

## Press Release

### **ICICI Lombard Unveils India's First AI-Generated song for TripSecure+, Redefining Travel Insurance Through Innovation**

**Mumbai, 07 March 2025:** Music has always been a powerful way to communicate, and India's leading private general insurer, has launched an industry-first AI-generated anthem for TripSecure+, its latest travel insurance solution. This disruptive initiative showcases ICICI Lombard's leadership in harnessing technology to revolutionize customer engagement and make travel insurance more relatable and immersive.

For the first time in the Indian insurance sector, an AI-generated song is being used as a **powerful storytelling tool**, ensuring that travel protection is not just understood but remembered. The anthem is currently airing **four times daily on RadioOne until March 31** and is available across **ICICI Lombard's social and digital platforms**, amplifying its reach among Indian travellers.

**Ms. Sheena Kapoor - Head Marketing, Corporate Communication & CSR, ICICI Lombard**, said, "The insurance industry is evolving rapidly, and at ICICI Lombard, we are committed to leading this transformation with technology-driven innovations. The launch of India's first AI-generated song is not just a creative experiment—it is a bold step toward making insurance more immersive, relatable, and engaging for modern travelers. Traditionally, insurance was seen as a necessity rather than an experience. With this initiative, we are redefining that perception by blending technology, music, and storytelling to create deeper emotional connections with our customers. TripSecure+ is more than just a travel insurance plan—it is a reassurance that no matter where you go, we have got you covered. Through AI and digital engagement, we continue to push the boundaries of how insurance integrates seamlessly into the customer journey."

#### ***Pioneering a New Era in Travel Insurance with TripSecure+***

TripSecure+ is an AI-powered, adaptive travel insurance solution, offering unmatched flexibility for today's travelers. Whether skiing in the Alps, trekking in remote terrains, or exploring new international destinations, TripSecure+ ensures comprehensive and personalized protection, addressing evolving travel risks in real time.

Key features include:

- **Visa Rejection Protection:** Refunds visa fees if a trip is canceled due to rejection.
  - **Adventure Sports Coverage:** Covers medical costs for injuries during adventure activities.
  - **Car Rental Protection:** Safeguards against financial loss from rental car damage or theft.
  - **Pre-Existing Condition Cover:** Ensures life-threatening medical emergencies are covered, giving travelers peace of mind.
- A Campaign that Reshapes Travel Insurance Perception**

## ***Revolutionizing Travel Protection with AI & Digital Storytelling***

ICICI Lombard is leading the digital transformation in insurance by integrating AI-driven innovations that simplify and personalize customer experiences. Alongside the launch of TripSecure+, the company's latest campaign features a relatable family gearing up for a trip to Italy. Through engaging storytelling, the campaign highlights common travel concerns—from visa uncertainties to medical emergencies—and how TripSecure+ serves as the ultimate travel companion, ensuring that no matter the challenge, **'Travel Partner Hai Na!'** With AI-powered solutions, travelers can embark on their journeys with confidence, knowing they have a reliable safety net at every step.

By launching the first-ever AI-generated song in the Indian insurance industry, ICICI Lombard cements its position as an innovator, leveraging cutting-edge technology to make insurance engaging, memorable, and accessible to modern travelers.

**AI song link -** <https://www.youtube.com/watch?v=d2B349R7xdo>

#ICICILombard #TripSecure+ #AI #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 13.2 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.icipilombard.com/>.

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