

Ref. No.: MUM/SEC/70-06/2020

June 10, 2019

To,
The Manager
Listing Department
BSE Limited
Phiroze Jeejeebhoy Tower
Dalal Street
Mumbai - 400001

The Manager
Listing Department
The National Stock Exchange of India Ltd.
Exchange Plaza, 5th Floor, Plot C/1,
G Block, Bandra-Kurla Complex
Mumbai - 400051

Scrip Code: (BSE: 540716/ NSE: ICICIGI)

Dear Sir/Madam,

Press Release - "ICICI Lombard leverages technology but with a human touch to deepen consumer connect"

We enclose herewith a copy of Press Release that is being issued by the Company, in connection with the above.

You are requested to kindly take the same on records.

Thanking you,

Yours Sincerely,

For ICICI Lombard General Insurance Company Limited

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 Vikas Mehra
Company Secretary

Encl: As above

ICICI Lombard General Insurance Company Limited AA

IRDA Reg. No. 115

CIN: L67200MH2000PLC129408

Mailing Address:

Registered Office:

Toll free No. : 1800 2666

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New Linking Road, Malad (West),
Mumbai - 400 064.

ICICI Lombard House, 414, Veer Savarkar Marg,
Near Siddhi Vinayak Temple, Prabhadevi,
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Alternate No.: +91 8655222666 (Chargeable)

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ICICI Lombard leverages technology but with a human touch to deepen consumer connect

New brand campaign showcases the real ‘employee’ heroes behind the tech offerings

Mumbai, June 10, 2019: Most of us these days spend more time interacting with technology tools than with real people to get stuff done – be it to book a cab, order food, search for information etc. After all, we Indians spend on average time spent 4 hours every day on the mobile. Not to forget that we as a nation consume more than 8GB mobile data per person every month. Amid this tech frenzy, many brands are highlighting their technology driven offerings to stay in sync with the changing times and consumer needs. However, what most of them miss is that consumers prefer interacting with those technology solutions that understand them. After all, we all have seen how difficult it is to exchange messages with a chatbot that speaks a technical language or for that matter to go through layers of an IVR menu that is designed for the query redressal system rather than for a customer.

At ICICI Lombard, our development teams have been creating solutions keeping in mind that customers want to use technology that has been designed in a way that is comfortable for them and as close to the way as they normally interact in real life. Further, at times, customers may need a human assistance even if they are using the tech-based solutions to address their issues. These specific insights are what drive the development at ICICI Lombard, India's leading private non-life insurance company. To showcase this thought process, we have launched a new corporate campaign that highlights our technology solutions with a human touch.

Further, to ensure a unique communication, we have used our employees, those who were responsible for the development of these technology solutions as the protagonists in the campaign. The campaign comprises three ads, each highlighting one of our customer focused solutions – **InstaSpect, Women Assist and Artificial Intelligence based health claim settlement**. Through three different scenarios, the ads underline the real time solutions to uncertain situations that our customers face. This is depicted as a female driver seeking help as her vehicle is stranded in the middle of the road during late hours, a son looking for help during a medical emergency of his father or an office executive getting into an accident situation while driving his car. In each case, while showing the customer use the technology, the creatives take a unique twist to showcase our teams behind the tech-solution and how their meticulous inputs make it seamless and stress free for our customer to get the issue addressed using ICICI Lombard's technology in the fastest way.

The hero, thus, is not just the tech-backed initiatives but the employee developers behind the applications, the ones who pre-empted these unforeseen situations. It reaffirms our commitment to

deliver on our promises 'Nibhaye Vaade' to our customers and adds to this conviction by showing employees who live by this philosophy on a day to day basis. This would be the first time in the insurance space that any company has highlighted its employees in a campaign.

Commenting on the campaign, **Sanjeev Mantri, Executive Director, ICICI Lombard General Insurance** said "In today's times, technology is an integral part of everything that we do. As an insurer, it helps us develop innovative, first-to-market solutions that set new benchmarks in the insurance space. However, technology can be cold and impersonal and when it comes to seeking help in the hour of need, customers always look for the human touch. For us, technology is not the primary solution, but an enabler for our team to help our customers, whenever they need our support. The campaign effectively communicates this thought by showcasing our employees, those who burn the mid-night oil to introduce these innovative and customer friendly solutions".

Developed after a detailed research with consumers; employees and planning with its creative partner, Ogilvy India, the campaign seeks to tug at the emotional heartstrings of customers. The campaign will be aired on TV across 60 + channels and Hotstar during the ICC Cricket World Cup. ICICI Lombard is also the Associate Digital Sponsor of Hotstar, as part of its efforts to garner visibility for the campaign.

Talha Bin Mohsin & Mahesh Parab, Group Creative Directors, Ogilvy & Mather said, "ICICI Lombard's communication has always been driven by its customer-centric values of keeping promises no matter how difficult. But this time it was a bit different. We wanted to tell customers that we keep our promises. This is only possible when the company is driven by technology that in turn is driven by empathy of our employees towards our customers and their evolving needs. The result - stories of our technologies helping our customers and the real men and women of ICICI Lombard behind those technological innovations."

Tech solutions highlighted in the campaign

- **InstaSpect** – A live video inspection feature for motor insurance claims that allows customers to get their claim approved instantly via the company's 'Insure' mobile app. The claim approval process doesn't require the need for a surveyor as the customer can himself/ herself do a live video inspection on the damages incurred or sustained, with a claim's manager being on call to guide him/ her during this process.
- **Women Assist**- The newly launched motor insurance app allows women customers to reach out to ICICI Lombard during times of distress. Female insured/ occupants of the insured vehicle can get immediate assistance and other support in coping with car breakdown or accident when driving at late hours in the night or in the wee hours of the morning. The app provides services like taxi facility, technician on site and vehicle pick up. It also sends out alerts to family and friends on one's whereabouts.

- **A.I based claim settlement** – The artificial intelligence-based solution can settle claims in minutes and 24x7, without the need for human intervention. It ensures a real time approval in times of any medical emergency and crisis.

All the above features are designed to take care of uncertain situations that can occur to anyone, at any given point.

Link to the Ads

Instaspect : <https://www.youtube.com/watch?v=15E2ytBRy6M>

AI based claim settlement : <https://www.youtube.com/watch?v=gJfhjp9-4Ck>

Women Assist : <https://www.youtube.com/watch?v=ZNPkWMXjW-0>

About ICICI Lombard General Insurance Company Ltd.

We were the largest private-sector non-life insurer in India based on gross direct premium income in fiscal 2018 (Source: IRDAI), a position we have maintained since fiscal 2004 after being one of the first few private-sector companies to commence operations in the sector in fiscal 2002. We offer our customers a comprehensive and well-diversified range of products, including motor, health, crop, fire, personal accident, marine, engineering and liability insurance, through multiple distribution channels. More details are available at www.icicilombard.com

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