

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

Pune, February 14, 2019: Bajaj Allianz General Insurance, India's leading private general insurance company today unveiled its new brand identity as 'Caringly Yours'. The objective behind adopting the new identity is to reposition itself in the minds of Indian consumers as a brand that protects and cares in great detail about all their financial worries around their most prized possessions - their health, home & content, vehicles, businesses etc.

The underlying philosophy of the brand with this new identity is the belief that no one should compromise on their day to day happiness because their problems aren't being met with adequate solutions. Since most of the worries stem from a financial standpoint, the brand envisions to be there as 'Caringly Yours' for all its customers by creating ecosystems that protect them against all such everyday worries and problems.

Commenting on the rebranding, **Mr. Sanjiv Bajaj, Chairman, Bajaj Allianz General Insurance** said, "We have been consciously building Bajaj Allianz General Insurance to be truly identified as a customer centric robust insurer. For us, customer centricity is not just a service, but rather a way of being. With our new brand identity of 'Caringly yours', we will not only reinforce this message but take it to a newer light"

Highlighting the new brand objective, **Tapan Singhel, MD & CEO, Bajaj Allianz General Insurance** said that, "At Bajaj Allianz General Insurance, our philosophy has always been to work towards addressing the worries of people in whichever manner possible and being there with them when they need us. We felt that caring about the customers is taken for granted many a times and yet should be the backbone of any service industry. Be it care at the stage of consideration, purchase, experience, claim or renewal, with "Caringly Yours" our intention is to make insurance a seamless part of the customers lives where they will be able to relate their everyday worries to the product and allied services that we will be able to provide. With this we aim not just to take our service to the next level, but also aim to provide the best customer experience at every touch point".

Utmost commitment to its customers and their needs has been the cornerstone of the company's brand communication. It has always been ahead of the curve by translating needs of consumers into affordable products and exceptional services that deliver value for money. Its new tagline shall help it to clearly differentiate and distinguish its brand identity in the marketplace and help it to positively influence awareness, image as well as its vision of being the first choice insurer for customers.

About Bajaj Allianz General Insurance

Bajaj Allianz General Insurance is one of the leading private general insurance company in India. Bajaj Allianz is a joint venture between Allianz SE, the world's leading insurer and largest asset manager, and Bajaj Finserv Limited, India's most diversified non-bank financial institution. Bajaj Allianz General Insurance offers general insurance products such as motor insurance, home insurance, health insurance as well as other unique insurance plans such as wedding insurance, event insurance, and film insurance. The Company began its operations

in 2001 and today has a pan-India presence in 200 towns and cities. The Company has been constantly expanding its operations to be close to their customers. Bajaj Allianz General Insurance has been a profit-making company since its inception and has consistently been rated with “iAAA” rating for its claims paying ability by ICRA Limited (an associate of Moody’s Investors) consecutively for last 12 years.

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