

Media Release

Kotak General Insurance Illuminates Diwali Safety with 'Khushiyon Ka Cover' Campaign

Mumbai, 02 November 2023: Kotak Mahindra General Insurance Company Limited (Kotak General Insurance) is delighted to unveil its latest digital advertising campaign, 'Khushiyon Ka Cover.' This campaign is designed with the intention of emphasizing the significance of safeguarding and ensuring safety throughout the festive occasion of Diwali, a time of great joy and celebration.



This Diwali, give the gift of security and peace of mind with 'Khushiyon Ka Cover' from Kotak General Insurance. Diwali is a time when families come together to loved ones to celebrate and exchange gifts. It is a season of joy and togetherness, but it's also important to ensure that our loved ones are safeguarded from unforeseen challenges. This year, Kotak General Insurance encourages you to gift your loved ones with the priceless assurance of 'Khushiyon Ka Cover.' As the festive season approaches, Kotak General Insurance offers a comprehensive range of protective covers, including health insurance, car insurance, and home insurance. These offerings encompass Kotak Health Premier, Kotak Car Secure and Kotak Home Secure providing you with the peace of mind you deserve.

Suresh Agarwal, MD & CEO, Kotak Mahindra General Insurance Company Limited said, "Diwali is a time when we come together to create precious memories with our family and friends. As we celebrate the Festival of Lights, 'Khushiyon Ka Cover' stands as a reminder that happiness can only be complete when it is protected. This campaign showcases Kotak General Insurance's commitment to safeguarding your well-being and the well-being of your loved ones. Kotak Mahindra General insurance products are designed to offer financial protection and security, ensuring that you can cherish these moments without worry."

Sabyasachi Mitter, Founder & Managing Director, IBS Fulcro said, "Diwali is when people deck up their homes for the festivities which usually includes a fresh coat of paint to their home or get new upholstery. With this insight we wrote a unique creative story that connects the festivities with Kotak General Insurance that positioned the insurance company as the 'Khushiyon Ka Cover' for the family. The film narrates this analogy in a touching rendition that seeks to elevate an otherwise low involvement category to a higher emotional level."

Kotak Health Premier, one of the key offerings in this campaign, provides you and your family with access to quality healthcare, offering financial support in times of medical emergencies. Kotak Car Secure offers protection for your vehicle, so you can enjoy your journey with peace of mind. Additionally, Kotak Home Secure provides security for your home, protecting your shelter and cherished belongings.



Click here www.kotakgeneral.com
or Scan QR to watch the campaign

About Kotak Mahindra General Insurance Company Limited

Kotak Mahindra General Insurance Co. Ltd. (Kotak General Insurance) is a 100% subsidiary of Kotak Mahindra Bank Ltd. Kotak General Insurance was established to service the growing non-life insurance segment in India. The company aims to cater to a wide range of customer segment & geographies offering an array of non-life insurance products like Motor, Health, Home, etc. As a practice, the company seeks to provide a differentiated value proposition through customised products and services leveraging state of art technology and digital infrastructure.

For further information visit www.kotakgeneral.com

For further information, please contact

Mahesh Nayak Kotak Mahindra Group mahesh.nayak@kotak.com +91 9870476989	Jimit Harde Kotak Mahindra Group Jimit.Harde@kotak.com +91 99300 29645
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