

Digit Insurance launches “That’s it!” ad campaign with Virat Kohli ahead of ICC T20 World Cup Super 8s



19 June 2024, Bengaluru: [Go Digit General Insurance Limited](#) (Digit Insurance), one of India’s leading new-age insurance companies, announced the launch of its **latest brand campaign “That’s it!”** with its **brand ambassador Virat Kohli**. The campaign, which focuses on **transforming ‘Doubt to Delight’** when it comes to filing of insurance claims, was launched ahead of Super 8 matches at the ICC T20 World Cup.

CAMPAIGN IDEA

The ad campaign aims to demystify the notion that making an insurance claim is complicated and showcases the swiftness and ease of submitting a claim, **turning doubt into an unexpectedly delightful experience** for its customers, making them go “That’s It?”. Set against the backdrop of a surreal city, the ad film showcases Virat Kohli portraying the character of an uncle (*chachu*) paired with a niece (*bhatiji*).

AD STORYLINE

In the ad, the character of Kohli and the niece can be seen looking at their car that has multiple dents due to an unusual scenario of three coconuts falling on the vehicle. The duo discusses in **doubt** whether their claim will be easily submitted or not. Fretting over the lengthy process that may lie ahead, both hesitantly call the customer care executive of Digit Insurance.

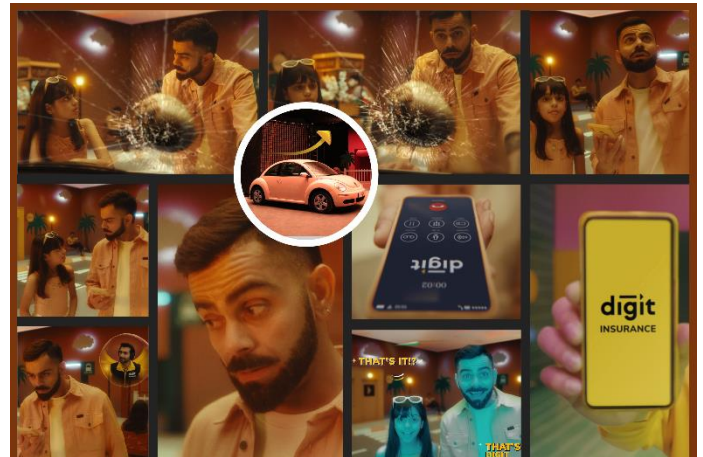
7 INTERESTING MOTOR CLAIMS STORIES

- Digit has **paid Rs 1.68 crore** in claims for over **1,500+ coconut-related damages**.#
- Digit saw **350+** coconut-related vehicle damage cases in 2023 alone, with an **average of Rs 10,000 paid per claim**. The most number of claims came from **Maharashtra**.*
- The company has settled **1,200+ 2-wheeler claims** due to damages caused by **monkeys**. Digit saw a **43% increase YoY**, with more than **Rs 40 lakh paid** for such claims.#
- Digit has seen **85,000+ claims cases** since inception due to **animal-related damages**.#
- **Dogs** have caused **7% of such claims**, with more than **Rs 30+ crore paid** for those claims.#
- Digit had highest number of **dog-related vehicle damage** incidents reported **from Indira Nagar in Lucknow**, with more than **Rs 6.7 lakh+** paid for **110 claims** in that location.*
- Digit paid its **highest ever Accidental Damage claim of Rs 6.75 lakh** for a **luxury bike**, caused due to an accident with a **goat**.#

Source: Digit Claims Data

*As of end of Calendar Year 2023; #As of end of FY2023-24

Both Kohli and the niece can be seen trying to explain the bizarre coconut damage scenario in a haphazard manner. Digit's customer care executive quickly understands the problem and assures them that it is a common issue in their area and that they can simply record the video of the damage and the claim will successfully get submitted. This baffles Kohli and his niece with both of them reacting "THAT'S IT?" as they are **delighted** to know they do not need to do anything else; contrary to their earlier notion of claim submission being complicated.



QUOTES ON THE BRAND CAMPAIGN

“ Digit customers most often are **delightfully shocked** when they experience simplicity and smoothness during our insurance claims submission process. For the campaign, we focused particularly on the aspect of **turning doubt to delight** that our customers experience with us. Over the years, we have really gone that extra mile to simplify our processes through innovative tech-backed processes. Contrary to the **doubt** customers have of claims filing being complex, there is very little our customers have to do, and that really **delights** them, making them go "THAT'S IT?" when they experience our services.



Tanya Marwah, Head of Marketing & Corporate Communications, Digit Insurance



Virat Kohli, Brand Ambassador, Digit Insurance

“ The idea of "That's it!" for Digit's ad campaign resonated with me because I think people generally have this perception that filing an insurance claim is going to be a very long and complicated process. However, Digit, using its tech innovation, is changing this perception by making their claims process easy, quick, and pretty smooth; to the extent that it literally makes you go, "THAT'S IT?"

“ Let's be honest. Nobody really looks forward to lengthy process of filing insurance claims. But Digit is changing the game, making insurance easy and accessible for everyone. We wanted to capture how unexpectedly **delightful** dealing with Digit can be—making people say, 'That's it!' We're thrilled to have worked with the brand team and Kohli to bring this campaign to life.



Akshat Gupta, Director, Co-Founder & CCO, Kulfi Collective

The ad campaign will play throughout the Super 8 stage of T20 World Cup and will also be showcased in multiple cinema theatres pan-India, apart from various OTTs and social media.

WATCH THE AD HERE: [YOUTUBE](#)

DIGIT'S STRONG MOTOR INSURANCE BUSINESS

As of 31 March 2024, Digit Insurance has **settled 19.6 lakh claims** since inception, had a **motor claims net promoter score of 94.5%** for FY2023-24. The Company had a **claims settlement ratio of 96% in the motor segment** for FY2023-24. It boasts of high customer satisfaction with a rating of **4.9/5 on Facebook** (27,000+ reviews) and **4.7/5 on Google** (2.2 lakh+ reviews) as of FY2024.

Digit Insurance is one of the leading private insurance players in the motor insurance segment. In FY24, the company clocked a **premium of Rs 5,471 crore in the motor segment**, contributing 61% to the company's overall gross written premium (GWP). The Company commanded a motor insurance market share of 6% for the year ended March 31, 2024.

CAMPAIGN INSIGHTS

- Company: Digit Insurance
- Brand Ambassador: Virat Kohli
- Segment: Car Insurance
- Creative Content Studio: Supari Studios
- Production House: Supari Studios (Part of Kulfi Collective)
- Film Director: Akshat Gupta
- In-house Conceptualization: Tanya Marwah, Huda Merchant
- Where to Watch: OTTs, YouTube, Social Media, Cinema, OOH

WHAT MORE TO EXPECT

Virat Kohli to feature in 3 more brand campaigns for Digit this year.

About Digit Insurance

Founded by Kamesh Goyal in 2016, **Go Digit General Insurance Limited** is a publicly listed general insurance company and is one of the leading new-age insurance companies in India. It leverages its technology to power what it believes to be an innovative approach to product design, distribution and customer experience for non-life insurance products. Some of the promoters of Go Digit General Insurance Ltd are Go Digit Infoworks Services Pvt. Ltd and FAL Corporation. With its registered office in Pune and corporate office in Bengaluru, Digit aims to make insurance simple and offers motor, health, travel and property insurance among other non-life products.

Digital Insurer of the Year 2023 Award at Asia Insurance Industry Awards 2023. The company is also part of the Fortune India 500 List (Ranked 349) and Hurun India 500 List 2023 (ranked 146th out of 500 most valuable companies). It was ranked 5th at LinkedIn 2024 Top Companies to work for and is also a Great Place to Work certified for fourth year in a row.

The Company offers motor insurance, health insurance, travel insurance, property insurance, marine insurance, liability insurance and other insurance products, which the customer can customize to meet his or her needs. Digit, through its tech-enabled process, focuses on product innovations to help satisfy real unmet insurance needs.