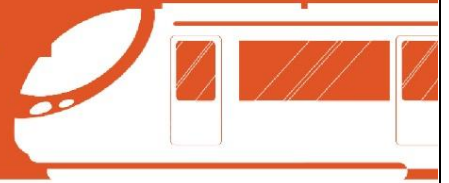




# **ICICI Lombard** **SIDDHIVINAYAK** **METRO STATION**

Connecting Mumbai to its Iconic Landmark



## Press Release:

### **ICICI Lombard Secures Branding Rights for Siddhivinayak Metro Station**

*Bringing Wellness, Innovation and Convenience to Mumbai's Transit Landscape*

**Mumbai, May 13, 2025:** ICICI Lombard, India's leading private general insurance company has acquired the branding rights for the Siddhivinayak Metro Station on Mumbai Metro Line 3 (Aqua line). Located in the heart of Mumbai- Prabhadevi- right next to the iconic Shri Siddhivinayak Temple, the station will be known as the *ICICI Lombard Siddhivinayak Metro Station*.

This auspicious and strategic association will make ICICI Lombard an integral part of the very fabric of Mumbai's daily life. This initiative reinforces the company's ongoing commitment to enabling safer, worry-free journey of life —offering protection and peace of mind.

A standout feature of the station is the installation of **India's first 3D anamorphic screen at a Metro Station**- a visually captivating blend of technology and storytelling that elevates the commuter experience within the metro environment.

Complementing this is a dedicated **Health and Wellness Booth**, where commuters can check vital statistics such as BMI and other indicators like blood pressure, oxygen saturation and stress level through ICICI Lombard's *IL TakeCare* app's FaceScan feature. This initiative reinforces the brand's commitment to preventive healthcare and showcases how smart technology can be seamlessly woven into public infrastructure for real-world impact.

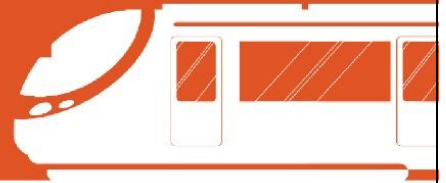
From large-format hoardings at the entry and exit points to branded panels across the concourse and platform levels, the station is enveloped in ICICI Lombard's brand colors and design language at every touchpoint. The use of platform screen door branding ensures prolonged exposure to waiting commuters, while strategically placed LED screens and backlit panels enhance recall. This 360-degree station branding initiative is designed to build both visibility and emotional resonance with daily riders.

**Speaking on this association, Sheena Kapoor, Head – Marketing, Corporate Communications and CSR, ICICI Lombard, said,** *"Metro stations have evolved from mere transit points into dynamic spaces that tell stories and shape experiences. At ICICI Lombard, acquiring the naming rights for Siddhivinayak Metro Station- an iconic landmark and a bustling commuter hub located right opposite our Head Office- is more than just a branding milestone; it's a moment of pride and a powerful step toward building a deeper, lasting connection with people."*



# ICICI Lombard SIDDHIVINAYAK METRO STATION

Connecting Mumbai to its Iconic Landmark



*This initiative has significantly amplified our brand salience, with visibility among lakhs of daily commuters across the entire Aqua Line. - where the station is now announced as 'ICICI Lombard Siddhivinayak Metro Station'. We are especially proud to be associated with a temple that holds immense spiritual significance and draws devotees from across the country, reinforcing our commitment to community and culture.*

*Through this, we're not just celebrating a brand presence- we're enabling worry-free journeys and embedding ourselves in the everyday life of Mumbai. After all, great marketing isn't just about visibility- it's about touching lives and creating impact where it matters most."*

As Mumbai Metro Line 3 becomes operational, it is set to significantly decongest the Western Express Highway- one of the city's busiest corridors- while improving connectivity across key residential and commercial zones.

For ICICI Lombard, this is more than a branding initiative; it reflects a larger vision- to engage with urban India not just as an insurer, but as an **enabler of wellness, protection, innovation, peace of mind and worry-free living** in the rhythm of everyday life.

Branding video link – <https://youtube.com/shorts/xp8WiiDvBMs?feature=share>

#ICICILombard #ICICILombardSiddhivinayakMetroStation #SheenaKapoor

## 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 37.6 million policies, over 3.2 million claims processed and has a Gross Written Premium (GWP) of ₹ 282.58 billion for the year ended March 31, 2025. ICICI Lombard has 328 branches and 15,123 employees, as on March 31, 2025.

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 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 [www.icicilombard.com](http://www.icicilombard.com).

**For details, contact:**



**ICICI Lombard**  
**SIDDHIVINAYAK**  
**METRO STATION**

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