

Press Note

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

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

Patna, March 27, 2025: ICICI Lombard organised a 'Ride to Safety' rally under its CSR initiative in Patna, Bihar. Chief Guest - Sudhanshu Kumar - ADG, Traffic Division, Bihar 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 600+ 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 6 lakh + helmets to children & parents 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".

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