

## **Embracing responsibility with love: ICICI Prudential Life's 'Zimmedari lagey pyaari' campaign reshapes the life insurance narrative**

- **Campaign seeks to highlight responsibility as a privilege**
- **Positions investing in life insurance as fulfilling financial responsibilities towards loved ones**
- **Reinforces the brand's commitment of being a trusted partner to families**

**Mumbai, March 04, 2024:** ICICI Prudential Life Insurance unveiled its latest brand campaign, “Zimmedari lagey pyaari” (Responsibilities make life beautiful) reaffirming its commitment as a trusted partner to customers in their financial journey. This campaign aims to redefine responsibility as an expression of ‘Affection and Concern.’

What makes this campaign unique is its emphasis, through thought-provoking visuals and narratives to underscore the diverse dimensions of responsibility. It brings alive a fresh perspective on the concept of responsibility by showcasing how life is shaped by the way individuals handle their responsibilities.

The film, directed by Mr. Prashant Madan, showcases emotionally touching moments which bring a smile to the viewer's face, as they identify with relatable slice of life moments. Whether it's a new mother struggling to comfort a crying child or a father's determined yet futile efforts to make the perfect breakfast, the film communicates the notion that while responsibility is an ongoing journey, it ultimately brings fulfilment and satisfaction. The campaign fortifies the Company's commitment to being a trusted life insurance partner to millions of Indians, enabling them to fulfil their responsibilities.

**Speaking at the launch of the campaign, Mr. Anup Bagchi, MD and CEO, ICICI Prudential Life Insurance,** said, “The launch of our new brand campaign “Zimmedari lagey pyaari” showcases responsibility as an ‘Expression of Affection’ and marks a milestone in reshaping the life insurance narrative. The underlying thought of the campaign is to reposition life insurance as equipping individuals to fulfil their responsibility.”

He further added, “Our comprehensive suite of term Insurance, long-term savings and retirement solutions coupled with our philosophy of the right product to the right customer plays a pivotal role in enabling our customers to provide financial security to their families and fulfil their responsibility.”

**Mr. Amit Palta, Chief Distribution Officer, ICICI Prudential Life Insurance**, said, “We believe fulfilling responsibilities towards loved ones is a profound commitment, reflecting love and care. This campaign is a testament to our continued efforts to redefine the value life insurance provides individuals and families. The campaign is the first brand initiative of the Company after a decade. It showcases instances of individuals caring for their loved ones, which strikes an emotional chord with viewers. This resonates with our commitment to being a trusted and responsible partner to our customers empowering them to provide their loved ones with a secure future. This commitment is reflected in our industry leading claim settlement ratio of 98.6% for 9M-FY2024, with an average turnaround time of just 1.3 days.”

He added, “The “Zimmedari lagey pyaari” campaign effectively communicates responsibility as an expression of love and care. The objective of the campaign is to build an emotional connect with diverse demographics using humour while highlighting the universal desire for safety and well-being of loved ones.”

The campaign conceived and scripted by Leo Burnett will be broadcast across TV channels in five languages – Hindi, Marathi, Tamil, Telugu and Bengali encompassing a significant number of ad spots over a specific duration. This campaign will also be showcased on Instagram, Facebook, YouTube, LinkedIn and X (formerly Twitter) for which it has stitched partnerships with prominent influencers. Additionally, a caller tune for the campaign is being created to enhance reach.

Link to the campaign: [https://youtu.be/Hl8ljtzt2Q?si=S8-4IW\\_2DPps3ZmF](https://youtu.be/Hl8ljtzt2Q?si=S8-4IW_2DPps3ZmF)

#### **About ICICI Prudential Life Insurance Company ([www.iciciprulife.com](http://www.iciciprulife.com))**

ICICI Prudential Life is promoted by ICICI Bank Limited and Prudential Corporation Holdings Limited. 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 buying experience to customers, empowers them to conduct an assortment of self-service transactions, provides a convenient route to make digital payments and facilitates a hassle-free claims settlement process.

The Company has introduced ICICI Pru Stack, a first-of-its kind suite of platform capabilities that combines digital tools and analytics. This innovative suite aims to enhance the understanding of customers' requirements and enable distributors to offer suitable insurance products, deliver seamless experiences, and provide exceptional pre- and post-sale services. By deploying this comprehensive solution, the company aspires to transform into the most customer-friendly and partnerable insurance provider in the country.

At December 31, 2023 the Company had an AUM of ₹ 2,866.76 billion and a Total in-force Sum Assured of ₹ 32.3 trillion. ICICI Prudential Life is listed on both the National Stock Exchange (NSE) Limited and the BSE Limited.

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actual growth in demand for insurance and other financial products and services in the countries that we operate or where a material number of our customers reside, our ability to successfully implement our strategy, including our use of the Internet and other technology our exploration of merger and acquisition opportunities, our ability to integrate mergers or acquisitions into our operations and manage the risks associated with such acquisitions to achieve our strategic and financial objectives, our growth and expansion in domestic and overseas markets, technological changes, our ability to market new products, the outcome of any legal, tax or regulatory proceedings in India and in other jurisdictions we are or become a party to, the future impact of new accounting standards, our ability to implement our dividend policy, the impact of changes in insurance regulations and other regulatory changes in India and other jurisdictions on us. ICICI Prudential Life insurance undertakes no obligation to update forward-looking statements to reflect events or circumstances after the date thereof. This release does not constitute an offer of securities.

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