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Alerts

Bajaj Allianz launches 'Farmitra' app

Bajaj Allianz General Insurance, has launched a mobile app – 'Farmitra' – catering to the specific needs of farmers. Users of this app can see regular weather forecast specific to their area, advice related to select crops, market price of crops, news related to agriculture developments and also a locator for seed/soil testing labs, fertiliser dealers, and cold storage around the area.

In terms of insurance, users can access the Pradhan Mantri Fasal Bima Yojana (PMFBY) portal to buy crop insurance, check their application status, register claims and reach out to program coordinators. They can also buy motor and health insurance policies offered by Bajaj Allianz.

It is available in local language as per the crop chosen and geographical area selected. The application is currently live in six States: Rajasthan, Madhya Pradesh, Uttar Pradesh, Karnataka, Maharashtra and Haryana.