

Press Release

ICICI Lombard announces appointment of Priya Deshmukh as Head – Health Products, Operations & Services

Mumbai, Feb 21, 2024: Health insurance is the fastest growing industry segment and it has been a key area of focus for ICICI Lombard General Insurance Limited. Over the past few quarters, ICICI Lombard has invested significantly in growing its distribution reach in the Health Business, through the Agency channel, through its Banca partners, as well as, through Digital Alliances. This has resulted in a significant increase in the ICICI Lombard's market share in the Health Segment. With a view to propelling this business to the next level of growth, ICICI Lombard General Insurance Company Limited, one of India's leading general insurers, is pleased to announce the appointment of Ms. Priya Deshmukh as Head – Health Products, Operations & Services. In her new role, Priya will oversee the Company's Health Products, Underwriting and Claims. She will also be responsible for the IL TakeCare App.

With a remarkable career spanning over 27 years, Priya brings a wealth of experience and leadership in both business and strategic roles within the health insurance and healthcare sector. Her extensive background includes senior leadership roles at organisations such as Max Bupa, Cognizant, and United Health Group, where she has significantly contributed to business and strategic development. Before joining ICICI Lombard, she served as the Chief Operating Officer at Manipal Cigna Health Insurance.

On her appointment, **Priya Deshmukh** said, *"I am honoured to join ICICI Lombard as the Head of Health Products, Operations & Services. With a steadfast commitment to innovation and customer well-being, I look forward to contributing my experience and leadership to grow the health insurance business at ICICI Lombard."*

In addition to her professional achievements, Priya has actively contributed to the industry, engaging in grassroots mentoring of start-ups in the healthcare and insurance sectors and serving as an independent director and board member for several companies. A distinguished alumnus of the Indian Institute of Management, Lucknow, Priya brings a unique blend of academic excellence and practical industry knowledge to her new role.

Jerry Jose, Chief - Human Resources at ICICI Lombard, commented, *"We are delighted to welcome Priya to our team. Her vast experience and visionary leadership in the health insurance and healthcare industries make her an invaluable addition to team ICICI Lombard."*



We are confident that under Priya's guidance, our Health Business will achieve new heights of success."

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 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 8.5 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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