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[Bajaj Allianz General Insurance launches #CareHeroes initiative](#)

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Private general insurer Bajaj Allianz General Insurance, has launched one of its kind initiative #CareHeroes – a video series comprising of impactful stories of heroes who put the greater good above their self and work unselfishly towards bettering the world in their own way.

According to the company, the objective behind this initiative is to showcase the company's approach towards its customers – the one that cares for them and believes in going an extra mile to address their worries.

The #CareHero initiative is in line with company's recent change in brand identity to 'Caringly yours' in February 2019. With this initiative, it intends to be identified as a brand that is always there for its customers, understanding their requirements and working tirelessly to fulfil their needs by delivering to the best of its abilities, it added.

Chandramohan Mehra, chief marketing officer, Bajaj Allianz General Insurance, said, "Aligned to our core brand ethos, the #CareHeroes initiative is our way of saluting several unsung heroes, who are making a positive difference to several lives, through acts of selfless care. The value of care remains deeply embedded in our products and services. Several unique claim innovations like Motor On the Spot and auto reimbursement in case of flight delay have emanated by keeping care at the centre of our business practices."

The company has launched 4 videos under the #CareHero initiative so far.





Deriving the message from these videos, Bajaj Allianz General Insurance is highlighting the unique

services which showcase care for its customers like Motor OTS, Health CDC, 24/7 Missed Call facility for travel insurance customers, etc. that have simplified processes to a larger extent.

The company intends to launch few more videos under this initiative which will be publicised across all the social media platforms.

As a part of the #CareHero initiative, Bajaj Allianz General Insurance is inviting nominations from people who know of such 'Care Heroes' going beyond his/her call of duty and doing good in smallest way possible. These nominations will be further evaluated by a jury and the stories of these people will then be publicised by the company recognising their contribution.