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Bajaj Allianz General Insurance unveils new brand identity 'Caringly Yours'

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Pune: Bajaj Allianz General Insurance on Thursday unveiled its new brand identity 'Caringly Yours', replacing its erstwhile popular tagline 'Relationship beyond Insurance', to further its efforts towards safer riding and driving practices among citizens.

Company officials said the launch of the new brand identity aimed at pass on the message "If you love, show care by wearing helmets". The launch event was attended by Bajaj Allianz General Insurance chairman Sanjiv Bajaj, CEO and MD Tapan Singhel, commissioner of Pune police K Venkatesham and actress Radhika Apte.



The company's hoarding along the Koregaon Park-Mundhwa road with the new tagline embossed using 1,500 helmets

Speaking during the event, Singhel said, "As many as 80% of the fatalities on roads happen due to carelessness, including not wearing helmets. Our inti-

ative aims at promoting safer driving, saving lives and redefining insurance — from being a claim settler to a care giver."

Venkatesham said acci-

idents were causing the highest number of deaths worldwide and 24 lives were lost in Pune this year so far due to road accidents.