

Press Release

Exide Life Insurance launches new CSR film, #YouNeverRideAlone

Bengaluru, 2 March, 2021: Over the weekend, Exide Life Insurance launched a new [film](#), #YouNeverRideAlone, as a part of their on-going CSR campaign, Helmet Saves. The film is aimed to act as a wake-up call for people to take Road safety seriously.

The film opens to a man riding his motorbike enjoying the bright and sunny day. His helmet hangs by the handle unattended. The scene then cuts to the man's parents, pregnant wife and young child standing symbolically on the same bike as he rides. There is a look of concern on their faces as the man approaches speed-breakers on the road, while the man seems oblivious of the danger. Thankfully, at the last moment, the man manages to stabilize his bike and makes it over the speed-breakers safely. This however jolts him into reality. He looks in his rearview mirror, and realizes that his family and their responsibility is always riding with him, no matter where he is. The film ends with the man making the smart choice of protecting himself with a helmet, for the sake of his family.

Speaking about the film, **Amaresh Jena, Executive Vice President, Marketing, Exide Life Insurance** said, "Helmet Saves is a CSR campaign that is very close to our heart. In #YouNeverRideAlone, we have taken an unconventional form of storytelling. We want people to realize, that you have a responsibility towards your family irrespective of where you are or what you do. Your family is banking on you to take care of them, and you can do this only if you Protect yourself first. Hence wearing a helmet while riding should become a habit"

Talking about the organization's CSR campaign, **he further added**, "In India, Helmet is still not viewed as a necessity while riding a two-wheeler. We launched our CSR campaign, Helmet Saves, 4 years back in 2017. Witnessing the enthusiastic support of customers and employees alike during the year, we realized that there is much work to be done on this front. One of the surveys conducted by us revealed that nearly 50% of parents would allow their children to ride a motorcycle helmetless, and 75% see such child pillions riding unprotected at least once a day. Taking a cue from this statistics, in 2018, we launched the second phase of the campaign with Helmet Saves Children, to shed light on this alarming trend. In 2019-20 we extended the campaign and captured people's imagination with our quirky take on Raksha Bandhan with the campaign #HeadWaliRakhi."

Through its Helmet Saves campaign, Exide Life Insurance remains committed towards spreading awareness on helmet safety through continuous engagement by reaching as many Indians as possible.

Watch the Video [here](#)

Conceptualized & Written by Goddess Advertising and Directed by Gaurav Chawla, the campaign has been launched on social media to ensure a wider reach & engagement.

Social media links

Facebook: [Link](#) | **Twitter:** [Link](#) | **LinkedIn:** [Link](#) | **Instagram:** [Link](#)

Credits:

Agency: Goddess Advertising Pvt Ltd

Director: Gaurav Chawla

Producer: Keyur Gutka

Concept by/Creative team: Simran Sahani & Suruchi Dutt

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About Exide Life Insurance Company Limited: (check)

Exide Life Insurance Company Limited, an established and profitable life insurance company, commenced operations in 2001-02 and is head quartered in Bengaluru. The Company is 100% owned by Exide Industries Limited. The Company serves over 15 lakh customers and manages assets of INR 17,748 Crores (*As on 31st December, 2020). Exide Life Insurance distributes its products through multiple channels viz. Agency, Bancassurance, Corporate Agency & Broking, Direct Channel and Online. The Agency channel comprises of over 40,000+ advisors who are attached to over 200 Company offices across the country. The Company also offers group life insurance solutions.

The Company is focused on providing long term protection and savings plans and has a strong traditional product portfolio with a consistent bonus track record. The Company has ISO 9001:2015 quality certification for all Customer Service processes and the ISO/IEC 27001:2013 for information security management

About Exide Industries Limited:

Exide is India's largest manufacturer of electric storage batteries and its biggest power-storage solutions provider with a market capitalization of over INR 18,000 Crores*. Since its introduction in India more than a hundred years ago, Exide remains the foremost and the most trusted battery brand in India. The century old brand equity is backed by a robust nation-wide network of 48,000 plus outlets (*As on 31st March 2020).

With 7 world-class battery manufacturing factories across India, the range of products offered by the Company covers everything from the smallest batteries required in motorcycles to the giant batteries powering submarines
