



Edelweiss General Insurance rebrands itself as Zuno General Insurance

Easy. Breezy. Surely

Mumbai, February 6, 2023: Edelweiss General Insurance is now Zuno General Insurance Limited (Zuno GI). It is a new age digital insurer with an aspiration to reimagine and redefine Insurance to make it easy, friendly, and transparent. It is built on the premise that any kind of general insurance should be simple, easy, and straightforward.

The new identity will help resonate with the Millennial and GenZ audience and help communicate the company's position as a digital insurer who is upbeat, approachable, and innovative. Zuno has been derived from two words – Zeal and Uno. The name reflects the company's passion and singular focus on making insurance easy, simple, and convenient for all.

With the new identity, Zuno GI has also launched its brand film #ZunoAndChill. The film brings out the fact that while life can be dramatic, it needn't be the same with insurance. Zuno is the friend you can turn for help with the confidence that we will always have your back. So, just #ZunoAndChill.

Interestingly, Zuno GI has also used its own employees as its brand ambassadors to showcase its zeal, energy and enthusiasm which are trademarks of its brand personality. After all, innovation starts in-house first!

Speaking at the launch, **Shanai Ghosh, MD & CEO, Zuno General Insurance**, said, "For most people, insurance is equal to complicated, jargons, too much paperwork, etc. We decided it was time to turn things around! Amidst all the jargon and seriousness, Zuno is the friendly voice speaking in a language you understand, and listening to what you have to say, stepping in at the right time, so that you don't have to worry when things don't go as planned. Zuno GI is all about reimaging Insurance to make it easy, transparent, and friendly using three pillars of customer experience, innovation, and digital delivery platforms."

Zuno GI will be leveraging all digital mediums to engage with its TG. In the next 3-4 months, the company will be extensively engaging with customers and other stakeholders with a mix of digital-first communication supported by ALT & BTL avenues like radio, sponsorships, brand integrations, etc. The digital outreach will be done via google platforms, influencer and content marketing, leveraging these through social media platforms like Instagram, Facebook, LinkedIn, Twitter and Youtube with the message #ZunoAndChill.

Zuno GI has been fore fronting the concept of usage-based insurance (UBI) in India for almost three years now. Along with the new identity, the company has launched a consumer study titled '**Usage Based Insurance: Decoding Awareness, Perception and Behaviour**'. The study was done to understand Millennial and GenZ's awareness, understanding and consideration for UBI.

Disclaimer.

Zuno General Insurance Limited, (Formerly known as Edelweiss General Insurance Company Limited) Registered Office: 2nd Floor, Tower 3, Wing B, Kohinoor City Mall, Kohinoor City, Kiroi Road, Kurla (West), Mumbai - 400 070, IRDAI Regn. No.: 159, CIN: U66000MH2016PLC273758, Reach us on 1800 12000 (Toll-Free), 022 42312000 (Call charges applicable) Email: support@hizuno.com, Website: www.hizuno.com, Issuing/Corporate Office: +91 22 4272 2200, Grievance Redressal Officer: +91 22 4931 4422, Dedicated Toll-Free Number for Grievance: 1800 120 216216. ARN : Zuno/brand/ikigai/research/02/01



Zuno GI was the first in the country to launch usage-based insurance using mobile telematics and has been developing this category since 2020. Last year, the company launched SWITCH, India's first mobile telematics based, on-demand motor insurance product. The policy is an app that shows customers the savings that is accumulating because of good driving for every drive. SWITCH encourages people to become safer drivers which is good for their own safety, their family and overall, for the society.

About Zuno General Insurance:

[Zuno General Insurance](#), formerly known as Edelweiss General Insurance, is a new-age digital insurer with an aspiration to reimagine Insurance to make it easy, friendly, and transparent. Amidst all the jargon and seriousness, Zuno is the friendly voice speaking in a language you understand, and listening to what you have to say, stepping in at the right time, so that you don't have to worry when things don't go as planned. Zuno is the friend you can turn for help with the confidence that we will have you're your back at all times.

At Zuno GI, the focus is on building trust through digital solutions that are intuitive and responsive, using consumer insights and data analytics to drive innovation and experience. Our consumer insight driven strategy focused on customers experience, innovative solutions and an intuitive digital platform differentiates us in a competitive market.

Zuno GI started operations in 2018. We have over 3 million customers and a growing omni-channel distribution on digital rails. The company has presence across key digital marketing places and partnerships with OLA, Dunzo, Cleartrip, Indira IVF, PolicyBazaar, PhonePe, Zopper, Tata Motors, Novo, Fed Bank financial services, Spinny, Insurance Dekho, Bajaj Capital, Avanse Financial Services, etc.

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