

## **Bajaj Allianz General Insurance implements AB - PMJAY in Jammu & Kashmir from 1 December 2018**

- The scheme to benefit over 6 lakh SECC families of the state
- Company sets up district and regional level teams in Jammu and Srinagar
- The beneficiaries and hospitals can call at toll free help line number - **1800 233 5554** for 24x7 insurance assistance

**Jammu, December 1, 2018:** Bajaj Allianz General Insurance, India's leading private general insurer has implemented Ayushman Bharat – Pradhan Mantri Jan Arogya Yojana (PM-JAY) in the entire state of Jammu & Kashmir from December 1, 2018. The scheme was launched by Satya Pal Malik, Honourable Governor of Jammu & Kashmir. Through this scheme the company will be providing cashless health insurance facility to over 6 lakh families identified under the SECC data, across all the 22 districts, accounting to more than 30% of the state's total population.

Under the scheme, a cover of Rs 5 lakh will be provided which includes secondary and tertiary health care. There is no cap on family size and all members in the family would be covered for all pre-existing diseases, maternity etc. from day one and beneficiaries can opt for the hospital of their choice from the list of empanelled hospitals across India. This will be of immense benefit for the patients, especially for those suffering from critical illnesses, who can now avail healthcare from the neighbouring states or metros without having to worry about the heavy hospital bills.

Given the expansive scope of the scheme, the company has deployed dedicated teams at district and regional levels in both Jammu and Srinagar. A dedicated call center has also been set-up which operates 24X7 to assist the beneficiaries and hospitals. The toll free number for any health insurance related queries is **1800 233 5554**.

Commenting on the scheme launch in the state, **Tapan Singhel, MD & CEO, Bajaj Allianz General Insurance** said, "I have always believed that healthy people make healthy economies. I am glad to be a part of Ayushman Bharat scheme, which will enable people to experience the best healthcare without financial worries and eventually improve the life expectancy. We have a long standing relationship with the people of Jammu & Kashmir and the launch of this scheme in the state is another opportunity for us as an insurer to make a difference to the lives of people."

**TA Ramalingam, Chief Distribution Officer – Institutional Sales, Bajaj Allianz General Insurance** said, "This is the first time that any health scheme at such a mass level is being launched for the entire state of Jammu & Kashmir. With a coverage of Rs 5 lakh, the scheme offers immense benefits to the people, remarkably improving their access to healthcare facilities. As stakeholders of the scheme, we have devised a robust mechanism to provide a seamless and hassle free insurance experience to our end customers."

Ayushman Bharat - Pradhan Mantri Jan Arogya Yojana is a game changer and will have a long term impact on the health insurance industry in India. Around 50% of the population across

the country and almost all the hospitals shall be following the uniform practices set under this scheme, bringing in standardization in the entire delivery mechanism in the health insurance industry.

### **About Bajaj Allianz General Insurance**

Bajaj Allianz General Insurance is one of the leading private general insurance company in India. Bajaj Allianz is a joint venture between Allianz SE, the world's leading insurer and largest asset manager, and Bajaj Finserv Limited, India's most diversified non-bank financial institution. Bajaj Allianz General Insurance offers general insurance products such as motor insurance, home insurance, health insurance as well as other unique insurance plans such as wedding insurance, event insurance, and film insurance. The Company began its operations in 2001 and today has a pan-India presence in over 1000 locations across India. The Company has been constantly expanding its operations to be close to their customers. Bajaj Allianz General Insurance has been a profit-making company since its inception and has consistently been rated with "iAAA" rating for its claims paying ability by ICRA Limited (an associate of Moody's Investors) consecutively for last 12 years.

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