

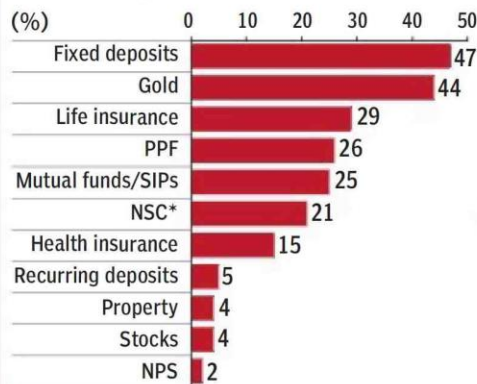
## Health insurance yet to find prominence among mothers

HEALTH insurance does not find prominence in the financial planning of Indian mothers and most of them prefer to invest in fixed deposits, gold and life insurance, finds a survey by Bajaj Allianz General Insurance. Women-centric covers, health care and wellness benefits and discounted premiums were the top three criteria for women that would propel them to



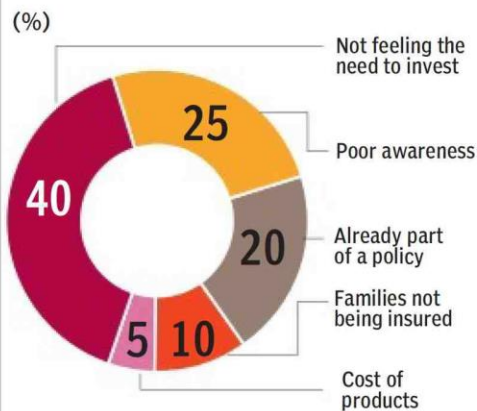
go for an individual health plan, followed by simpler purchase mechanisms and more awareness on the health insurance products. Among the mothers who had not invested in health insurance, the top reasons cited are not feeling the need to invest and poor awareness about the plans available.

### Most mothers prefer to invest in fixed deposits

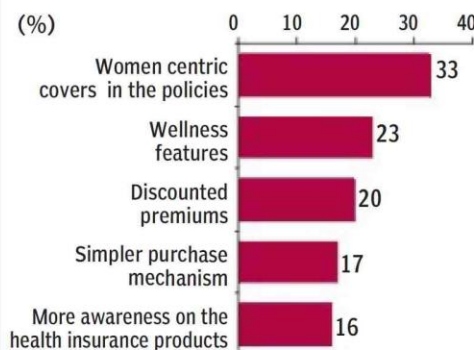


\*National Savings Certificates

### Inhibitions about availing health insurance

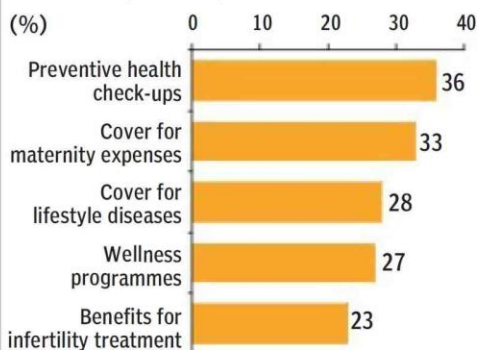


### Women-specific benefits top the list for health cover



Sample: 1,100 mothers

### Must have features in a women-specific plan



Source: Bajaj Allianz General Insurance Survey