

**Technology Initiative of the Year –
Digital Insurer of the Year (Joint-Winner) –
Bajaj Allianz General Insurance Company Limited**

Constant evolution is the winning formula

Bajaj Allianz General Insurance Company clinched two Awards at this year's Asia Insurance Industry Awards and Mr Tapan Singhel, its MD & CEO, summed up their motto which they believed had helped them achieve the wins – “We wish to be the Gen-C of insurers where we do not surface only at the time of paying claims but are out there – CONNECTED with our customers, proactively guiding and communicating with them, 24/7!”

Saying that the “Technology Initiative of the Year” Award and the “Digital Insurer of the Year” are testimonials to the milestones that they have achieved on the digital front, he added: “As an organisation, we are highly elated at the appreciation that we have got on the prestigious Asia Insurance Industry Awards platform.”

Calling themselves a “customer-obsessed company, he said: “What differentiates us from our peers is the customer service levels and company’s strong understanding of the market dynamics and its streak of innovating new customer centric initiatives. Both of these have been a key driver in sustaining our position as one of the leaders in the Indian insurance industry.”

He added: “We are working towards becoming a one-stop shop for all solutions to the unforeseen problems faced by our customers and have created an entire ecosystem of solutions that are not just limited to insurance.”

Mr Singhel believes that the winning formula today is to be ahead of the evolution curve. “The modern evolved customer seeks personalised solutions from service providers in all purchase aspects. Today, technology has made the entire experience of insurance, right from decision making to purchasing and even settling of claims, hassle free and instantaneous for customers,” he said.

Hence it is imperative for the industry to innovate continuously. For Bajaj Allianz GIC, he said: “The constant



Mr Nikhil Bharadwaj, Head - Corporate Communications, Bajaj Allianz General Insurance Company (L) accepting the Award from Ms Alice Vaidyan, Chairman cum Managing Director, GIC Re.



Ms Bhairavi Rangarajan, Head of Digital Marketing, Bajaj Allianz General Insurance Company (L) accepting the Award from Mr George Kesselman, Founder of InsurTech Asia Association.

evolution has always been our winning formula, one that gives us an edge over all the other brands!”