

Press Release

Bajaj Allianz General Insurance launches #CareHeroes – A brand initiative narrating stories of selfless care

- The Company takes its brand ideology of 'Caringly yours' forward by launching an inspirational video series
- This initiative highlights stories of people who work selflessly to better the world in their own way beyond norm to make positive impact
- Objective behind the initiative is to be identified as a brand that cares for its customers by going an extra mile to address their worries

Pune, December 23, 2019: Bajaj Allianz General Insurance, India's leading private general insurer launches one of its kind initiative **#CareHeroes** – a video series comprising of impactful stories of heroes around us who put the greater good above their self and work unselfishly towards bettering the world in their own way. 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, the Company 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.

Commenting on the initiative, **Mr. 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. While [Ajeet Singh's](#) story highlights how he's fighting against girl child trafficking, [Prakash Maroo's](#) heart-warming story talks about how he never left his wife's side who suffered from Alzheimer's. Road accidents are becoming frequent leading to thousands of deaths and [Subroto Das's](#) account narrates what led him to start an ambulance service which saves lives of many. With farmers becoming vulnerable due to floods/ drought, the latest video showcases efforts of [Godavari Dange and Kamal Kumbhar](#) who are nurturing farming communities by educating women about best farming practices and helping them become self-sufficient.

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 publicized 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

Press Release

good in smallest way possible. These nominations will be further evaluated by a jury and the stories of these people will then be publicized by the company recognizing their contribution.

About Bajaj Allianz General Insurance

Bajaj Allianz General Insurance is India's leading private general insurance company. 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 over 1500 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 13 years.

For any queries, please contact:

Nikhil Bharadwaj: +91 9975592317 | nikhil.bharadwaj@bajajallianz.co.in

Aarti Somaiya: +91 9323742377 | aarti.somaiya@bajajallianz.co.in

Richa Gaikwad: +91 98196 84265 | richa.gaikwad@bajajallianz.co.in