

Bajaj Allianz General Insurance in collaboration with the UT of J&K launches health insurance coverage under AB-PMJAY-SEHAT

Pune, December 28, 2020: Bajaj Allianz General Insurance in association with Jammu & Kashmir Government launched the Ayushman Bharat - Pradhan Mantri Jan Arogya Yojana (AB-PMJAY) for all the citizens of the Union Territory. This extended scheme PMJAY-SEHAT was launched by Prime Minister of India, Mr. Narendra Modi. The scheme will provide universal health insurance cover to all the citizens of Jammu & Kashmir thereby ensuring financial security during any medical exigency.

Under the PMJAY – SEHAT, over 20 lakh families of the Union Territory (UT) will be covered. The Sum Insured of the policy is Rs. 5 lakh and the health insurance will be provided on family floater basis. This scheme will provide free of cost insurance to the J&K citizens and the premium of the same will be borne by the Government.

Commenting on the launch of AB-PMJAY in J&K, **Mr. Tapan Singhel, MD & CEO, Bajaj Allianz General Insurance** said, “This is a revolutionary scheme where all citizens of the J&K are going to be covered and we are proud to collaborate with the J&K Government and be chosen as an insurer for this scheme. I’m confident that this will transform the way health insurance is distributed across the entire country. Thus, ensuring all citizens of our country are adequately covered and can access quality medical treatment.”

This is the first time that any scheme at such a mass level will be implemented in the entire Country. So far, under PMJAY people belonging to economically weaker sections of the society who were a part of SECC database were eligible for this scheme. However, under this new PMJAY-SEHAT scheme, all citizens of J&K UT irrespective of their economic strata will be eligible for this scheme and can access medical treatment across the country.

Bajaj Allianz General Insurance has been implementing the AM-PMJAY in the region since 2018 where it has covered over 6 lakh families. In last 2 years, the support of people, hospital network, and Government has been quite encouraging, which has motivated the company to continue in J&K and be a part of this transformational journey that will improve the health and lifestyle of the citizens.

About Bajaj Allianz General Insurance

Bajaj Allianz General Insurance is India’s leading private general insurance company. Bajaj Allianz is a joint venture between Bajaj Finserv Limited, India’s most diversified non-bank financial institution, and Allianz SE, the world’s leading insurer and largest asset manager. 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 has been constantly expanding its operations to be close to their customers. Today, it has a pan-India presence in close to 1500 towns and cities.

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