

ICICI Lombard's World Heart Day Film Turns Snoring Into a Wake-Up Call for Heart Health

- Campaign blends everyday humor with a sharp health message, nudging audiences towards preventive action

Mumbai, September 29, 2025: Snoring is often the punchline of household jokes — something partners tolerate and friends tease about. But what if that sound is more than just a nuisance? What if it's your heart asking for help?

That's the powerful insight behind ICICI Lombard General Insurance Company Limited's latest digital campaign film launched on World Heart Day. With a humorous yet thought-provoking storyline, the film reframes snoring from an everyday irritation into a sign that could point to sleep apnea—a condition that can triple the risk of heart disease.

The narrative unfolds on a couch with two roommates: one fit-looking man, fast asleep and snoring loudly, while his friend looks on, annoyed but helpless. As the snores grow louder, a voiceover cuts in: *"Iska heart disease ka risk teen guna zyada hai...aur isse pata bhi nahi hai."* The film then reveals the underlying health warning: persistent snoring could indicate sleep apnea, which silently strains the heart.

The campaign comes at a time when obstructive sleep apnea (OSA) remains an underdiagnosed health issue in India, affecting an estimated [10.4 crore Indians](#) have Sleep Apnea. Studies show untreated OSA can significantly increase the likelihood of cardiovascular disease, including hypertension, arrhythmia, and heart failure.

Adding a preventive layer, the campaign nudges audiences towards timely action. Through the IL TakeCare app, users can even record snoring episodes and receive guidance on whether medical consultation is advisable—bridging awareness with a simple, actionable tool.

Speaking on the campaign, **Sheena Kapoor- Head Marketing, Corporate Communications & CSR, ICICI Lombard**, said, "At ICICI Lombard, we see creativity as a catalyst for meaningful change—especially when it comes to preventive health. Snoring is often brushed off as harmless, yet it can be an early sign of sleep apnea, which is linked to serious cardiovascular risks. In fact, studies show that individuals with untreated sleep apnea are up to **five times more likely** to develop heart diseases. With this campaign, we wanted to take a slice-of-life approach—something light, real, and engaging—to bring attention to this invisible risk. By sparking curiosity and encouraging early conversations, our goal is to help people make proactive choices for their heart health. At the heart of this film is a simple idea: preventive care doesn't have to be intimidating. When told right, it can be both approachable and impactful."

By using humor to land a hard-hitting truth, ICICI Lombard continues its tradition of purpose-driven campaigns that go beyond insurance to touch lives. On its 25th anniversary, the brand underscores its commitment to championing preventive healthcare—reminding audiences that sometimes, the smallest sounds carry the biggest warnings.

Film Link – <https://youtu.be/6k94u6rquwk>

#ICICILombard #WorldHeartDay #SnoringAlert #SheenaKapoor #HeartHealth

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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