



MEDIA RELEASE

BHARTI AXA LIFE INSURANCE INTRODUCES CLAIM PROCESSING THROUGH WhatsApp

**BHARTI AXA LIFE INSURANCE IS THE FIRST LIFE INSURER TO USE WhatsApp*
AS A MODE FOR RECEIPT OF CLAIM INTIMATION**

**NOMINEES TO TEXT BHARTI AXA LIFE INSURANCE FOR INTIMATING CLAIM
THROUGH INSTANT MESSAGING PLATFORM**

**INITIATIVE AIMED TO ENHANCE COMFORTS OF CUSTOMERS AND IMPROVE
CUSTOMER CONTACTABILITY FOR CLAIMS**

**TO COMPLEMENT REGULATOR'S EFFORTS TO ENHANCE SERVICE, EFFICIENCY
AND TRANSPARENCY IN LIFE INSURANCE INDUSTRY**

MUMBAI/NEW DELHI: September 24, 2018: Bharti AXA Life Insurance, a joint venture between Bharti Enterprises, one of India's leading business groups, and AXA, one of the world's largest insurance companies, today announced the launch of a novel service initiative through the social networking platform -'WhatsApp'- for faster and seamless claim processing.

Bharti AXA Life Insurance is the first company in the domestic life insurance space to provide its customers with the option of claim intimation by sending text messages through the mode of instant messenger service WhatsApp.

With this, claim submission is now a hassle-free process for a nominee of the insured as he/she does not have to visit the company's branch for claim submission but only has to send a message.

"We are the first life insurance company in the country to use WhatsApp to intimate and expedite claims for our clients. The prime responsibility of any life insurance company is to honour a valid claim in the need of the hour. By embracing mobile instant messaging platform like WhatsApp, we are providing a prompt and a fresh service option to enhance comforts and benefits of our customers and improve customer-contactability," **said Mr. Vikas Seth, Managing Director and Chief Executive Officer, Bharti AXA Life Insurance.**

He explained that the nominee has to text the company on its number available on WhatsApp for intimating claim. A dedicated team member will be accessing this number, and will send immediate response to the nominee.

Further, the nominee has to upload claim documents on a link which the claim team will be sharing with him/her.



Bharti AXA Life Insurance will communicate its decision to the nominee on his/her WhatsApp number and will credit claim benefits to his/her bank account, if any.

The company has already processed several claims received through WhatsApp successfully.

Mr. Seth said the company is working to provide its customers with the option to avail policy delivery and policy servicing through the means of social networking platform WhatsApp. "We will introduce these services in order to enrich the experience of customer-contactability and company-accessibility, which is a huge challenge faced by the industry," he added.

The company said it would encourage its entire customer base to capitalize on its digital transformation initiatives.

"We are confident that the use of WhatsApp will help us improvise customer engagement during the claim process. More importantly, our customer-friendly initiative will complement the regulator's efforts to enhance service, efficiency and transparency in the domestic life insurance industry," said Mr. Seth.

**Disclaimer: The claim intimation service initiative of Bharti AXA Life Insurance is not in partnership or sponsorship with WhatsApp or any of its affiliates.*

Bharti AXA Life Insurance Company Ltd.

www.bharti-axalife.com

Bharti AXA Life Insurance is a joint venture between Bharti, one of India's leading business groups with interests in telecom, agriculture business and retail, and AXA, one of the world's leading organizations with interests in financial protection and wealth management. The joint venture company has a 51% stake from Bharti and 49% stake of AXA. The company has pan-India presence through its 218 branches and offers a wide range of value for money and need-based insurance products targeted at individual and groups.

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