

**Press Release:**

**DDB Mudra West wins creative mandate for  
ICICI Lombard General Insurance**

**Mumbai, 3 November, 2014:** DDB Mudra West has won the creative mandate for one of India's largest private sector general insurance company - ICICI Lombard General Insurance, post a rigorous multi-agency pitch. DDB Mudra West's Mumbai team will lead the account.

ICICI Lombard General Insurance is a joint venture between ICICI Bank Limited, India's second largest bank with total assets of over USD 99 billion as of March 31, 2014 and Fairfax Financial Holdings Limited, a Canada based USD 37 billion diversified financial services company engaged in general insurance, reinsurance, insurance claims management and investment management.

On winning the account, **Rajiv Sabnis, Executive Director, DDB Mudra Group & President, DDB Mudra West**, said, "ICICI Lombard General Insurance has already established a strong leadership through its promise of efficient and speedy claim settlement articulated as "*Nibhaye Vaade*" in its communication. Our challenge was to give sharper meaning to this promise while also contextualizing General Insurance in a new light. Most of General Insurance (Auto, Travel, Health) bought today is transactional and more or less mandated. We presented our point-of-view on how to make this category more relevant to people's lives. It is an interesting journey and we are excited that ICICI Lombard chose DDB Mudra to take the brand to the next level."

**About DDB Mudra West**

DDB Mudra provides its clients specialized solutions for Influence & Behavioural Change. The agency is a destination for talented people united by their belief in the power of creativity. DDB Mudra believes in offering remarkable solutions that make clients more influential whether it is a 30 second TVC, digital or a one-on-one experience that creates an influence cascade.

DDB Mudra West's client roster includes Future Group (Future Value Retail Limited), Godrej No.1, Gulf Oil, Hindustan Unilever Limited, PepsiCo, Lipton International, Inorbit Malls, Johnson & Johnson (Neutrogena and Clean & Clear), Kalpataru, Korum Mall, Lavasa, L&T Realty, Life Insurance Corporation of India, Nirmal Lifestyle, Savita Oil Technologies, Union Bank of India, Volkswagen, World Wide Media (Femina, Filmfare, Lonely Planet Magazine, Top Gear Magazine, Good Food Magazine, BBC Knowledge, Good Homes), Century Plyboards, Symphony, Zydus Wellness, Arvind, Sintex, Adani, Arvind Infra, BSafal, Yash Infra and Infibeam.

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