

Press Release:

Bajaj Allianz to offer crop insurance to farmers in Haryana under PMFBY

Key Features:

- Offers crop insurance under PMFBY in 7 districts - Ambala, Karnal, Sonapat, Hisar, Jind, Mahendergarh and Gurugram
- Will utilize technology through smartphones and remote sensing for speedy claim settlement and damage assessment

Pune, 7 July, 2016: Bajaj Allianz General Insurance, one of the leading general insurance providers of country, has received authorization from the government of Haryana to implement Pradhan Mantri Fasal Bima Yojana (PMFBY) in seven districts - Ambala, Karnal, Sonapat, Hisar, Jind, Mahendergarh and Gurugram. Farmers in these districts growing paddy, cotton, maize and bajra can insure their crops till 31st July through their respective banks or authorized representatives of the company. The scheme provides comprehensive cover against shortfall in the crop yield due to non-preventable risks such as natural calamities, adverse weather conditions and localized risk viz. hailstorm, landslide etc. Farmers in the district can avail detailed information about the scheme from the agriculture offices, banks or the company's registered offices across the state.

Commenting on the development, **Mr. Ashish Agarwal, Head Agriculture Business, Bajaj Allianz General Insurance** says, "The PMFBY is a well-thought and a significant step to bring a large section farmers under the ambit of insurance and protect them from the uncertainties of nature. Apart from implementing this scheme Bajaj Allianz will leverage on technology and digital tools to distribute key information about the scheme and ensure speedy claim assessments. The company will also conduct awareness drives in these districts through radio, hoardings, street plays and local announcements."

Bajaj Allianz General Insurance Company has been participating in the Crop Insurance Program and has insured more than 40 lakh farmers from Rajasthan, Maharashtra, Uttar Pradesh and Assam in the last financial year. In totality, the company has settled claims worth Rs. 540 crore, which has benefitted more than 38 lakh farmers across the country.

About Bajaj Allianz General Insurance

Bajaj Allianz General Insurance, a joint venture between Allianz SE, the world's leading insurer, and Bajaj Finserv Limited. Allianz SE is a leading insurance conglomerate globally and one of the largest asset managers in the world. Bajaj Allianz General Insurance is one of the leading private general insurance companies in India. The Company offers various general insurance products like motor insurance, home insurance, health insurance, travel insurance and also unique insurance plans such as wedding insurance, event Insurance, film insurance. Bajaj Allianz General Insurance has been a profit-making company since its inception. The Company began its operations in 2001 and today has a presence in over 200 towns and cities in India. The Company has been constantly expanding its operations to be close to their customers.

For Further Information please contact:

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