

ICICI Lombard's reinforces its commitment to Road Safety – Organises 'Ride to Safety' rally in Nagpur to raise awareness about safe driving practices

- Distributed 1,000 Helmets to Children, Parents & Traffic Police
- Touched 10,00,000+ lives since 2015

Nagpur, March 25, 2026: ICICI Lombard organised a 'Ride to Safety' rally under its CSR initiative in Nagpur, Maharashtra. Chief Guest Neeta Rajendra Thakre, Hon'ble Mayor, Nagpur City, along with Ms. Rashmitha Rao, Deputy Commissioner of Police (Traffic), along with senior officials of ICICI Lombard flagged off the rally, which aims to raise awareness about road-safety measures among citizens.

The rally witnessed participation from school students along with their parents, who were made aware of adhering to road safety rules including wearing helmets. As part of the initiative, ICICI Lombard distributed 1000 helmets to promote the importance of protective gear and safer commuting practices.

ICICI Lombard is committed to Road Safety and works across the continuum of awareness, prevention and rehabilitation. The company focuses on behavioural change among parents and children through customised direct contact programmes and by distributing and promoting the importance of protective gear for safer commuting.

The company also works with traffic police, in high-risk zones focusing on zero fatality solutions and rehabilitation of accident victims through rehab centres in Noida and Patna.

Since the inception of the programme in September 2015, the company has touched around 10 lakhs+ lives by creating awareness for life-saving road safety rules and highlighting the need and importance of motor insurance. Over the years, ICICI Lombard has distributed 6 lakhs + helmets across India.

Ms. Sheena Kapoor – Head Marketing, Corporate Communications & CRS, ICICI Lombard, said, "At ICICI Lombard, 'Road Safety' is not just a CSR initiative—it is an integral part of our business and purpose as a general insurer. We believe real impact begins with prevention, and that awareness must translate into everyday responsible behaviour. Through initiatives like 'Ride to Safety', helmet distribution, and community engagement with parents and children, we are working to build a culture of accountability on our roads. Our efforts go beyond awareness to include advocacy for safer driving practices, engineering interventions at accident-prone locations, and rehabilitation support for accident victims. By embedding prevention into our approach, we aim to reduce fatalities and create lasting, meaningful change on Indian roads."



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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