



ICICI Prudential Life partners with WhatsApp to offer next-gen Customer Service

- **First life insurance company in India to have a verified business account on WhatsApp – direct integration with WhatsApp**
- **Offers another convenient channel to delivering customer service**

Mumbai, December 19, 2018: ICICI Prudential Life Insurance has become the first life insurance Company in India to have direct integration with WhatsApp. This has enabled the Company to have a verified business account on the globally popular messaging platform. ICICI Prudential Life will utilize the WhatsApp messaging platform as a customer servicing channel.

This is the latest digital initiative taken by the Company to provide its customers with easy access to details of their life insurance policies. Customers consenting to receive messages on WhatsApp will receive welcome kits, policy certificates, premium receipts and a host of other services too can be availed of.

High levels of encryption on the messaging platform ensures that information received and shared with the customer remains confidential.

Mr. Puneet Nanda, Deputy Managing Director, ICICI Prudential Life Insurance said, “We are happy to have formally partnered with WhatsApp. We now have a WhatsApp verified business account on the messaging platform. We are always looking to add new layers of convenience to offer to our customers. It is estimated that there are about 200 million active WhatsApp users in India on a monthly basis. The popularity of this app makes it an ideal channel for delivering customer service. Customers already using WhatsApp to communicate with friends or family can simply send a message to the verified business account number of ICICI Prudential Life and get information on their policies. With this new initiative we have another 24x7 customer service touch-point.”

About ICICI Prudential Life Insurance

ICICI Prudential Life is promoted by ICICI Bank Ltd. and Prudential Corporation Holdings Ltd., headquartered in United Kingdom. The Company began operations in fiscal 2001 and has consistently been amongst the top private sector life insurance companies in India on a Retail Weighted Received Premium (RWRP) basis.

The Company offers an array of products in the Protection and Savings category which match the different life stage requirements of customers, enabling them to provide a financial safety net to their families as well as achieve their long term financial goals. The digital platform of the Company provides a paperless onboarding experience to customers, empowers them to conduct an assortment of self-service transactions, provides a convenient route to make digital payments for purchasing and making renewal premium payments, facilitates a hassle free claims settlement process etc.



ICICI Prudential Life is the first private life insurance company to cross the ₹ 1 trillion mark for Assets under Management (AUM). At September 30, 2018, the Company had an AUM of ₹ 1461.29 billion and a Total Sum Assured of over ₹ 9.40 trillion. ICICI Prudential Life is listed on both National Stock Exchange (NSE) and The Bombay Stock Exchange (BSE).