

# MIBL, AISECT to make customised group health insurance product

STAFF REPORTER ■ BHOPAL

Mahindra Insurance Brokers Ltd (MIBL) has partnered with AISECT to introduce a customised group health insurance product for AISECT's customers, across the nation.

The strategic alliance is a significant step in MIBL's continuous endeavor to drive insurance penetration in semi-urban and rural India.

This unique socially progressive health insurance solution is specifically designed for AISECT's customers across its 20,000 centres in 29 states and 3 union territories and will offer improved coverage at an affordable premium.

These centres serve customers largely in semi-urban and rural areas and help facilitate services related to Skill development, education, Training, Financial Inclusion, Aadhaar Card, Passport, PAN Card and other various online services.

Customers can now also opt for customised health insurance solu-



tions through MIBL at these centres. MIBL, a leading insurance

broking company, primarily serving rural and semi-urban India, SMEs and Corporates, has been working towards increasing insurance penetration in the under-served and underpenetrated markets of India for over 15 years.

The Company, facilitated by its wide network of over 450 locations across India, and its in-house Customer Contact Centre, has serviced more than 1 crore insurance cases across 3,00,000 villages in India, since inception.

The tailor-made solution for AISECT customers will offer both health insurance and hospital cash. Customers can either opt for these offerings together or individually.

Health insurance will cover hospitalisation due to accidents & ailments, with treatment and medical expenses available across 5,000 plus listed hospitals in India.

Hospital cash will provide the insured person a fixed amount per day to cover overhead expenses like food, travel, etc from the first day of hospitalisation, without any

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deductibles and waiting period, over and above the hospitalisation expenses.

While talking to media persons, Jaideep Devare, Managing Director, Mahindra Insurance Brokers Ltd said, "Financial inclusion and economic prosperity of the nation are like two sides of the same coin. We believe that insurance penetration is one of the crucial factors that will drive true financial inclusion in India. Awareness, Access and Affordability are the key challenges that need to be addressed.

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