



MEDIA RELEASE

**BHARTI AXA LIFE INSURANCE DELIVERS POLICY VIA WhatsApp
OFFERS RENEWAL PREMIUM RECEIPT THROUGH WhatsApp***

**USES WhatsApp FOR POLICY CONTRACT, RENEWAL PREMIUM RECEIPT
AND CLAIM INTIMATION AS AN ALTERNATIVE SERVICE OPTION**

**HELPS CUSTOMERS VIEW AND DOWNLOAD POLICY AND RENEWAL PREMIUM
RECEIPT INSTANTANEOUSLY**

**NEXT GENERATION SERVICE INITIATIVE ENHANCES CUSTOMER ENGAGEMENT,
CONVENIENCE AND COMFORTS**

MUMBAI/NEW DELHI: January 2, 2019: 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, has started delivering policies to customers via instant messaging platform 'WhatsApp'.

The company has also launched renewal premium receipts via the mode of instant messenger service WhatsApp. Earlier, it had introduced claim intimation through social networking platform WhatsApp.

The introduction of policy document and renewal premium receipts through WhatsApp was announced by **Mr. Vikas Seth, Managing Director and Chief Executive Officer, Bharti AXA Life Insurance**, here today.

Bharti AXA Life Insurance is one of the first few life insurers to provide its customers with the option of policy contract, renewal premium receipts and claim intimation through WhatsApp. This is an instant and additional customer service option for the policyholders, apart from the company's multiple channels, including its vast network of branches, robust customer care and contact centre, dynamic portal and intelligent chatbot.

"The technology-driven communication has become fairly popular with people in today's fast moving world. With mobile instant messaging platform like WhatsApp, we are making it easier for our customers to get their policy contract, renewal premium and claim intimation through an effortless communication channel. We are confident that this instant and additional communication tool will help us improvise customer engagement and customer-contactability and enhance comforts and benefits of our policyholders," said Mr. Seth.



The policy contract will be available for download shortly after its issuance. Similarly, the renewal premium receipts will be ready for download on adjustment of premium into policy.

“Providing policy contract, renewal premium receipt and claim intimation through WhatsApp is part of our next generation and technology-led service differentiators that help the policyholders to communicate with the company smoothly and effortlessly. The easy-to-use and time-saving service alternative will empower our customers and enrich their interaction and convenience,” said **Mrs. Ishita Mukherjee, Chief Operating Officer, Bharti AXA Life Insurance.**

She said the policyholders will be able to view and download their policy contract and renewal premium receipt instantaneously. The entire process can be completed in three easy steps by accessing the link shared with the customers via his mobile phone, clicking on the link provided to him/her through SMS/email, sending the pre-filled message to the company via WhatsApp.

Further, the customers need to complete the verification process via the new link provided in the WhatsApp window, Mrs. Mukherjee added.

Bharti AXA Life Insurance has received warm response from the policyholders in the past couple of months after the company rolled out delivery of policies, renewal premium receipts and claim intimation through WhatsApp.

“Over a period of time, WhatsApp has emerged as the most preferred platform for communication and conversation in both personal and professional domains. We want our policyholders and customers to capitalize on this platform for smart, convenient and faster communication,” Mr. Seth added.

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 236 offices and offers a wide range of value for money and need-based insurance products targeted at individual and groups.

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**Disclaimer: The policy contract download, renewal premium receipt, and claim intimation service initiatives of Bharti AXA Life Insurance are not in partnership or sponsorship with WhatsApp or any of its affiliates.*