

Bajaj Allianz to expand operations in NE



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GUWAHATI, Nov 8: Leading insurance company Bajaj Allianz plans to expand its operations to tap the North-east market.

"The insurance penetration is still low in the North-east due to lack of awareness among the people, and, therefore, we have prepared an aggressive plan to bring more and more people under the insurance system," Anamika Roy Rashtrawar, senior president of Bajaj Allianz, told this correspondent while inaugurating an all-women branch in Guwahati. Citing reasons for opening an all-women branch

she said, " This initiative provides a platform to women who want to be leading entrepreneurs in the field of selling general insurance."

Asked about her future plan, the senior official informed that Bajaj Allianz would open 17 new offices in the North-east in the next couple of years to venture into the new areas. "We have now 13 offices so far in the region and we are adding 17 new to the current network. These new offices will help grow our market, besides creating more jobs," she claimed.

Expressing satisfaction with the current growth in the smaller cities, she informed that the smaller cities are likely to play a key role in boosting revenues of the insurance companies.

"These cities are now contributing around 50% growth and we have seen a lot of potential," she said, adding that the company (Bajaj Allianz) is the only insurer in the industry to have posted profits consistently since its inception in 2001.