

## From Anxious to Assured: ICICI Lombard's New Campaign Unveils TripSecure+ as the Ultimate Travel Buddy

Mumbai, 23 October 2024: Planning a trip often evokes two types of travellers—those who meticulously worry about every detail and those who embrace the adventure with carefree enthusiasm. ICICI Lombard, India's leading private general insurer, beautifully captures this familiar dynamic in its latest campaign for TripSecure+, introducing it as the essential travel companion that offers peace of mind from the moment travel planning begins.

At the heart of the campaign is a relatable family preparing for an Italian vacation, where the daughter's confidence juxtaposes her father's anxious nature. While she packs calmly, her father frets over common travel worries—whether the visa has arrived, car safety abroad, and the risks of adventure sports. Each of his concerns is met with his daughter's assured reply, "Travel partner hai na!" This simple yet impactful phrase reinforces the idea that with TripSecure+, every worry, from medical emergencies to lost luggage, is covered.

The campaign redefines travel insurance as a vital part of trip planning, a partner who has it all covered and is not just an afterthought. ICICI Lombard TripSecure+ transforms pre-travel anxieties into assurances, with AI-powered personalization that adapts to every travel style, ensuring peace of mind for every journey, ensuring travellers can focus on the excitement of the journey, knowing their travel partner is looking after the rest.

The campaign addresses a wide range of travel concerns, from visa rejections and adventure sports risks to PEDs (Pre-existing Diseases) like the father's blood pressure and car rentals. Each scenario is resolved with the reassurance that TripSecure+, ICICI Lombard's AI-powered travel insurance, is there to safeguard every aspect of the trip. By seamlessly weaving together real-life travel anxieties and solutions, the campaign showcases how TripSecure+ anticipates and mitigates potential travel risks, offering tailored coverage to fit the unique needs of every traveller.

Just as the ad bridges the gap between anxious parents and carefree children, ICICI Lombard's TripSecure+ bridges the gap between travel dreams and worry-free realities, offering comprehensive solutions, encompassing Visa Fee Refund\*, Car Rental Cover\$, and Adventure Sports Cover\*<sup>@#</sup>.

As the campaign tagline fittingly states, "ICICI Lombard ka AI-powered TripSecure+ Travel Insurance, Humara Travel Partner!" This campaign is more than an introduction to a policy—it's an invitation to rethink how we approach travel planning, with the assurance that ICICI Lombard will be by your side, every step of the way.

Film Link - [https://youtu.be/h4Gji\\_rJtnC](https://youtu.be/h4Gji_rJtnC)

#ICICILombard #TripSecure+ #AI

#### About ICICI Lombard General Insurance Company Limited

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 on 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 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 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 <https://www.icicilombard.com/>.

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