



BHARTI AXA GENERAL INSURANCE

REVOLUTIONIZING THE DYNAMICS

With the rising population and increasing health risks, Insurance sector in India had a long way to go to serve customers in the best way. But little did the pioneers of insurance sector know that Bharti AXA General Insurance was going to change and revolutionize the dynamics of the whole industry

Bharti AXA General Insurance Company Ltd. is a joint venture between the leading Indian business Group Bharti Enterprises which has been credited for revolutionizing the Indian telecom industry and the French insurance giant AXA, headquartered in Paris, France. The Bharti Group is a 74% stakeholder in this joint venture with the remaining 26% held by AXA.

Headquartered in Mumbai and operational at 100 locations around the country, Bharti AXA General Insurance has received dual certifications of ISO 9001:2008 and ISO 27001:2005 in 2009, within the first year of its operation becoming the first organization in this field to do so. It has received several awards over the years.

INFUSING CARE TO CLAIMS

Bharti AXA General Insurance has helped their clients manage their risk to protect what matters the most to them. They go much further than quoting a policy. Their work has a deeper impact. The company believes in having lasting relationships,

strong ethics and an unassailable passion for what they do. They aim to be the source for all forms of insurance, risk management, and financial services. With deep understanding of their client's needs, combined with their expertise and knowledge, it allows them to successfully deliver sound advice thus securing the future of the community they serve.

Managing portfolios efficiently is of utmost importance in General Insurance. Their employees are experts at understanding the customers and route their needs along with the nuances of portfolio management. A customer's experience of a claims service defines an insurance company.

At every touch point, the customer should be handled with empathy and care. The organization has many initiatives like dedicated claims handler and assistance services aiding its customer retention and growth as it imbibes the philosophy of moving from 'Payer to Partner'.

From the very beginning Bharti AXA General Insurance has strived to provide their clients with truly outstanding services.

PLANS AND POLICY PORTFOLIO

The delivery of this service is made possible by their focus on developing and maintaining a values-based, high performance culture.

The company's primary offering ranges over 50 products catering to retail, rural and commercial clients. Bharti AXA General Insurance Company also offers SME packages.

Bharti AXA General Insurance Company has issued 9.8 Million Policies and have settled 1.3 Million Claims. They have 101 Branch Offices across India, PAN India Network Hospital and 3500+ Cashless repairers of BAGI. They also provide 24/7 AXA Assistance Worldwide.

The customer-centric digital initiatives of Bharti AXA General Insurance are redefining the whole industry. According to the company in the insurance business, technology will be of prime importance as it will help keep costs low, price products better and offer an enhanced, differentiated customer experience. It will be vital in keeping tab on the pulse of this whirlwind market.