

## #DriveLikeALady: Empowering Women Behind the Wheel and Challenging Stereotypes

**Mumbai – March 8, 2025:** Building on the success of its previous initiatives, Zurich Kotak General Insurance Company (India) Limited is excited to announce the launch of the latest edition of its signature campaign, #DriveLikeALady 2025, with a fresh new perspective.

In past campaigns, #DriveLikeALady has celebrated the inspiring stories of women drivers who defy stereotypes and challenge misconceptions. This year, the campaign takes a bold step forward by focusing on the everyday women who inspire us daily — those who drive to work, run errands, or navigate life's many demands. These women are often questioned about their abilities on the road, and #DriveLikeALady 2025 aims to celebrate their strength, resilience, and the power of challenging outdated norms.

By sharing the stories of our own young women employees who face these biases daily, this campaign serves as a reminder for women everywhere to overcome their fears and doubts — because, behind the wheel, their potential is limitless.

### About #DriveLikeALady 2025:

This year's #DriveLikeALady campaign amplifies candid conversations with the company's female employees—ranging from first-time drivers to seasoned professionals. Through their personal stories, challenges, and triumphs behind the wheel, these women offer powerful reminders that it is confidence and skill, not gender, that define a good driver.

The mission behind #DriveLikeALady has always been to showcase that women are as capable and adept at driving as any other gender. In fact, women continue to break records in driving safety and road performance. As per our data, out of all the motor claims that we received between April 2024 – January 2025, less than 15% are by women."

However, women are still frequently subjected to scrutiny and doubt when it comes to their driving. This year, we are calling on women to shed these societal inhibitions, embrace their abilities, and drive with confidence.

"#DriveLikeALady has been our flagship campaign year-on-year. This year, we wanted to hear from women about the stereotypes they face daily and how, despite these challenges, they've learned to drive with confidence. Through this campaign, we urge women everywhere to shed those inhibitions and, truly, drive like a lady — confidently, boldly, and without fear. It's not about gender; it's about skill, confidence, and breaking barriers," said Alok Agarwal, MD & CEO, Zurich Kotak General Insurance Company (India) Limited.

Conceptualized and executed in collaboration with ibs Fulcro, a leading digital agency, the campaign aims to inspire not just women but society at large to rethink outdated perceptions.

"There are a lot of stereotypes around women driving, but women we come across every day, at work or at home have shown incredible confidence. By sharing their experiences, we hope to encourage more women to embrace driving fearlessly, whether on the road or in life," said Mr. Sabyasachi Mitter from ibs Fulcro.

The campaign has been rolled out across digital platforms, featuring engaging videos and employee testimonials.

To watch the video, visit <https://www.instagram.com/reel/DG7Jc7ytfw0/?igsh=bTNpbHlwNTVkZ2xy>

-----ENDS-----

### About Zurich Kotak General Insurance Company (India) Limited

#### (Formerly known as Kotak Mahindra General Insurance Company Limited)

Zurich Kotak General Insurance Company (India) Limited is a joint venture between Zurich Insurance Company Limited and Kotak Mahindra Bank. Zurich Kotak General Insurance is among the youngest and fastest growing non-life insurance franchises in India. Established in 2015 to service the growing non-life insurance segment in India, the company aims to cater to a wide range of customers segments & geographies offering an array of non-life insurance products like Motor, Health, Home, Commercial, etc. As a practice, Zurich Kotak General Insurance seeks to provide a differentiated value

proposition through customized products and services leveraging state of art technology and digital infrastructure. For more information, please visit the company's website at [www.zurichkotak.com](http://www.zurichkotak.com).

**For further information, please contact:**

|  |  |
|--|--|
| Aishwarya Iyer<br>Zurich Kotak General Insurance Company (India) Limited<br>+91 8865583582<br><a href="mailto:aishwarya.iyer@zurichkotak.com">aishwarya.iyer@zurichkotak.com</a> | Meenakshi Verma<br>The Good Edge<br>+91 9987568227<br><a href="mailto:meenakshi@thegoodedge.com">meenakshi@thegoodedge.com</a> |
|--|--|

