

Rural Insurance :

Leveraging Distribution



Building an Eco System for Scale Up of Rural Distribution

What we look for ?

Focus on building a robust platform for rural distribution

Built a strong Rural Foundation



IT

- Partners who have the digital capability
- End to end Digital integration of products via API/redirection
- Distribution along with other digital services



Reach

- Partners who have the presence at remote locations
- Who have access to customers – group/loan
- Trust worthiness among customers



Resources

- Should have a team to drive insurance
- Capacity development of partners
- Partners should be eager to add insurance as an additional service

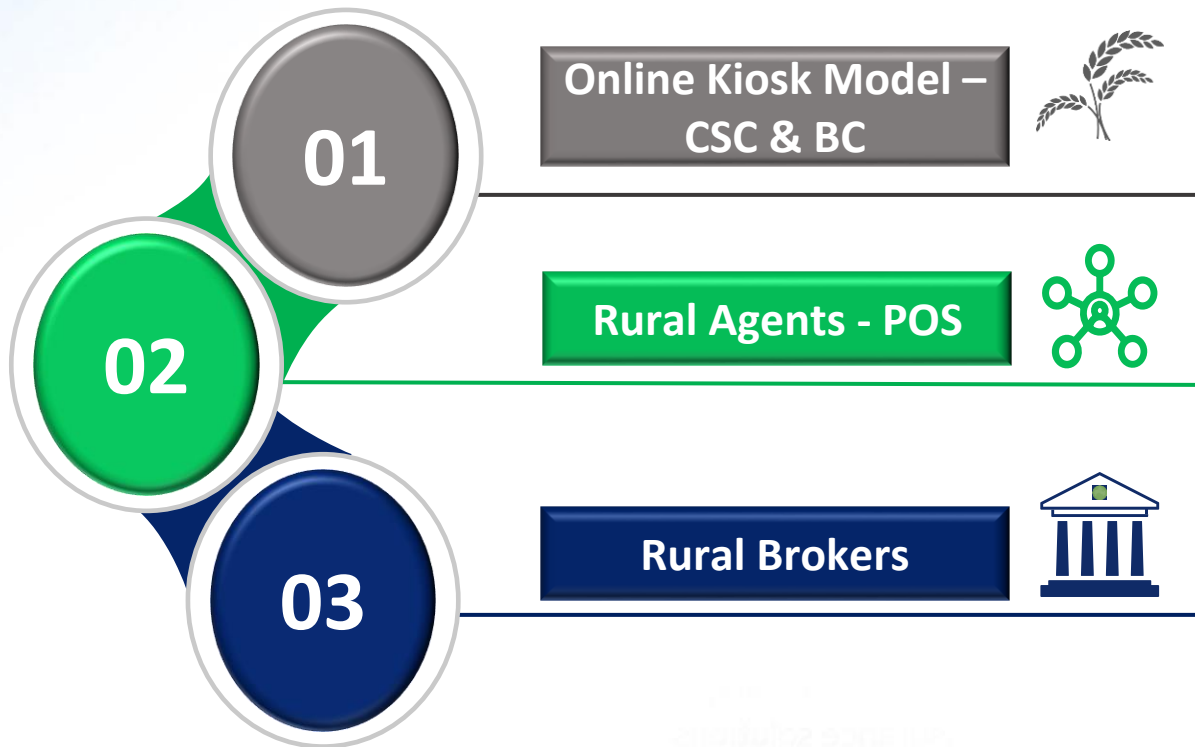
Opportunity

- CSC
- SRLMs, FPOs
- Milk Cooperatives
- MFIs
- BCs
- Rural Retail Agency
- Agri Tech

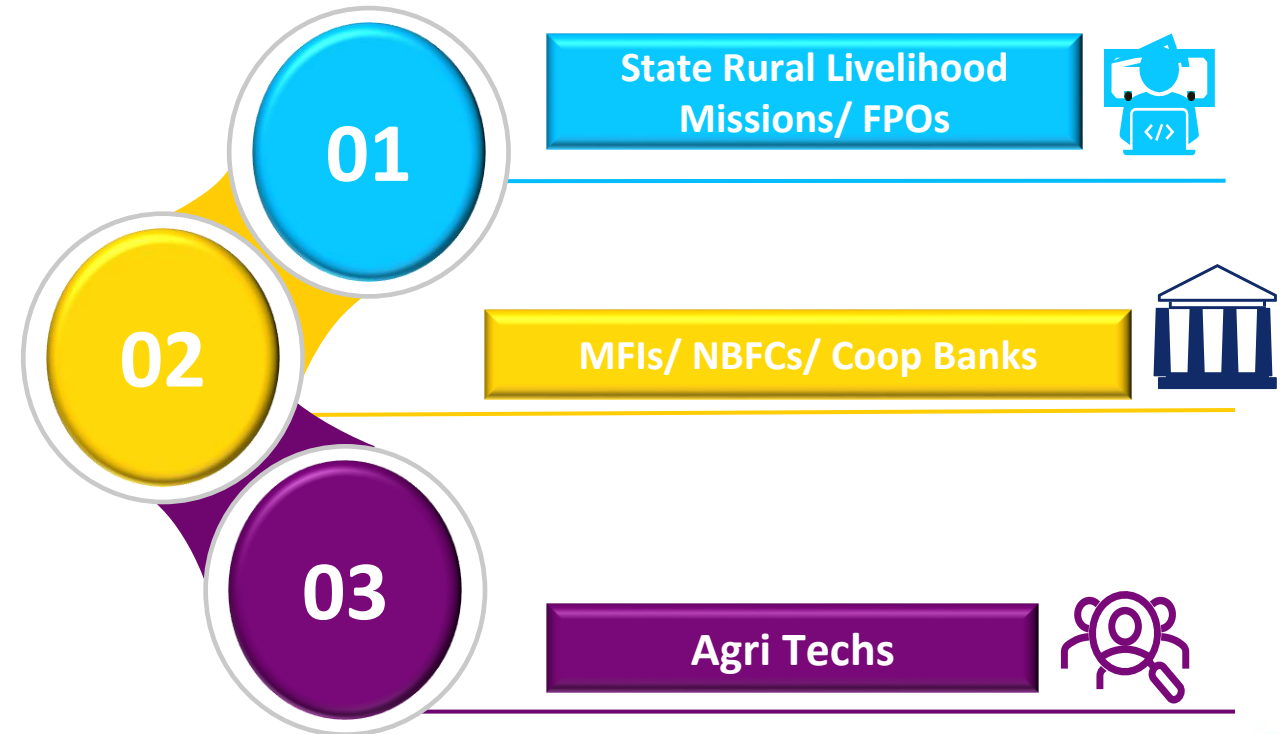
To serve bottom of the pyramid

Insuring Bharat Distribution Landscape

Retail Distribution Network



Group Business



CSC & BC Partners

Online Kiosk Model



250,000 centers
Active centers

4th Rank out of 13

40,000 SBIG @ 25% activation with 10K touchpoints

12% Market Share

Village level digital centers providing multiple services – B2C, G2C
Digital integration with CSC/BC partner portal
Centers present in every village

Distribution Channel	Direct Partnerships	Kiosks for Insurance	
 Proposition	Motor	Health & PA	SME
 Offerings	Motor currently contributes 90%	<ul style="list-style-type: none"> Retail Health products Affordable premium Individual PA cover starting from 0.5 USD 	<ul style="list-style-type: none"> Shopkeeper policy Covers only shops ATS – 10 USD

Advantages	Challenges
1. Reach at remotest locations	1. Activation of centers – large count
2. Digital issuance – Low COA	2. Training and capacity development
3. Point for after sales service	



MFIs/ NBFCs & Coop Banks



Insurance with finance

200+ MFIs

100+ Coop banks with License to source insurance

100 million Number of loans disbursed

Lending via self help group structure
 Small ticket size product bundling (Avg ATS 3 USD)
 Reach at last mile

Distribution Channel	MFIs	Cooperative Banks	
 Proposition	Group Hospi cash, PA & Cattle	Group Loan insurance , Motor & Home	SME
 Offerings	Expected business to be sourced in FY 23 – 2 million USD Number of MFIs onboarded – 5 Current ATS: 3.5 USD	<ul style="list-style-type: none"> Loan product bundling Home and vehicle loan to be bundled with insurance No of banks onboarded: 4 No of branches serviced: 120 	<ul style="list-style-type: none"> SME/MSME loans All units to be insured mandatorily

Advantages	Challenges
1. Reach at remotest locations through branch network	1. Tie up closures take time
2. Bundling for insurance with loans	2. Primary focus on financing
3. Less manpower intensive	3. Few partners are highly demanding



SRLMs & FPOs



Unexplored territory

25+ SRLMs

6000+ FPOs

90 million Customer base

State Rural Livelihood mission – state level agency with village level reach – 3 tier structure
Farmer producer companies – Owned by farmers for better produce and marketing of products

Distribution Channel	SRLMs	FPOs
 Proposition	Group Hospi cash, PA & Cattle	Health, PA, Crop Insurance
 Offerings	MOU signed with 2 SRLMs – MP & UP Access to 5,00,000 SHGs – Micro Insurance model SHGs and CLFs to become our MI agents ATS: 3 USD	<ul style="list-style-type: none"> Group of farmers together forms an FPO Enhances bargaining power and improve market linkages Easy access to group of farmers and FPOs can address their insurance needs No of FPOs onboarded : 65

Advantages

1. Reach at remotest locations – SHGs are at household level
2. Proper defined structure of operations
3. Quick access to customers

Challenges

1. New to concept of insurance
2. Not digitally capable
3. Training and activation takes time





Agri Techs

New age distribution model

100+ Agri techs registered

30 million Customer base & growing rapidly

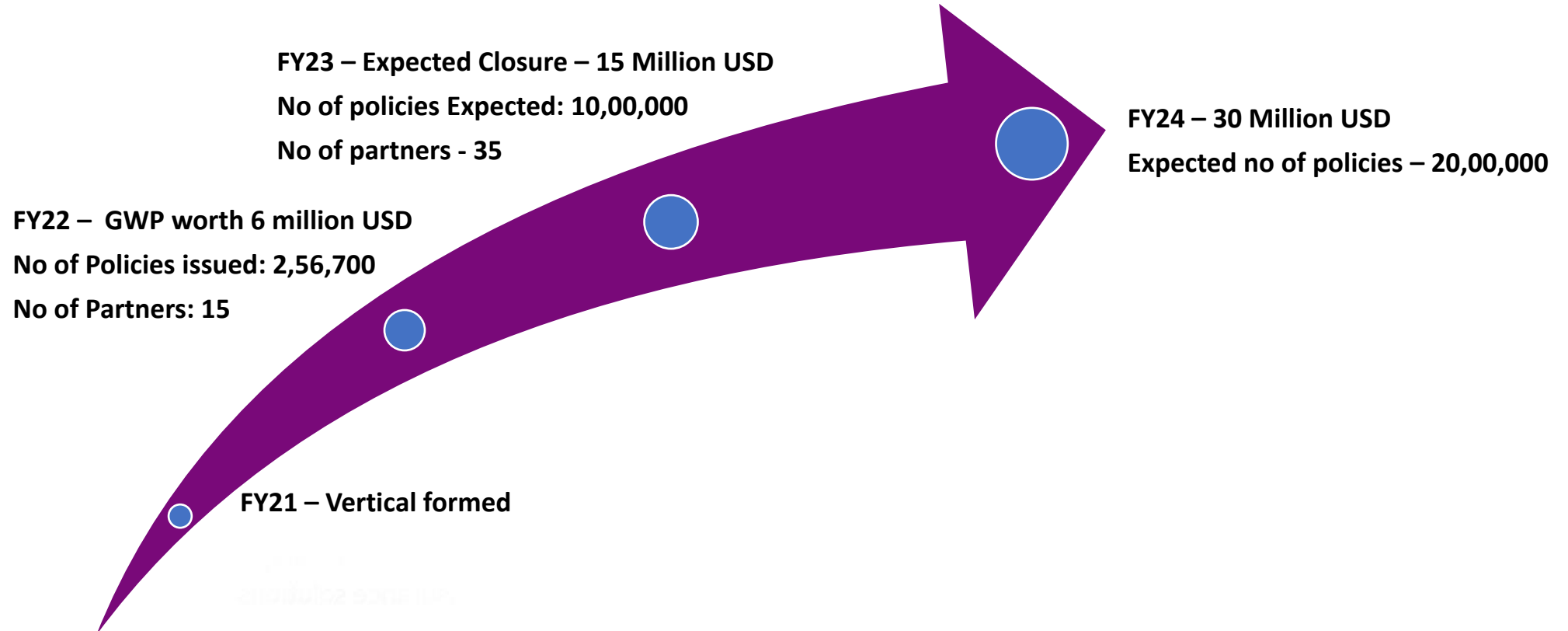
Govts focus on agriculture and start ups have paved the way for Agri techs
Tech enabled platforms used directly by farmers for their needs

Distribution Channel	Agri Techs
 Proposition	PA, Home, Hospi cash, Crop & Health
 Offerings	Already onboarded 2 Agri tech partners with a customer base of 30,00,000 users Affordable products made available on their app Bundling happens along with services used from app

Advantages	Challenges
1. Captive user base	1. Can't bundle a product for every usage
2. Real time digital policy issuance	2. Need based product push might not happen
3. Low COA, digital marketing	



Where we intend to reach



- Become brand Bharat for rural
- Undisputed leader in Rural market





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Thank you