

Publication	newindianexpress.com
Link	<a href="http://www.newindianexpress.com/business/news/Take-Cover-Swipe-Card-Relax/2015/12/26/article3196275.ece">http://www.newindianexpress.com/business/news/Take-Cover-Swipe-Card-Relax/2015/12/26/article3196275.ece</a>

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## Take Cover, Swipe Card, Relax

By Pramod Thomas | Published: 26th December 2015 04:26 AM | Last Updated: 26th December 2015 04:26 AM

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Illustration: Tapas Ranjan

**KOCHI:** You can buy an insurance policy without real cash in hand. The digital era is truly transforming the way people purchase a policy in the country. Now, an insurance agent will be at your doorstep, on demand, to explain you about the policy. If you like it you can purchase the policy almost instantaneously. Just swipe your debit or credit card, you will get the payment details on your mobile phone and the policy document on your email inbox.

Insurance companies like Bajaj Allianz, Bharati Axa and SBI Life have tied up with a Bengaluru-based startup Ezetap, a mobile-based payments service provider, to enable their customers to purchase policy, cashless.

Recently, HDFC Ergo, Religare Health Insurance and ICICI Prudential have partnered with mobile wallet company Paytm to facilitate cashless payment of renewal of premiums.

"The idea of a cashless insurance policy is nothing short of a revolution in the insurance industry. Issuing a policy on the spot by accepting card payments at the customer's doorstep is not something that exists anywhere in India. The customer can now instantly buy and issue a new policy without using a single piece of paper. This is an example of how companies in India are using the cashless payment system to leapfrog the developed markets, and set the new bar in customer service," said Aditya Sharma, National Head – Strategic Initiatives, Bajaj Allianz General Insurance.

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CURRENT	RESULTS	FIXTURES
SA 189/7 (70.3 OV) ENG 303 (100.10V) Kingsmead, Durban	<a href="#">SCORECARD</a>	
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