



Liberty General Insurance launches maiden television commercial campaign

- ~ Titled *milega milega*, two TVCs emphasize on customer claim settlement
- ~ Focus on Health and Motor Insurance products and services
- ~ Campaign devised by PointNine Lintas

Mumbai: Liberty General Insurance, one of India's fastest growing general insurance companies (excluding crop insurance) has launched its first set of television commercials highlighting the brand ethos as well as its health and motor insurance products and services. Through this TVC, the company aims to placate skeptical consumers' worry on their claims getting stuck in the fine print. The campaign '**Milega Milega**', devised by PointNine Lintas, emphasizes Liberty General Insurance's assurance of claims settlement that the consumers rightfully deserve.

The TVC is a light hearted take on the lengths consumers struggle to get their claim settled. In both the TVCs of motor and health insurance, the protagonist takes a journey of penance hoping his antics will ensure a claim he rightfully deserves, only to end in disappointment. The films culminate with a message saying that with Liberty, one need not go through such pains, as one can be sure of speedy claims settlement and fair play. The TVCs also highlight the USPs of Liberty's products and services.

Roopam Asthana, CEO and Whole Time Director, Liberty General Insurance said, "At Liberty General Insurance we have a legacy of assisting our customers with integrated insurance solutions. With this campaign we are motivating people to fearlessly go forward and avail the benefits of being an insured individual. This campaign also marks a start of a new direction in our brand strategy and we have some exciting plans which will fructify over time."

Speaking on the launch, Pankaj Arora, President - Personal Lines, Bancassurance & Affinity and Marketing, Liberty General Insurance said, "Multiple factors act as deterrent for customers in adequately covering themselves against risks, the prominent one being the fear of not getting claims. Our TVC is an effort to dispel this myth. At Liberty General Insurance, our constant endeavor is to provide seamless support in a customer's insurance journey including speedy claims settlement."

"The word Claim has become synonymous with Unsure – that is the default thinking in consumers' minds today. The films are conceived to disrupt that thinking in a very quirky yet relatable manner, while associating the brand with the magical word that consumers want to hear - Milega." Said Raman R.S. Minhas, Group Creative Director, PointNine Lintas, Mumbai.

The TVCs will be aired on Sony Entertainment Television, Star Gold, Zee Cinema, Zee News, Zee Business, ET Now and Times Now. On Sony, Liberty general Insurance has come on board as Associate Sponsor for Indian Idol (for the pre-finale and grand finale episodes).

Campaign Link:

Motor insurance TVC - <https://youtu.be/CRxYBdV1WtQ>

Health Insurance TVC - <https://youtu.be/oGmWcwSwN4s>

Credits

Client	Creative	Account Management	Planning	Production
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Pankaj Arora	Raman R.S. Minhas	Vidhu Sagar	Manasi Damle	"Roger That Productions" - Prasanna Bhende
Ritu Nazir	Apoorv Singh	Bhavika Mehta		Aditya Nair
Shrilanjana Mukherjee	Atul Kulkarni			

About Liberty General Insurance:

Liberty General Insurance Ltd. is a joint venture between Liberty Citystate holdings PTE Ltd, a group company of US Headquartered Liberty Mutual Insurance Group, a leading multinational property and casualty group, Enam Securities, a privately owned and managed firm that makes long-term investments in listed companies, as well as backs entrepreneurs building valuable private companies and DP Jindal Group, an industrial conglomerate. Liberty India General Insurance commenced operations in 2013 with the aim of providing comprehensive retail, commercial and industrial insurance solutions. The company has employee strength of 1100+ over a network of 60 offices in 58 cities across 23 states. Its partner network consists of about 5000 hospitals and more than 3100 auto service centres. The company offers health and personal accident insurance, car and two-wheeler insurance, employee compensation insurance, commercial insurance, fire and engineering insurance, marine insurance and other miscellaneous insurance products in India.

For more information, please contact:

Shrilanjana Mukherjee | 91631 70601 | shrilanjana.mukherjee@libertyinsurance.in