

[‘To boost insurance like UPI did to Banking’: Leaders bet big on Bima Sugam](#)

Earlier this month, IRDAI approved plans for BIMA Sugam, an Amazon-like digitalplatform where all the general and life insurance policies will be listed. The regulator has asked insurers to operationalise it by January 2023. Here's how the industry feels about it.



BIMA Sugam will be a game changer for the insurance sector, similar to what UPI was in the banking sector, affirms the newly appointed MD and CEO of SBI General Insurance, Kishore Kumar Poludasu.