

ICICI Lombard to Celebrate March 2023 as Women's Month with Special Offers for all Women and Agents

- Offers Health Check-ups and Motor assistance to all women across India
- Comprehensive Knowledge workshops for IL's women agents

Mumbai, March 06, 2023: ICICI Lombard, India's leading general insurer announced today that it would celebrate March as Women's month in an endeavour to empower women in their physical and financial well-being. The company will be offering complimentary **health check-ups**, which will be available to 10,000 women on a first-cum-first serve basis across major locations in India. Moreover, with the aim of promoting women entrepreneurship the company will embark on a comprehensive training program to recruit and educate the women agents & brokers. Women can also avail **roadside assistance service (RSA)** during this entire month

As part of this initiative, the Health Diagnostic Check-ups will cover CBC, thyroid profile, vitamin D and B12, RBS, Ferratin (Iron study). Women across locations in India can avail these services **through our IL TakeCare app**, which offers a convenient and easy-to-use platform to manage their health and insurance needs.

In addition to this, the insurer is also offering complimentary roadside assistance service (RSA) to Women motorists where they can get support in coping with car breakdown, accidents, flat tyre, loss of fuel, electrical failure etc, when driving during odd hours. Women motorist can call IL's customer care for assistance during the entire month.

According to the [National Family Health Survey \(NFHS-5\)](#), only 30% of women in India in the 15-49 age group have health coverage. This leaves a huge section of the female population uninsured, mainly owing to a lack of awareness, financial education and accessibility. Today, as women climb the ladder of success and make their mark in each sector of the economy, it is imperative to bring them to the health insurance fold, safeguarding not just their health but their financial health as well, and continue their valuable contribution to their families and society.

Sanjeev Mantri, Executive Director, ICICI Lombard said, "At ICICI Lombard, we inculcate a special focus on women's health, both physical and financial. Traditionally women, who take care of the entire family, often neglect their own health. This International Women's Day (IWD) we, as a company want to acknowledge their tremendous contribution and spread awareness for women to take charge of their health through these initiatives. In addition, women as a segment remains highly underpenetrated, hence it is our endeavour to accelerate the change and encourage more women to take active part in their insurance and financial decision-making."

A recent survey by ICICI Lombard on Women's Awareness and Attitude towards General Insurance in India also touched upon some nuances that seemingly govern the purchase of insurance products by women. According to the survey, **60% of financially independent women** over the age of 40 had purchased a general insurance product.



In a bid to encourage more women to take charge of their financial independence, ICICI Lombard will also enrol its women agents for an exclusive tailor-made programme on insurance and financial literacy, based on its report findings. These special offerings for women are also geared towards building awareness and showcasing the benefits of insurance policies. This initiative is in line with the company's vision of creating an inclusive and diverse environment for its employees, customers, agents and channel partners.

#ICICILombard #SanjeevMantri #NibhaayeVaade #ILTakeCare

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 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 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

For details, contact:

ICICI Lombard GIC Ltd. Rima Mane rima.mane@icicilombard.com Tel: +91 99877 87103 Jayshree Kumar jayshree.kumar@icicilombard.com Tel: +91 97692 86661	Adfactors PR Sailee Nayak Sailee.nayak@adfactorspr.com Tel: +91 99301 67115
--	---



ICICI Lombard General Insurance Company Limited

IRDA Reg. No. 115
Mailing Address:
401 & 402, 4th Floor, Interface 11,
New Linking Road, Malad (West),
Mumbai - 400 064.

CIN: L87200MH2009PLC129188
Registered Office:
ICICI Lombard House, 414, Veer Savarkar Marg,
Near Siddhi Vinayak Temple, Paliadevi,
Mumbai - 400 025.

You can contact us at:
Toll free No.: 1800 2666
Email: customersupport@icicilombard.com
Website: www.icicilombard.com

