

Press Release

Celebrating Motherhood this Mother's Day - ICICI Lombard takes a moment to celebrate ALL mothers for being the greatest protection shield!

Mumbai, May 12, 2023: ICICI Lombard recognises the invaluable and unmatched essence of a mother's love, and with this understanding, we have launched a distinctive campaign to celebrate Mother's Day. The key insight hinges on the premise that the 'mother of all insurance cover' is a mother herself.

As the leading private general insurer, we are inspired by the kind of 'insurance' or 'protection cover' a mother provides her family - always there, ready to cushion every fall, heal every wound, and celebrate every victory. To break the clutter, we decided on a long format prose on digital and bring the power of strong copy to a digital environment. And yet the words may not be quite adequate!

"As a brand that advocates inclusion, we also wanted to make a significant change in the narrative, by recognizing and celebrating the essence of motherhood and not just limit it to biological moms. We wanted to acknowledge the nannies, grandmas, step moms, maasis/buas, mothers to a furry pet animal or even a single father playing the dual role – the universe is large and equally real and compelling." said **Sheena Kapoor – Head Marketing, Corporate Communications & CSR, ICICI Lombard.**

The post can be viewed here:

IG - https://www.instagram.com/p/CsJY1A2t4sl/

<u>FB</u> https://www.facebook.com/ICICILombard/photos/a.196736160374527/617633964241419/

TW - https://twitter.com/ICICILombard/status/1657031320990515200?s=20

LI - https://www.linkedin.com/feed/update/urn:li:activity:7062797140917452802

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 4.6 million 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 www.icicilombard.com

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