

BAJAJ ALLIANZ GENERAL INSURANCE TAKES PIVOTAL STEPS TO INCREASE INSURANCE PENETRATION IN THE UT OF LADAKH



LADAKH : With the aim to increase insurance penetration in India, the insurance regulator IRDAI has allotted states and union territories to every insurer. Under this initiative, Bajaj Allianz General Insurance has been allocated the union territory of Jammu & Kashmir, Ladakh, and the state of Uttar Pradesh, where it will operate as the lead insurer.

To take insurance to the grass-root level in UT of Ladakh and bring more citizens under the protection and ambit of insurance, Mr. Aijaz Khan, National Head - Bancassurance - Public Sector Banks, Bajaj Allianz General Insurance and other senior officials from the Company recently met Brigadier (Dr.) B. D. Mishra, Lieutenant Governor of Ladakh. They discussed in great detail how insurance would positively impact the region's economic welfare and how it will help important industries of the region, like MSME, Transportation, and Agriculture, to thrive. They further discussed how the Company could collaborate closely with the government to increase insurance awareness and its uptake in the UT.