

SHRIRAM LIFE INSURANCE

EMPOWERING FAMILIES WITH FINANCIAL SECURITY

Shriram Life Insurance Company is one of the most prominent insurance companies in India. The firm is dedicated to providing economical and comprehensive life insurance products across the country. Its policies are designed to ensure peace of mind for individuals by providing high-quality solutions



Shriram Life Insurance's policies emphasize customer-centricity, innovation, and inclusivity with its diverse range of products catering to the protection, savings, and retirement needs of its policyholders. Their plans are affordable, which makes them meaningful and accessible for all individuals, especially those in underserved rural and semi-urban areas. The company has outlined plans to expand and strengthen its presence by expanding into Tier 2 and Tier 3 towns across 15 states in India. It caters to mass market customer segment and has an average ticket size of INR. 20,000 per policy versus INR. 80,000 industry average.

STRENGTHENING CLIENT RELATIONSHIPS

At Shriram Life Insurance, operational efficiency is not just about the technology

and process but about ensuring that every interaction with the clients is seamless, timely and useful. It is this company's customer centric approach that today, Shriram Life Insurance is the first choice of people in India especially in the mass market and rural segment. With the help of optimising workflows and embracing innovation, the firm has successfully minimised delays in service deliveries, empowering customers to access life insurance solutions without any difficulties. The leadership team strongly believes in earning the trust of their customers through transparent and ethical practices. Whether it's offering simple information about the policies or swiftly providing the required claims at the time of need, the firm prioritises honesty in all its dealings.

PIONEERING DIGITAL ADVANCEMENTS

The company has made remarkable strides



in serving India's diverse population. In order to pioneer digital advancements, it has introduced a suite of technological initiatives. These initiatives have helped the firm to enhance its customer experience. The Shri Mithra customer service and the Astra sales app introduced by the company have revolutionised accessibility and convenience. In addition to this, Shriram Life Insurance was among the first in the industry to adopt facial recognition for eKYC authentication. They even launched the virtual assistant ShriA to simplify processes for all its clients. Another unique initiative by the company is the Shriram Smart Suraksha Card, which helps in premium renewals, policy bond access, and new policy purchases. These initiatives by the firm make life insurance services hassle-free and easy. Leveraging cutting-edge technology, the company also ensures last-mile connectivity and seamless service delivery.

AN AWARD-WINNING JOURNEY

Shriram Life Insurance has earned a series of prestigious accolades over the years. The company takes immense pride in its Managing Director, Mr. Manoj Kumar Jain, being honoured as the 'World Leader Business Person' at The Bizz Signature 2024 by the World Confederation of Business (WORLDCOB) in Houston, Texas.

In November 2023, Shriram Life Insurance won the ET BFSI Exceller Award for Excellence in 'Claims Service,' highlighting its superior claims management practices. Recognised as one of the Iconic Brands of India by The Economic Times in 2022, the company also received acclaim for its innovative use of technology, winning the 'Best Use of Technology in Customer Service' award at the BFSI Leadership Awards in September 2022. These achievements reflect Shriram Life Insurance's excellence in customer satisfaction and technological innovation, solidifying its position as a leader in the insurance industry.