



Now, insurance covers that provide financial protection to an individual against risks associated with adventure sports find their way into Indian markets

Add 'adventure' to your personal accident policy

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DO you enjoy bungee jumping? Is mountain-biking your passion? Do you want to try sky diving while on a holiday? Well, you may be thinking twice before taking the leap, thinking of who in your family would have to face the financial burden if you sustain grave injuries while participating in adventure sports.

A personal accident (PA) policy is a crucial financial instrument that safeguards you and your family members financially in case of a bodily injury or death due to an accident within India. A traditional PA policy will cover you against death, permanent total disability, permanent partial disability, temporary disabilities as well as provide you compensation for any loss of income that you may incur during the period of recovery. However, this financial instrument has evolved today to cover new-age risks looking at the changing lifestyle choices of Indian consumers.

Previously, indulging in adventure sports or related activity was excluded from the scope of the policy. Today, there is a cover available that offers financial protection to an individual against risks that s/he is exposed to

while participating in adventure sports.

The policy also offers to pay for an air ambulance, since an accident requires immediate response within the golden hour, which is not available in conventional plans. This new broad-ranging PA plan offers an array of covers that complements the lifestyle of today's Indians.

Besides, the scope of the policy is not limited to India, it offers a worldwide cover for accidental death and disability, which means consequences of an untoward event in anywhere in the world is taken care of by the insurer.

Today, if the insurance companies want to increase their footprints in the country, they will have to move away from the one-size-fits-all approach and offer products to customers that allow them to tailor it according to their ever-evolving needs. Moreover, the method of fulfillment and claims processing also needs to be hassle free.

Realising this need, this new-age PA plan offers the flexibility to design your cover. It does not have a set or defined framework for everyone. It allows you to choose the covers you want in your policy. All covers under such a policy come with a separate sum insured, giving you the freedom to pick the right coverage at the right time even midway during the policy period, if the need arises.

Some of the covers that are made available today in addition to the death and disability benefits are — a cover for adventure sports, air and road ambulance, EMI or loan payments as well as fracture care. It also offers to cover the cost of education for the children, hospitalisation expenses in case of an accident and travel expenses for family members. Most importantly, if due to an accidental injury, the insured is temporarily and permanently disabled and not able to perform each and every duty pertaining to his employment or occupation, then a weekly benefit is paid to the insured maximum up to 100 weeks.

Let's look at an example. Ram is a 36-year-old IT consultant, who is an ardent traveller and has a passion for mountain biking. He has a monthly income of Rs 1 lakh with which he supports his wife and parents and also takes care of liabilities such as a car loan and a home loan.

Let's look at how he could design his own PA policy and how much it would cost him:

Ram could look at a base cover with a sum insured of Rs 50 lakh against death and disability. Of the options available, he could pick a cover against injuries sustained due to adventure sports for Rs 40 lakh. Further, looking at the liabilities

that could arise due to the loans, he could further add an EMI and a loan protection cover of Rs 1 lakh and Rs 10 lakh each in the policy. He could also opt for an accidental hospitalisation benefit of Rs 4 lakh that will take care of the hospital bills due to an accident. Given that he does not have children, he need not look at a cover for children's education bonus and also since his mediclaim policy offers him a daily hospital cash benefit, he could give that a miss as well.

He need not take every cover that the policy offers, thereby paying only for the protection that he wants for his family and himself at a cost that would not pinch his pocket. This policy would cost him around Rs 6,800, including applicable taxes.

Accidents can wipe out your savings towards future goals and leave you in the monetary disarray. Moreover, fear of financial consequences of such accidents can stop you from pursuing your passion and living your life to the fullest. These personal accident plans come at affordable premiums and meet the needs of modern lifestyles.

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