

ICICI Lombard's Industry 1st 'Anywhere Cashless' Campaign Achieves Remarkable Success

- 'Anywhere Cashless' campaign attained a noteworthy **5 billion + impressions** and garnered **10 million + clicks** by October 2023.

Mumbai, October 31, 2023: ICICI Lombard, India's leading private sector general insurance company, is excited to announce the conclusion of its innovative "Anywhere Cashless" campaign. The 'Anywhere Cashless' service is a pioneering initiative which has redefined health insurance by *providing* policyholders access to cashless facilities at any hospital, regardless of its network affiliation. What sets this campaign apart is the implementation of a cutting-edge geo-fencing strategy, which meticulously targets the relevant audience in real-time. This forward-thinking approach, combined with hyper-local creative strategies, ensures that communication dynamically displays the names of the nearest hospitals offering cashless services based on the viewer's PIN code. The campaign was run in 5 major cities covering a robust 2,500 + hospitals, comprising approx 650 network hospitals and an additional 1,900 + non-network hospitals, ensuring cashless services for the policyholders.

ICICI Lombard used hyper-local creative solutions which ensured the creatives were dynamically displayed with the names of the nearest hospitals offering cashless services in real-time. Overall the campaign was executed with hyper-local creative, wherein, as per the pincode of the viewer, the communication shows the name of the nearest hospital providing cashless services. We also used platforms with the same approach on various apps with interest-based targeting of the customer. This strategic move ensured that the campaign engaged audiences with diverse interests and preferences, effectively building awareness and consideration for the "Anywhere Cashless" service.

Ms. Sheena Kapoor, Head of Marketing, Corporate Communications & CSR at ICICI Lombard, said, 'Anywhere Cashless,' an innovative and an industry-first feature in our relentless pursuit of delivering a superlative customer experience. As the name suggests, customers are no longer limited to cashless treatment at network empanelled hospitals. They can avail of cashless reimbursement at a hospital of their choice, with literally a 24-hour notice. The recent digital campaign, using geo-tagging as an innovation, has resonated well with our customers and has seen great traction, resulting in engagement levels that were 2X higher than anticipated."

This tech-enabled "Anywhere Cashless" feature is also accessible through ICICI Lombard's one-stop digital solution, "IL TakeCare" app, and on the official website at www.icicilombard.com which offers a wide range of comprehensive insurance solutions and peace of mind during hospitalizations.

Digital AD Film - [Anywhere Cashless Offering | ICICI Lombard](#)

Throughout the campaign, ICICI Lombard's core message of "Truly cashless claims from anywhere" resonated strongly with the customers, underscoring the company's unwavering commitment to innovation and customer-centricity. As the campaign comes to a close, ICICI



Lombard extends its gratitude to all the customers and partners who contributed to its remarkable success. The company remains committed to innovation and continues to be a trusted name in the insurance industry.

#ICICILombard #SheenaKapoor #AnywhereCashless #HealthInsurance #ILTakeCareapp

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 6.9 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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