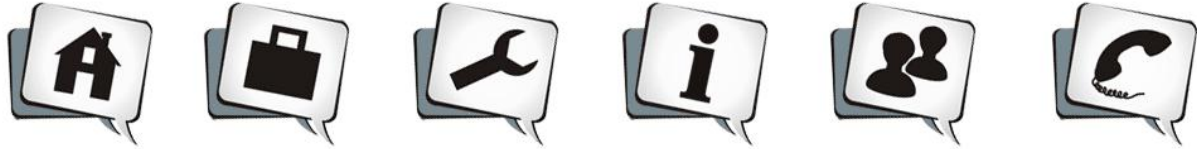








Publication	ssfs.in
Link	http://www.ssfs.in/Content/information/insurancenews_details.asp?NewsCode=13100

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Broker eyes sachet insurance plans

11-Jul-2016

Mahindra company unveils pay-as-you-can model to increase reach of insurers.

Mahindra Insurance Brokers (MIBL) has introduced Pay-As You-Can, a digitally-enabled model for insurance distribution. It will provide customers access to insurance products with the flexibility of paying premium as per their affordability. It has tied up with Citrus Pay to provide a short-term personal accident cover from Religare Health Insurance as a value addition to loyal customers. It will soon make the model available to other service providers.

"We see this as the insurance equivalent of sachets in the FMCG sector. Just as sachets expanded the FMCG market, we expect this more affordable form of insurance to grow the market," said Jaideep Devare, MD.

For starters, the firm is tying up with digital wallet companies for providing small amounts of insurance. "We have tied up with Citrus Pay where customers can get personal accident cover of ₹1 lakh for one month against

Publication	economictimes.indiatimes.com
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Mahindra Insurance Brokers unveils pay-as-you-can model to increase reach

ET Bureau | Jul 11, 2016, 06:30 AM IST









Mahindra company unveils pay-as-you-can model to increase reach of insurers

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