

Initiative from



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From the Editor's Desk

Dear All,

We are very happy to release first issue of our monthly NEWS Letter "iCare Connect". Our aim is to keep our clients, well-wishers, and all concerned people aware about the Insurance developments.

We are also planning to create awareness about Insurance plans, their claim process and other useful information within the end-user.

We will also promise to keep you posted on each and every happening in the insurance industry.

We are very eager to know from you about this new initiative.

With regards,
Abhijeet Adsul
Asstt. Vice President (Mktg).

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**Season's
Greetings**

HDFC ERGO Gen launches 'Health Suraksha Top- Up' plan

Private insurer HDFC ERGO General Insurance launched 'Health Suraksha Top Up' plan allowing a customer a larger sum insured limit at lower cost. The policy comes into action once the sum insured of the existing policy is exhausted, giving an additional sum insured to cover the medical expenses beyond a threshold limit of the existing health insurance plan to a customer, HDFC ERGO General Insurance said in a release issued here. The plan is available for sum insured options of Rs. 5 lakh, Rs. 7.50 lakh and Rs. 10 lakh. "...People who have some health insurance cover may find it inadequate as they grow older or move into different life-stages. Health Suraksha Top Up is an ideal option for such cases," said Mukesh Kumar, the HDFC ERGO General Insurance Head - Strategic Planning, HR and Marketing. "The customer will also have the option to choose between one year and two year policy tenure for individuals and family floater and avail tax benefit," he added. The policy is aimed at salaried employees with an existing health policy, he said.

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Saraogi Insurance & Brokers to invest 195 crores in 3 yrs.

Saraogi Insurance and Brokers Ltd (SIBL) said it plans to invest Rs 195 crores to develop and offer an array of IT driven new insurance products over the next three years. The company will soon be launching an online service 'Bimaonclick.com' for retail insurance offering an exclusive bouquet of insurance products both in life and general insurance, it said in a statement. "Bimaonclick.com will bring a revolution in the business of retail insurance. The use of GPS technology would make the companies more profitable and less prone to delays and accidents," Managing Director (MD) and CEO of SIBL Prashant Saraogi said while commenting on investment plan. On this portal, a customer can get access to all types of insurance services.

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ICICI Lombard introduces a new international travel insurance plan

Private non-life insurer ICICI Lombard on added another product - International Travel Insurance - to its Travel Insurance portfolio. The policy offers coverage to individuals up to 85 years of age without insisting on a medical check-up. The medical cover under the product is in the range of \$50,000 to \$2, 50,000, depending on the type of plan chosen. This apart, the policy comes with other commonly-offered covers like loss of passport or checked-in baggage, trip cancellation, daily allowance in case of hospitalization and so on. All these covers come with individual sub-limits or deductibles (the initial amount that the insured has to bear before the company chips in with the rest) that you need to understand before signing up. If the insured has to look for accommodation due to flight delays, the expenses incurred will be reimbursed. Other benefits offered include evacuation during catastrophes, emergency financial assistance, personal accident cover and home insurance for the insured's place of residence.

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PSU insurers set to hike health insurance premiums.

Health insurance premiums are set to rise with public sector insurance companies seeking a revision of rates on individual policies. The company was successful in bringing down the ratio of incurred claims to premium from 104% to 88% due to measures such as having a 'preferred' provider network of hospitals that agree to the insurer's schedule of rates. The company would like to bring down further the incurred claims ratio to 80%. Insurers say that health rates need to be revised because of sector regulator IRDA's insistence that all health plans be made renewable for a lifetime.

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Claim service guarantee not reason enough to buy insurance.

A claim settlement record is always crucial for an insurance customer. The whole purpose of buying a cover — be it life or general — will be defeated if the claim is not disposed of in time. After all, people make claims only during dire situations like hospitalization, death or other emergencies. And a delay from the side of the insurance company in processing the claim is the last thing they want to face. Perhaps acknowledging the importance of the issue, insurers like L&T Insurance, Max Life and Bharti-AXA Life have started offering claim service guarantees or assurances to their customers. L&T Insurance says it will pay a fixed amount of Rs 1,000 per claim for any delay beyond the stipulated time limit. "We will make a decision on cashless hospitalization request within six hours (eight, if the request is made at night). For reimbursement claim, the maximum turnaround time is six working days," adds Roy. Bharti-AXA Life guarantees release of Ulip fund value within 48 hours of claim intimation. If the promise is not met, interest at the rate of 1 per cent of the fund value will be paid for each day of delay.

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Aviva Life Insurance launches Dhan- Samruddhi plan.

Private insurer Aviva Life Insurance launched Dhan Samruddhi, a traditional money back plan with guaranteed returns. The product has been designed to build a long-term corpus along with the flexibility to fulfill their short-term financial needs, Aviva Life Insurance said in a release [GOTOP](#)

Bajaj Allianz launches Life Assure Insurance Plan.

Private insurer Aviva Life Insurance launched Dhan Samruddhi, a traditional money back plan with guaranteed returns. The product has been designed to build a long-term corpus along with the flexibility to fulfill their short-term financial needs, Aviva Life Insurance said in a release. Private insurer Bajaj Allianz Life Insurance launched a new market-linked Life Assure Insurance Plan that offers the benefit of protection along with financial planning. Life Assure is a unit-linked endowment plan available at a minimum monthly premium of Rs 1,000, which is the lowest in the industry. [GO TOP](#)

US looks forward to further opening of FDI in insurance.

The US said it is looking forward to India opening up its insurance sector further to foreign investors just as it has done in case of FDI in the retail sector. The bill to increase FDI cap in the insurance sector from 26 per cent to 49 per cent has been pending in the Rajya Sabha since 2008. *Last month, the Cabinet had decided to move ahead with its proposal to hike foreign investment ceiling in the sector.* [GO TOP](#)

L&T Insurance launches 'my: health Medicare Classic Insurance'

Private non-life insurer L&T Insurance has recently added another retail health product - my: health Medicare Classic - to its health insurance portfolio. The policy, like the company's existing health product, offers to restore the sum insured if gets exhausted in a year. This reinstatement will come into play only if the subsequent (post exhaustion of the cover) claim relates to an accident. The product will also reimburse the cost of Ayurvedic treatment taken at government-registered hospitals to the extent of Rs 25,000. It also covers maternity-related expenses, subject to sub-limits. However, it will come into play only after 48 months of continuous coverage. It also promises to hand out a sum of Rs 500 per day (from fourth day to tenth day) to meet ancillary expenses if the hospitalization stay exceeds three days. If the patient has to spend more than ten days at the hospital, the policy offers to pay a lump-sum recovery benefit of Rs 5,000. This apart, the plan offers two optional covers - at an additional premium - for the insurance-seekers to choose from, namely waiver of room rent sub-limit and double sum insured for critical illnesses. The former, as the name suggests, ensures that you do not have to deal with any restriction while opting for a hospital room of your choice. Double sum insured for critical illnesses will kick in if the insured is diagnosed with critical illnesses like cancer, cardiac arrest, stroke and so on [GO TOP](#)

ESIC raises maternity grant from Rs 2,500 to Rs 5,000.

Employees State Insurance Corporation (ESIC) has doubled the monetary grant paid to pregnant women from Rs 2,500 to Rs 5,000, in case they go for delivery in dispensaries and hospitals not registered by the Corporation. [GO TOP](#)

Non-life insurers invest to set up TPA in 6 months.

State-run non-life insurers that have started setting up a common third-party administrator (TPA) would initially invest Rs. 1 billion. The four insurers plan to set up the TPA Company in the next six months, the media reports said. The four state-owned non-life insurers are setting up a common third-party administrator to settle medical insurance claims. The move is aimed at cutting down huge claims ratio and enhancing profits. The four state-owned insurers include National Insurance, New India Assurance, Oriental Insurance and United India Insurance. According to insurers, the initial cost to set up TPA would be recovered over the years as claims drop. Policyholders can expect a correction in premium as the 5% commission paid to TPAs for settling claims would be passed on to them. Each of the four state-owned insurance companies will hold stake in the TPA Company. The joint venture agreement will be signed soon. The four insurers said that they have expertise in handling claims, the reports concluded. [GO TOP](#)

Bajaj Allianz General Insurance launches Extended Warranty Plan.

This plan gives the customer a protection for his consumer durable appliance against unforeseen manufacturing defects or poor workmanship for 12 months after expiry of the manufacturer's product warranty. This product is Launched in association with Bajaj Financer Lending, this unique product are specifically for those customers who have availed the company's 0% interest consumer durable finance for purchasing durables of their choice. [GO TOP](#)

[BSFL and Royal Sundaram launch online sale of health insurance product.](#)

Bhartiya Samruddhi Finance Limited (BSFL), the Flagship Company of the BASIX Social Enterprise Group and Royal Sundaram Alliance Insurance Company Limited, pioneered in launching a web enabled solution at the Common Service Centres (CSCs) of BSFL that will enable the rural customers to receive the policy document of health insurance [GO TOP](#)

[IRDA approves proposal for raising insurer's stake in a corporate entity up to 15 per cent.](#)

Insurance companies may now be able to acquire up to 15% stake in a single corporate house. The board of the insurance regulator, Insurance Regulatory and Development Authority (Irda), which met recently, has cleared a proposal to increase the investment limit currently capped at 10%. This will give insurance companies better investment opportunities and improve yields on investments. Traditional portfolio of life insurance has been growing in the last two years, contributing 70-80% of the new sales. [GO TOP](#)

[LIC gets nod to buy 30 per cent in companies.](#)

The government has allowed India's largest insurer Life Insurance Corporation (LIC) to invest up to 30% in a company as against the earlier limit of 10 per cent. "LIC can invest up to 30 per cent of a company's paid-up capital. Earlier it could invest up to 10 per cent. LIC aims to invest around 50,000 crore in equities this fiscal. On the issue of bank capitalisation, the financial services secretary said the government will soon prepare a plan that could include a rights issue option. [GO TOP](#)

[Comparison site gets IRDA approval.](#)

1. www.myinsuranceclub.com
2. www.insuringindia.com
3. www.accuratequotes.in

[GOTOP](#)

[MP govt. to provide insurance cover to parents of girls under 'Ladli -Laxmi Yojna'](#)

Madhya Pradesh government has decided to provide insurance cover to parents of girls benefited under the 'Ladli Laxmi Yojna' in the state. The scheme was announced by the chief minister Mr. Shivraj Singh Chouhan on the occasion of 'Kanya Poojan' function which was celebrated at his official residence. Addressing the function, Mr. Chouhan also made a humble pledge to save the girl child According to a government release, a special campaign will be launched from 19th November to 12th October, 2013 to remove misconceptions about girl child. The chief minister said that apart from the insurance cover of up to Rs. 30,000, special facilities will also be extended to parents who have only daughters. [GO TOP](#)

[Auto insurers to deduct depreciation on painting claims.](#)

For car owners used to insurers paying for their vehicles' painting-related repairs, things are set to change. Your insurer may soon stop footing your entire painting bill. The Insurance Regulatory and Development Authority (Irda) has recently proposed to include painting in the group of depreciable parts and fix the rate of depreciation for it. At the moment, several companies don't deduct the depreciation element from the painting charges, and painting-related claims are fully reimbursed. However, acting on general insurers' demands, the insurance regulator has recently proposed to bring painting into the ambit of depreciable parts like rubber, plastic parts, tyres and tubes, batteries, glass components and so on. Irda's contention is that since paint is manufactured from polymer, it should be included in the group of plastic parts. The regulator has proposed to fix 50% as the rate of depreciation for painting materials. [GO TOP](#)

[IRDA asks health insurers for indicative premiums for five](#)

The Insurance Regulatory and Development Authority (IRDA) has asked health insurance companies to indicate premium to be paid by the policyholder in the first five years while filing new products for its approval. However, the companies are free to increase the renewal premium based on medical inflation, cost of healthcare and its underwriting practice, say insurance industry sources [GO TOP](#)