

ICICI Lombard's 25-year brand campaign puts gratitude at the centre

Mumbai, 10th Feb, 2025 – ICICI Lombard India's leading private general insurer, marks 25 years of its journey with the launch of a new brand campaign – '**25 Years of keeping promises**'. Over the last two and a half decades the company has established itself as a pre-eminent player in the general insurance industry – serving over 500mn* customers, processing more than 60mn* claims and protecting over 250mn# drives (Motor) and health of 40mn+# customers.

Through this campaign the company has expressed its gratitude to its ecosystem of stakeholders for instilling their faith in the company and the responsibility that comes with protecting their everyday dreams.

The campaign reaffirms the company's commitment to standing by its customers- protecting health, drives, vacations and dreams. It draws from the brand's long-standing philosophy of "Nibhaye Vaade", a promise that has shaped its approach to insurance since inception. Over the years, this ethos has translated into customized product offerings, consistent service delivery, a strong partner ecosystem, tech-led processes with a human touch and a customer-first mind-set - anchoring the brand's role as a dependable partner through life's uncertainties.

At the heart of the campaign is a brand film built around the metaphor of an origami bird, symbolising dreams that are fragile yet capable of soaring when protected. Crafted in ICICI Lombard's signature orange and released into the world, the origami bird appears across real, everyday moments - quietly blending realism with a touch of magic. The narrative underscores a simple belief: when responsibility is honoured, dreams don't merely survive, they rise.

The film comes alive with a captivating sound track which is akin to an ode to customers - to the faith they have reposed in the company – reinforcing the brand's promise that when it comes to protection, ICICI Lombard has their back.

The visual convergence of origami bird reflects the shared trust of millions of customers whose personal aspirations - big and small - have been safeguarded by ICICI Lombard over the years.

Adding to this, **Anand Singhi – Chief Retail & Government Business, ICICI Lombard**, said, "For the last 25 years, ICICI Lombard has grown in step with a rapidly evolving India. What has remained constant, is our deep sense of responsibility towards our customers and the trust they place in us every day. As we look ahead, our commitment is clear - to honour that trust by putting customers at the centre of every decision, delivering with integrity and consistency and staying relentlessly focused on their evolving needs. This customer-first mind-set has shaped our journey so far and is going to guide our path forward."

The multimedia campaign will be rolled out across digital, social, television, print and select on-ground touchpoints and will anchor a year-long engagement marking ICICI Lombard's 25-year journey. It sets the tone for the brand's next phase—rooted in responsibility, guided by trust and focused on protecting Indian aspirations in an evolving world.

Campaign Film -

https://youtube.com/playlist?list=PL4vHPq9Q4WA_oSrRwwSmekzBrPdEY3c-o&si=pVpoWy5ad10CoS8Z

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 18.4 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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Source:

*Annual report FY24-25, data as on March 31, 2025

Count of policies is consolidated from FY 2004 to FY 2026 basis the Annual report of the Company