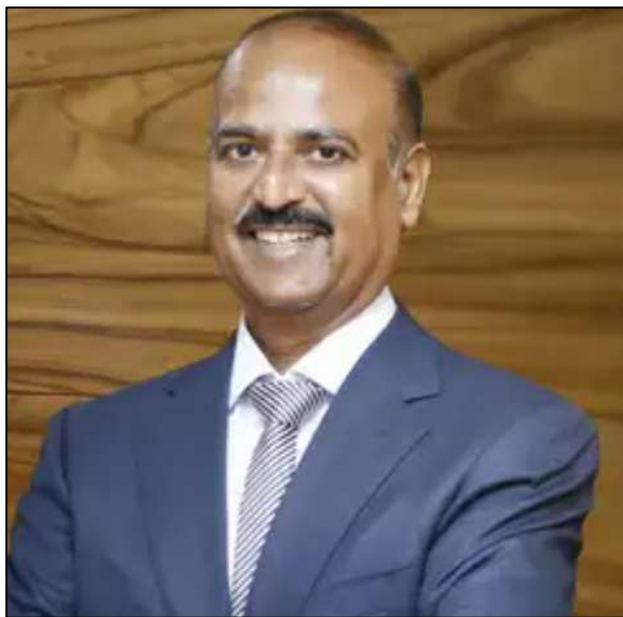


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[Navigating the general insurance landscape: A reflective review and forward outlook](#)



The GI industry is entirely focused on achieving the glorious mission of 'Insurance for All' by 2047, set by the insurance regulator.

In 2023, the General Insurance (GI) industry has continued to register double-digit growth month after month and has witnessed many new initiatives by our forward-looking regulator.

With the introduction of Expense of Management (EOM) norms for non-life insurance companies, discussions around a complete cashless settlement system in health insurance across the nation, implementation of Customer Information Sheet (CIS), advanced talks about executing BIMA SUGAM, BIMA VAHAK, and BIMA VISTAAR, it would be an understatement to say that this has been an exciting year for the industry.

The GI industry is entirely focused on achieving the glorious mission of 'Insurance for All' by 2047, set by the insurance regulator.

The industry is at an inflection point, and in 2024, many transformative developments are anticipated to reshape the sector; let us see what these are.

Bringing nationwide 100% cashless claims settlement in health insurance remains a key priority; the move will streamline the claims process and reduce the financial burden on the policyholder

The GI industry is working closely with all concerned stakeholders to accomplish this vision. The other significant initiative would be implementing the 'Customer Information Sheet' (CIS), which will give customers a concise overview of policy terms, claim timelines, and grievance procedures.

These measures will bring unprecedented transparency and improve customer experience by many folds. When delving into the trends shaping the sector, it is imperative to acknowledge the role of technology and digitization.

Over the last few years, insurers have employed new-age technologies to improve their process, do better risk assessments, and offer swift claims settlement.

Technologies like AI, ML, Big Data, and Analytics will continue to revolutionize the insurance industry, from providing personalized solutions for customers to enhancing operational efficiency to quick claim settlement through drones; technology will be integrated into every facet of the GI industry.

Better Data analytics and technology will further strengthen the industry's endeavour to eliminate fraud. Gen AI's capacity to provide responses and solutions tailored precisely to each customer's requirements will improve customer satisfaction like never before.

However, this increased dependency on technology also necessitates creating a robust cyber security system to protect sensitive data and customer details.

One major challenge that the global insurance sector is grappling with is the changing climate, and Indian insurers are no exception to it.

India is witnessing an alarming increase in natural catastrophe (NAT CAT) events like floods, inundation, cyclones, and landslides. It pushes insurers to reassess their underwriting practices and risk models and re-engineer more efficient claims processes for swift customer service post-natural disasters.

The need for country-wide Parametric Insurance (Index-Based Solution) is at an all-time high, and we will likely see some concrete development in this direction in the coming year.

On the backdrop of these climate changes, there is a rising momentum within the industry to embrace sustainable and eco-friendly practices.

The primary force that will propel the GI industry in the coming year is the dream to bring every Indian under the ambit of insurance. Realizing this ambition entails further improving the availability, accessibility, and affordability of insurance.

Three initiatives that will help enhance the mentioned factors are BIMA SUGAM, BIMA VAHAK, and BIMA VISTAAR. Together, this trinity will simplify insurance processes for policyholders, shield them against a wide range of risks, and improve awareness about insurance at the grassroots level.

That is not it; as insurers foray deeper into the Indian landscape and enter new geographies, we will see a rise in collaboration between insurance companies, government bodies, insurtech startups, and other stakeholders.

The constant effort to bring down costs for the customer will remain the focus, whether through eliminating fraud or better use of technology.

The industry and government have worked tirelessly towards ensuring that every citizen is protected by health insurance and that a protection net can be provided against natural calamities; there will be further progress in this direction, with significant work already done.

Innovative products will emerge, and parametric covers will become more relevant, especially for providing mass protection to citizens.

We also anticipate the growth of new distribution models, which will take insurance products and services to the very doorstep of customers. We might see more insurance companies, bringing in more competition and options for customers.

It would benefit the industry by ushering in more investment and spur innovation, awareness, and penetration. To sum it up, 2024 will be a landmark year in advancing the insurance sector's mission of achieving 'Insurance for All' by 2047.

Overall, the industry will make firm strides to reach every nook and corner of the country to become a crucial driver for financial inclusion and significantly impact society, with customer focus being the central theme.

(The author is MD & CEO, Bajaj Allianz General Insurance)