

Leadership  
& Beyond...



न्यू इन्डिया एश्योरन्स  
NEW INDIA ASSURANCE

Personal | Commercial | Industrial | Liability | Social | Rural | Credit Insurance

5th March 2013

## "NEW INDIA LAUNCHES ONLINE POLICIES in MOTOR, HEALTH, TRAVEL & PERSONAL ACCIDENT" & ANYWHERE ANY TIME RENEWAL

New India Assurance Co Ltd , the country's largest non-life insurer, today formally launched their Customer Portal with a suite of products under the brand name **"New India - Assurance Online"**. The Company is offering products of comprehensive Private Car & two wheeler insurance, Health



Insurance, Personal accident, and Overseas Mediciam Policy. The customer portal, **"online.newindia.co.in"** would allow fresh and renewals for their Indian customers. The Company expects to attract the youth and tech savvy customers to not only take policies from it but also to retain the renewals and get informed about the claims.

The claims would be serviced by any office in India near to the customer. Company's Toll free number also would be assisting them. The customer portal allows the registered user to link existing policies, track the status of claims and also effect renewal of linked policies. The Portal can be used by all its customers including SMEs, to track all their policies and also the claims . The portal allows payment online through debit / credit cards.

Company also launched its **"Anywhere Any time renewal"** facility. Customer of New India can renew the policy anywhere in its 1500 offices. The Customer has an option to retain the Policy at the original office or transfer it to the new location. This would benefit a large number of customers who are on the move and now can renew their policies anywhere .

**"Anywhere Anytime renewal"** can also be done through Portal. The insured would get a SMS and Email with a renewal code and then can use this code to renew any policy

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without any changes in sum insured etc. This is a quick renewal service introduced by New India to ensure renewal of policies from those who do not want to go to the office or are on the move.

The customer do not have to register in the site for this quick renewal facility. The Portal is supported by a help desk maintained by its End to end solutions vendor, TCS. The renewed policies would be accounted at the original office and would be serviced by the same agent / marketing force .

While New India Assurance, with International A-(Excellent - stable rating) and operations in 22 countries has a range of 160 products in its stable, it would focus on personal lines of insurances for its Customer portal under the “**New India - Assurance Online**” brand.

The Company plans to launch its mobility solutions soon with facility to take & renew its host of Insurance products. It is also in the process of providing taking and renewing policies using its Toll free number and IVRS facility. Company already has Dealer portals for motor vehicles dealers, OEM portals for its business with Motor Vehicle OEMs like Maruti, Ford, Tata Motors, Hyundai, etc. New India also had recently launched its agent portal for empowering its agency force to issue and renew policies.

New India Assurance is driving ahead with its strategy of opening Micro offices in in Tier. III, IV & rural areas to reach out to the customers while online portals would focus towards urban and semi urban clientele. The adoption of villages, positioning of more Micro Insurance products, using Business correspondents of Banks, remote micro offices and recruitment of agents would be the focal points for its Inclusion strategies. The Customer, agent and motor vehicle portals are its outreach to the higher levels of pyramid.

Having recorded a PAT of Rs. 517 cr for the first 9 months of the fiscal New India Assurance is planning to consolidate its leadership with Rs. 10,000 Cr Indian business and journey beyond.

**The New India Assurance Co. Ltd.**  
[www.newindia.co.in](http://www.newindia.co.in)

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