

Press Release

ICICI Lombard launches an industry first AI-Powered digital campaign 'Claim Your Calm' to promote mental wellbeing

- *The campaign is scripted, edited & produced end to end using Generative AI*

Mumbai, November 06, 2023: ICICI Lombard, India's leading private general insurance company, has launched a groundbreaking AI-powered digital campaign titled '**Claim Your Calm**' to promote mental well-being. In a pioneering move for the industry, the campaign, which includes three captivating films, has been entirely scripted, edited, and produced by Artificial Intelligence.

In India, [nearly half](#) of all health expenses are directly paid by patients, creating an additional financial burden, especially during emotionally and physically stressful times such as when a loved one is hospitalized. 'Claim Your Calm' serves as a beacon of reassurance, addressing the societal concern of financial anxieties emerging out of inflationary healthcare costs, leading to mental distress. The campaign highlights how adequate insurance coverage acts as a safety net, alleviating financial worries during challenging periods.

Drawing parallels between insurance and financial security, akin to how meditation nurtures mental well-being, ICICI Lombard has created a unique audio-visual experience. The films on health, motor & travel transport viewers to a state of mental peace and comfort, depicting insurance as a means to achieve both financial and mental tranquility. Additionally, this innovative campaign, a first in the industry, showcases ICICI Lombard's commitment to innovation. AI tools and platforms such as Midjourney were instrumental in intricate aspects like scripting, voicing, and visualization.

Sheena Kapoor, Head - Marketing, Corporate Communication & CSR at ICICI Lombard, said, "Reports suggest that healthcare costs being inflationary in nature has pushed about [10%](#) of all Indian households below the poverty line every year. This predicament pushes lakhs of Indians in depression and a state of mental anxiety, with family members being compelled to sell their assets, jewellery and even take huge loans. Insurance emerges as a solace in such situations, offering protection and peace of mind. The campaign aims to create behavioral changes in the underpenetrated Indian market, emphasizing the synergy between 'protection through Insurance' and a 'tranquil state of mind. We are especially excited about the industry first innovative AI aspect of the films in a guided meditation style and underlines our commitment to creativity and differentiated communication."



Kapoor also highlighted ICICI Lombard's continuous efforts in this direction, mentioning the IL TakeCare app, which offers resources for well-being and wellness. The app provides features such as FaceScan for tracking health vitals, 24x7 access to medical practitioners, pharmacy services, water reminders, step-up challenges, ambulance services, and more. This platform is an expansion of ICICI Lombard's continuum of care and stands for well-being and protection, emphasizing a holistic approach beyond transactional interactions for buying, renewing, and claiming settlements.

Digital AD Film – <https://www.youtube.com/playlist?list=PL4vHPq9Q4WA-f-j8XZYNZ9nfYnpAWiRg0>

#ICICILombard #SheenaKapoor #HealthInsurance #ILTakeCareapp

About ICICI Lombard General Insurance Company Ltd.

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 21 years, ICICI Lombard is committed to customer centricity with its brand philosophy of 'Nibhaaye Vaade'. The company has issued over 32.7 million policies, settled 3.6 million claims and has a Gross Written Premium (GWP) of ₹217.72 billion for the year ended March 31, 2023. ICICI Lombard has 305 branches and 12,865 employees, as on March 31, 2023.

ICICI Lombard has been a pioneer in the industry and is the first large scale insurance company in India to migrate its entire core systems to cloud. With a strong focus on being digital led and agile, it has launched a plethora of tech-driven innovations, including the industry first Face Scan on its signature insurance and wellness App - IL TakeCare, with over ~6.9. million user downloads. The company has won several laurels including ET Corporate Excellence Awards, Golden Peacock Awards, FICCI Insurance Awards, National CSR awards etc. for its various initiatives. For more details log on to www.icicilombard.com

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