

## Our Agent Speaks



**PRIYA SACHDEV - CEO**  
Harpreet Insurance Agents Pvt. Ltd.

In an exclusive chat with Bajaj Allianz Newstrack team, she revealed the reason for this venture, secret of their success among other things.

**Q. Kindly inform us about your firm?**

**A.** Harpreet Insurance Agent Private Limited was started to service the huge insurance market when it

Harpreet Ford, the leading car dealer of Ford, Toyota & Hyundai in Delhi, recently diversified into insurance. They have started a Corporate Agency by the name HARPREET INSURANCE AGENTS PVT. LTD.

opened up. With the entry of many private players, we thought we can diversify in to this field and provide insurance products to our customers.

**Q. When did your firm enter the insurance field?**

**A.** We started this firm in August 2002.

**Q. What is your background in insurance?**

**A.** I had intensive training in both General and Life Insurance as per the IRDA guidelines and acquired a license to sell Insurance.

**Q. With the entry of brokers, what is the future of agents and other intermediaries?**

**A.** There is lot of competition with a

rapid growth of Insurance agents and other Intermediaries. There is also a huge opportunity and great potential for insurance with the population in India crossing 1 billion mark. So there is a bright future for the new agents and moreover people are now aware and understand the importance of Insurance.

**Q. What was been your experience with Bajaj Allianz with respect to response time, claims settlement, systems etc.. as a company?**

**A.** I think Bajaj Allianz, being a part of the Allianz group, stands out amongst all the other insurance players in India, hence all their follow-ups and policy dispatchment are on a timely basis. Although I think their claim settling department can be improved further.