

Publication / Website	Outlook
Headline	Tata AIA partners PayBima to sell its life insurance plans
Date	10 th Nov 2020
Online Link	https://www.outlookindia.com/newscroll/infosys-launches-applied-ai-for-enterprises/1973852

Tata AIA partners PayBima to sell its life insurance plans

Tata AIA Life Insurance (Tata AIA Life) on Tuesday announced a partnership with PayBima, the digital arm of Mahindra Insurance Brokers Ltd, as a broker to distribute its life insurance plans.

The association is in line with Tata AIA Life's mission to provide Ease of Doing Business (EoDB) to its customers and aims to make the process of buying life insurance solutions simple, easy, and convenient, it said in a release.

As part of the agreement, PayBima.com will offer life insurance solutions of Tata AIA Life on its platform.

PayBima will leverage its analytics skill to offer personalised life insurance solutions best suited to the needs of its customers. PayBima will be fully integrated with Tata AIA Life digitally-led ecosystem to offer a seamless online buying experience by eliminating the need for physical documents, it said.