

## ICICI Lombard launches AI Generated Theme Song 'Jeet Ka Vishvas' to Rev-up Sales Teams

*-Yet another Industry First Marketing Innovation, the AI song has been a Resounding Success-*

**Mumbai, December 24, 2024:** You may have already heard it—on your morning-evening, radio commute or while scrolling through social media. The song *Jeet Ka Vishvas (JKV)* has been creating ripples from reels to radio, capturing imagination of listeners across India, becoming a rallying cry for sales professionals and a celebration of their indomitable spirit.

***The mystery is solved, 'Jeet Ka Vishvas' song that you have been listening on radio and the one that has been trending on the Gram, leading to multiple reels and memes, is not a song from any movie or sung by any playback artist, it has been created by ICICI Lombard.***

This high-energy song pays homage to the backbone of every thriving business: the sales force. **'Jeet Ka Vishvas' is India's first song completely developed using Gen AI**, showcasing ICICI Lombard's commitment to innovation and marketing excellence. With Hinglish, Malayalam, Telugu, and Tamil versions the song celebrates inclusivity, ensuring it resonates deeply with India's diverse cultural fabric.

With lyrics that ignite confidence, champion teamwork, and embody an unyielding drive to excel - "Cutting every pitch, we'll cross the numbers, break the limits" the anthem is a powerful ode to the relentless spirit of sales professionals. This song underscores the unifying force that emphasizes ICICI Lombard's mission to honour and empower its people while staying true to its legacy of trust and innovation.

### ***A differential approach***

Introduced first to the sales team and employees of the company on WhatsApp groups and Social Media, the song has become a unified voice for sales professionals reaching across diverse platforms to connect with audiences nationwide.

- **Instagram Memes and Reels:** To amplify its virality, the song is being leveraged as trending audio on Instagram, paired with creative meme marketing and reels, encouraging users to create and share their own content inspired by the song.
- **Radio Campaign:** Playing across leading radio channels, the anthem has been energizing airwaves in every region, fostering a rhythmic connection with listeners.
- **Social Media Success:** Shared on ICICI Lombard's official social media handles, the song has achieved impressive engagement, solidifying its place as a viral hit among professionals and fans.

**The song has so far reached a cumulative audience of around 10Mn.**

"The anthem was created to celebrate the unwavering spirit of sales professionals, who form the backbone of every business, regardless of the sector or industry," says **Sheena Kapoor, Head - Marketing, Corporate Communications & CSR at ICICI Lombard**. "Their relentless drive and dedication are instrumental in propelling business success. We have always been at the forefront of innovative and disruptive marketing strategies. From creating industry's first AI generated campaign, we have yet another industry first AI generated song to our credit."

"Jeet Ka Vishvas anthem series was inspired by the sheer energy of ICICI Lombard's sales & marketing team and we tried to capture their can-do attitude with catchy rap lyrics and music to motivate the team to unlock their full potential," says Arjun Kumar, Co-founder, Contenty.

The song's success is not just measured in numbers but in its ability to foster unity and pride among ICICI Lombard's sales teams and channel partners. As part of the *Jeet Ka Vishvas* sales initiative, it serves as a rallying point for professionals to strive for excellence and surpass their limits together. With its powerful beats, innovative production, and heart-pounding message, this more than just a melody—it is the sound of determination, resilience, and victory.

As listeners hum along to its tune, ICICI Lombard continues to prove that its commitment to *Nibhaye Vaade* extends far beyond its products—it is about inspiring the people who make it all happen.

Song Playlist Link –

[https://youtube.com/playlist?list=PL4vHPq9Q4WA8Z0a78oHHnfLdbY0K5bCfh&si=kt90zNFKy\\_d95Pig](https://youtube.com/playlist?list=PL4vHPq9Q4WA8Z0a78oHHnfLdbY0K5bCfh&si=kt90zNFKy_d95Pig)

**#ICICILombard #JeetKaVishvas #JKV #SheenaKapoor**

#### **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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