

## ICICI Lombard brings blessings of 'Siddhivinayak Ganapati' to commuters at the ICICI Lombard Siddhivinayak Metro Station

- Immersive experience to let Commuters perform Virtual Darshan, Aarti and Arpan, and share festive joy with loved ones during Ganesh Chaturthi

**Mumbai, August 28<sup>th</sup>, 2025:** This Ganesh Chaturthi, ICICI Lombard General Insurance is adding a touch of devotion and innovation to Mumbai's daily commute. The company has launched a unique '**Scan for Siddhivinayak Bappa's Darshan**' activation at the iconic ICICI Lombard Siddhivinayak Metro Station, giving lakhs of commuters the chance to seek blessings of divine 'Siddhivinayak Deity' on the go.

With a simple scan through installations across the platform - commuters can seek blessings through the virtual Darshan of Shri Siddhivinayak Bappa. The experience goes beyond just a glimpse: users can symbolically offer flowers or modaks, perform Aarti, and conclude with a festive greeting that can be instantly shared with family and friends, spreading the spirit of Ganeshotsav across digital and personal circles.

This festive innovation builds on ICICI Lombard's larger branding of Siddhivinayak Metro Station and transforms it into an interactive celebration hub. The vibrant creatives and festive messaging are designed to spark curiosity, encouraging commuters to pause, scan, and celebrate — turning a routine travel moment into an occasion of joy and devotion.

Speaking of the initiative, **Sheena Kapoor, Head - Marketing, Corporate Communications & CSR at ICICI Lombard**, said: "Ganapati Festival holds a deep cultural and spiritual significance, with lakhs of devotees thronging to seek blessings at the iconic and much-revered Siddhivinayak Temple. It is a time that unites people in faith, joy, and devotion. With our 'Scan for Siddhivinayak Bappa's Darshan' activation, we sought to extend this spirit into the everyday journeys of Mumbaikars. By blending tradition with technology, we have created a unique opportunity for commuters to perform a heartfelt Darshan and Arpan right at the ICICI Lombard Siddhivinayak Metro Station. What makes this experience truly special is the ability to instantly share Bappa's blessings with loved ones — transforming a routine commute into a moment of celebration and connection. At ICICI Lombard, we are delighted to make this Ganeshotsav even more memorable by crafting experiences that touch both hearts and lives"

This unique '**Scan for Siddhivinayak Bappa's Darshan**' activation has been made live at the ICICI Lombard Siddhivinayak Metro Station and will run through the Ganpati festive season.

## 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 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, being the first large-scale insurance company in India to migrate its entire core systems to the cloud. With a strong focus on being digitally-led and agile, the company has introduced multiple AI-powered insurance solutions. The company's flagship insurance and wellness app, IL TakeCare, which has received over 16.6 million downloads, also offers the industry's first Face Scan feature. The company has won several prestigious awards- including the Insurance Asia, ICC Emerging Asia Insurance, ET BFSI Exceller, ET Corporate Excellence, Golden Peacock, FICCI Insurance, Assocham, Stevie Asia Pacific, and National CSR in recognition of its various initiatives. For more details log on to <https://www.icicilombard.com/>.

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