



INSURANCE MARKETING: GROWTH THROUGH CUSTOMER CENTRICITY

Wednesday 8th January, 2014, Venue : Vivanta by Taj President, Cuffe Parade, Mumbai, India.



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Opinion Poll

Are You Happy With The Ways Indian Insurers Settle Your Claims?

Yes

O No O No Opinion

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News

Headline:

New India Assurance ties up with BPCL to offer package policy for transport contractors

News Date:

Nov 28, 2013

Source:

AIP News Service

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In a novel initiative in general insurance industry, New India Assurance(NIA), the largest general insurer in the country and oil major BPCL entered into an MOU to provide a package of three key policies to the latter's registered transporting contractors

. The online facility developed and delivered by NIAwould enable the registered transport contractors of BPCL to take a Carrier's Legal Liability Insurance, a Public Liability (Act.) Insurance & Motor Insurance at special prices, make payment online and receive the digitally signed policy in soft forms.

The MOU was exchanged at Mumbai between S. Ramesh, executive director of BPCL and G Srinivasan, CMD., NIA

Ramesh , while speaking at the occasion pointed out that this innovative endeavor will make insurance a very easy proposition to thousands of their transport contractors. BPCL, he added, is contemplating to expend this facility to others . They are also mulling to extend such insurance to the affiliated workers like drivers and cleaners, loaders and associated helpers.

Srinivasan, assured the BPCL, that they are eager to reach out to the transport sector through such IT enabled services, which will help the insurance topenetrate more into the uninsured segment of the sector, like uninsured vehicles.









