signature insurance and wellness App - IL TakeCare, with over 5.6 million user downloads. The company has won several laurels including ET Corporate Excellence Awards, Golden Peacock Awards, FICCI Insurance Awards, National CSR awards etc. for its various initiatives. For more details log on to <https://www.icicilombard.com/>

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