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[Bajaj Allianz General Insurance launches Ayushman Bharat-PMJAY-SEHAT in Jammu & Kashmir](#)

Private Insurer, Bajaj Allianz General Insurance has tied-up with the union territory of Jammu & Kashmir to launch Ayushman Bharat-Pradhan Mantri Jan Arogya Yojana-SEHAT for the citizens of J&K. The scheme will cover the entire population of J&K irrespective of their economic strata.

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Bajaj Allianz General Insurance has rolled out Ayushman Bharat - Pradhan Mantri Jan Arogya Yojana (AB-PMJAY) for all the citizens of the Union Territory of Jammu & Kashmir.

The extended scheme PMJAY-SEHAT was launched by Prime Minister of India, Narendra Modi. The scheme will be providing cover on family floater basis and free of cost insurance to the J&K citizens and the premium will be borne by the government.

Tapan Singhel, MD & CEO, Bajaj Allianz General Insurance said, "This is a revolutionary scheme where all citizens of the J&K are going to be covered and we are proud to collaborate with the J&K Government and be chosen as an insurer for this scheme. I'm confident that this will transform the way health insurance is distributed across the entire country. Thus, ensuring all citizens of our country are adequately covered and can access quality medical treatment."

The insurer said that it is the first time that any scheme at such a mass level is being implemented in the entire country. Currently, PMJAY covers people belonging to economically weaker sections of the society who were a part of the SECC database.

Under the PMJAY-SEHAT scheme, all citizens of J&K Union Territory will be eligible irrespective of their economic strata and can access medical treatment across the country.

The insurer said it has been implementing the AM-PMJAY in the region since 2018 where it has covered 6 lakh families. It added, "last 2 years, the support of people, hospital network, and Government has been quite encouraging, which has motivated the company to continue in J&K and be a part of this transformational journey that will improve the health and lifestyle of the citizens."