

Cholamandalam MS talks about simplicity of buying and renewal of motor insurance in its campaign

The campaign created by Grey India wants to change the perception that insurance is a complicated subject

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Documentation, multiple channels of sales, jargons, terms and conditions, fine print, et all, can make purchasing of insurance quite a lengthy process. Through its new digital campaign, Cholamandalam MS General Insurance Company wants to change the perception that insurance is a complicated subject.

Although technology has eased out some of these complexities it is still not the first port of contact for buying and renewal of Insurance. In the campaign created by Grey India, two digital ads talk about the simplicity of buying and renewal of motor insurance through easy to navigate website –www.cholainsurance.com.

V. Suryanarayanan, Managing Director, Chola MS General Insurance, said, “Our intent with this campaign is to encourage people to experience the simplicity and convenience of www.cholainsurance.com. It is another step towards our bigger aim of simplifying insurance for our consumers through the three brand pillars — trust, transparency and technology.”

Ketan Desai, Chief Operating Officer, Grey India, said, “To convey the message of simplicity, we wanted people to look at insurance through the lens of our everyday lives and situations. This led us to the two lovely characters from a typical Indian neighbourhood – A nosy uncle and a carefree yet street smart young man. Their friendly banter is not just sticky but also delivers the message quite effortlessly.”

Swati Balani, Executive Creative Director, Grey India, said, “A category like insurance needs to be made more relatable today. Rather than focussing on the worries and jargons, we wanted to showcase the slice-of-life situations between these two neighbours. And this fun and light banter between the two brings out the simplified experience of buying insurance that Chola MS provides!”

The article featured on other publication as well

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