

ICICI Lombard's 7th Annual Wellness Index Reveals Alarming Heart Health Awareness Gap Among Indian Youth

Only 1 in 4 Indians can accurately identify heart ailment symptom

- 78% of Indians aware of health problems linked to heart ailments
- 70% of Indians turn to social media to share or gain insights about Mental and Physical Wellness
- 80% of Indians experience at least one symptom of stress regularly

Mumbai, 30 September, 2024 - ICICI Lombard General Insurance, India's leading private general insurer, today unveiled the 7th edition of its India Wellness Index 2024, offering a comprehensive snapshot of the nation's health and well-being. This latest study reveals a concerning trend where, despite 89% claiming awareness of heart disease symptoms, only 25% Indians can accurately identify the true symptoms of heart condition. This comprehensive report highlights the growing influence of digital health technologies and the evolving dynamics of wellness across different demographic groups.

ICICI Lombard's wellness index is based on a holistic framework comprising six pillars of well-being: Physical, Mental, Family, Financial, Workplace, and Social. The extensive survey covered a diverse group of respondents, comprising 69% males and 31% females, aged 18 to 50 years, from NCCS A and B categories. The study spanned 19 cities across India, ensuring a comprehensive representation of urban India's wellness landscape.

The report emphasizes the crucial link between heart health and the six pillars of wellness. Physical wellness, the most significant factor at 58% of overall wellness, plays a vital role in cardiovascular health through proper exercise and diet. Mental wellness, contributing 18% to overall well-being, impacts heart health via stress management. The remaining pillars - financial, social, family, and workplace wellness - all contribute to heart health by influencing lifestyle choices, providing emotional support, and mitigating stress factors.

Talking about the report, Sheena Kapoor, Head - Marketing, Corporate Communications & CSR at ICICI Lombard, said, "Our 2024 Wellness Index uncovers critical insights into India's health landscape. The challenges faced by Millennials in physical health, family dynamics, and financial stability have led to a 3-Point decline in their overall wellness index. The alarming gap in heart health awareness combined with rising stress levels especially among our youth underscore the urgent need for more effective health education. The adoption of health tech offers promising solutions, while corporate wellness challenges demand targeted initiatives. As we mark World Heart Day, these insights along with comprehensive heart health education have brought to fore the need for innovative insurance solutions for health and mental wellbeing. At ICICI Lombard we're committed to leveraging these findings to develop programs that bridge awareness gaps, promote heart health, and foster overall well-being across generations."

Key findings from the study:

Heart Health Awareness and Risk Factors

While 84% of Indians are aware of various heart conditions, there is a significant gap in recognizing accurate symptoms. Only 40% associate chest pain or discomfort with heart issues, and just 36% recognize shortness of breath as a potential symptom. Moreover, 33% incorrectly believe that irregular sleeping habits are a risk factor for heart disease, highlighting a critical need for targeted education on true cardiovascular risk factors and symptoms.

Corporate India's Wellness Challenges

Mental wellness among corporate employees stands at 60, significantly lower than the overall population score of 69. Financial wellness for corporate workers is at 54, compared to 63 for the general population, highlighting a critical need for workplace wellness initiatives.

Health Tech Adoption Boosts Wellness Scores

The study reveals a significant correlation between health technology usage and overall wellness. Individuals using fitness tracking devices report a wellness score of 72, compared to a score of 54 for non-users. This 18-point difference underscores the positive impact of health tech adoption on personal well-being.

Social Media: The Modern Guide to Wellness

70% of Indians use social media to discuss or learn about wellness, with Instagram (87%) and YouTube (81%) playing pivotal roles.

Mental Health Concerns on the Rise

80% of Indians experience at least one symptom of stress regularly, with women reporting a higher prevalence. Those free from stress or depression symptoms show significantly higher mental and family wellness scores.

Generational Wellness Divide

While Gen X shows improved overall wellness, increasing from 68 to 70, millennials face challenges with declines in physical, family, and financial wellness. Interestingly, smoking habits are comparable between Gen Z and Gen X, with 26% of Gen Z and Gen X reporting regular smoking.

#ICICILombard #WellnessIndex #SheenaKapoor #WorldHeartDay

Report link - https://www.icicilombard.com/docs/default-source/default-document-library/icici-lombard_india-wellness-index-2024-v1.pdf

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 2 decades, ICICI Lombard is committed to customer centricity with its brand philosophy of 'Nibhaye Vaade'. The company has issued over 36.2 million policies, honoured over 2.9 million claims, and has a Gross Written Premium (GWP) of ₹255.94 billion for the year ended March 31, 2024. ICICI Lombard has 312 branches and 13,670 employees, as of March 31, 2024.

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's first Face Scan on its signature insurance and wellness App - IL TakeCare, with over 10 million downloads. The company has won several laurels, including ET Corporate Excellence Awards, Golden Peacock Awards, FICCI Insurance Awards, Assocham, Stevie Asia Pacific, National CSR Awards, etc. for its various initiatives. For more details, log on to www.icicilombard.com.

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