

Press Note

ICICI Lombard kick started the 'Ride to Safety' rally in Nagpur, aims to raise awareness about road-safety measures

- *Distributed 17000 + ISI marked Helmets to Children, Parents & Traffic Police for FY2025 in Nagpur*

Nagpur, March 6, 2025: ICICI Lombard organised a 'Ride to Safety' rally under its CSR initiative in Nagpur, Maharashtra. Chief Guest Dr. Ravindra Kumar Singal – Commissioner of Traffic – Police, Nagpur & Smt. Madhuri Baviskar, Asst. Commissioner of Police – Traffic, Nagpur, along with ICICI Lombard's senior management team flagged off the event, which aims to raise awareness about road-safety measures among two-wheeler owners with children riding as pillion riders. Around 500 + kids along with their parents from nearby school participated in the rally and were given ISI marked helmets and made them aware of non-adhering to the basic rule of safety and wearing a helmet. ICICI Lombard adopted a two-pronged strategy, one to bring out a behavioural change in parents and children about road safety through customized direct contact programs and secondly by distributing child specific ISI marked helmets to children.

Since the inception of the program in September 2015, the company has touched around 8 lakh lives by creating awareness for life-saving road safety rules and the need for motor insurance from a formative age. In an important milestone, ICICI Lombard has distributed 4.47 lakh + ISI marked helmets to children and aim to distribute 1.5 lakh + helmets this financial year across India.

As per the IRDA guidelines, ICICI Lombard is committed to increase Insurance awareness through such CSR initiatives and keeping the promise of our brand ethos of "Nibhaye Vaade".

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 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 www.icicilombard.com.

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