

Bajaj Allianz partners Quikr

» Bajaj Allianz General Insurance has entered into a partnership with Quikr, the country's leading digital classifieds platform to increase the insurance outreach and offer people with adequate financial protection, reports *DHNS* from Bengaluru.

With 30 million monthly UVs (Unique Visitors), Quikr will be a new age distribution channel for Bajaj Allianz's general insurance products. Under this key agreement, Bajaj Allianz General Insurance will offer

personal lines of insurance products such as health, personal accident, home, motor and travel along with commercial line of insurance products such as property, marine and engineering insurance, etc. Tapan Singhel, MD and CEO, Bajaj Allianz General Insurance, said, "Bajaj Allianz General Insurance has always been in the forefront to explore new avenues to reach out to the customers where they are, thus providing instant insurance solutions according to their needs."