

## Press Note

### ICICI Lombard Leads the Charge to Increase Insurance Awareness and Penetration in Bihar

**Patna, June 28, 2023:** ICICI Lombard General Insurance Company, a leading private general insurer in India, has made significant strides in enhancing insurance awareness and penetration in Bihar. As the lead insurer for the state's Non-Life insurance segment, ICICI Lombard has taken a proactive role in driving the State Insurance Plan and collaborating with key stakeholders to create a robust insurance ecosystem.

In continuation with their commitment to the State Insurance Plan, today Mr. Sanjeev Mantri, MD & CEO, ICICI Lombard and Mr. Alok Agarwal, Executive Director, ICICI Lombard, met Shri. Brajesh Mehrotra - Chief Secretary of the State of Bihar, in the presence of IRDAI officials and other dignitaries of the state, and reaffirmed the company's support in insurance awareness and penetration in Bihar.

#### *Key Initiatives in Bihar under State Awareness Plan:*

In collaboration with Bihar State Insurance Committee, ICICI Lombard is driving the State Insurance Plan. This committee focuses on promoting insurance awareness and financial literacy.

ICICI Lombard, in partnership with the **Bihar Rural Livelihood Promotion Society (BRLPS)**, has conducted over 650 insurance awareness workshops, with over 19,000 Jeevika Didis across 356 blocks, thereby covering 67% of the state.

To bolster road safety and motor insurance penetration, ICICI Lombard equipped the **Bihar Traffic Police** with essential equipment including raincoats, baton lights, barricades, and traffic cones.

Additionally, the company has initiated road safety rallies and distributed over 16,000 helmets. Supported vehicle-checking drives and displayed insurance awareness videos at traffic checkpoints across the state.

**Other initiatives:** The Company has also installed water purifiers and solar panels in Nawada district. Dialysis machine has been installed at AIIMS Patna and 100 patient beds have been funded at SKMC Hospital.

The company has also undertaken multiple mass awareness drives. ICICI Lombard believes that these efforts are crucial in spreading awareness about insurance and its benefits at the grassroots level. Further, these efforts align with the IRDAI's vision of "**Insurance for All by 2047.**"

ICICI Lombard's initiatives underscore its commitment to collaborating with the state government, local authorities, and self-help groups to build a comprehensive and inclusive insurance ecosystem. Through extensive education, awareness campaigns, and community engagement, the company aims to bridge the insurance penetration gap in Bihar, contributing to the broader goal of increased insurance penetration across the nation.