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Ayushman Bharat health scheme implemented in JK from Dec 1: Bajaj Allianz

To benefit over 6 lac SECC families

SRINAGAR: Bajaj Allianz General Insurance has implemented Ayushman Bharat - Pradhan Mantri Jan ArogyaYojana (PM-JAY) in the state of Jammu & Kashmir from December 1 (2018), the company said on Saturday.

The scheme was launched by Governor Satya Pal Malik. "Through this scheme the company will be providing cashless health insurance facility to over 6 lakh families identified under the SECC data, across all the 22 districts, accounting to more than 30% of the state's total population," the statement said.

Under the scheme, a cover of

Rs 5 lakh will be provided which includes secondary and tertiary health care. "There is no cap on family size and all members in the family would be covered for all pre-existing diseases, maternity etc. from day one and beneficiaries can opt for the hospital of their choice from the list of empanelled hospitals across India," the company said.

This will be of immense benefit for the patients, "especially for those suffering from critical illnesses, who can now avail healthcare from the neighbouring states or metros without having to worry about the heavy hospital bills," the statement reads.

Given the expansive scope of the scheme, the company has de-

ployed dedicated teams at district and regional levels in both Jammu and Srinagar. A dedicated call center has also been set-up which operates 24X7 to assist the beneficiaries and hospitals. The toll free number for any health insurance related queries is 1800 233 5554.

TapanSinghel, MD & CEO, Bajaj Allianz General Insurance said: "I have always believed that healthy people make healthy economies. I am glad to be a part of Ayushman Bharat scheme, which will enable people to experience the best healthcare without financial worries and eventually improve the life expectancy. We have a long standing relationship with the people of Jammu & Kashmir and the launch of this scheme

in the state is another opportunity for us as an insurer to make a difference to the lives of people."

"This is the first time that any health scheme at such a mass level is being launched for the entire state of Jammu & Kashmir," TA Ramalingam, Chief Distribution Officer - Institutional Sales, Bajaj Allianz General Insurance said, adding: "With a coverage of Rs 5 lakh, the scheme offers immense benefits to the people, remarkably improving their access to healthcare facilities. As stakeholders of the scheme, we have devised a robust mechanism to provide a seamless and hassle free insurance experience to our end customers."