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SMART STRATEGIES
WINNING TEAMS • 2019

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Agrami Solei Life Insurance Round 01

NIIT Limited

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What is the Big Idea?

Health & Wellness EcoSystem Orchestrator

Core Principles

Customer Focussed
Service Mindset
Technology Led
Platform Based
Partner Friendly

Our Promise

Health & Wellness

- ❖ If you are fit, we will help you stay fit
- ❖ When you are unwell, we will help you get the right medical treatment so that you get well soon

Core Proposition

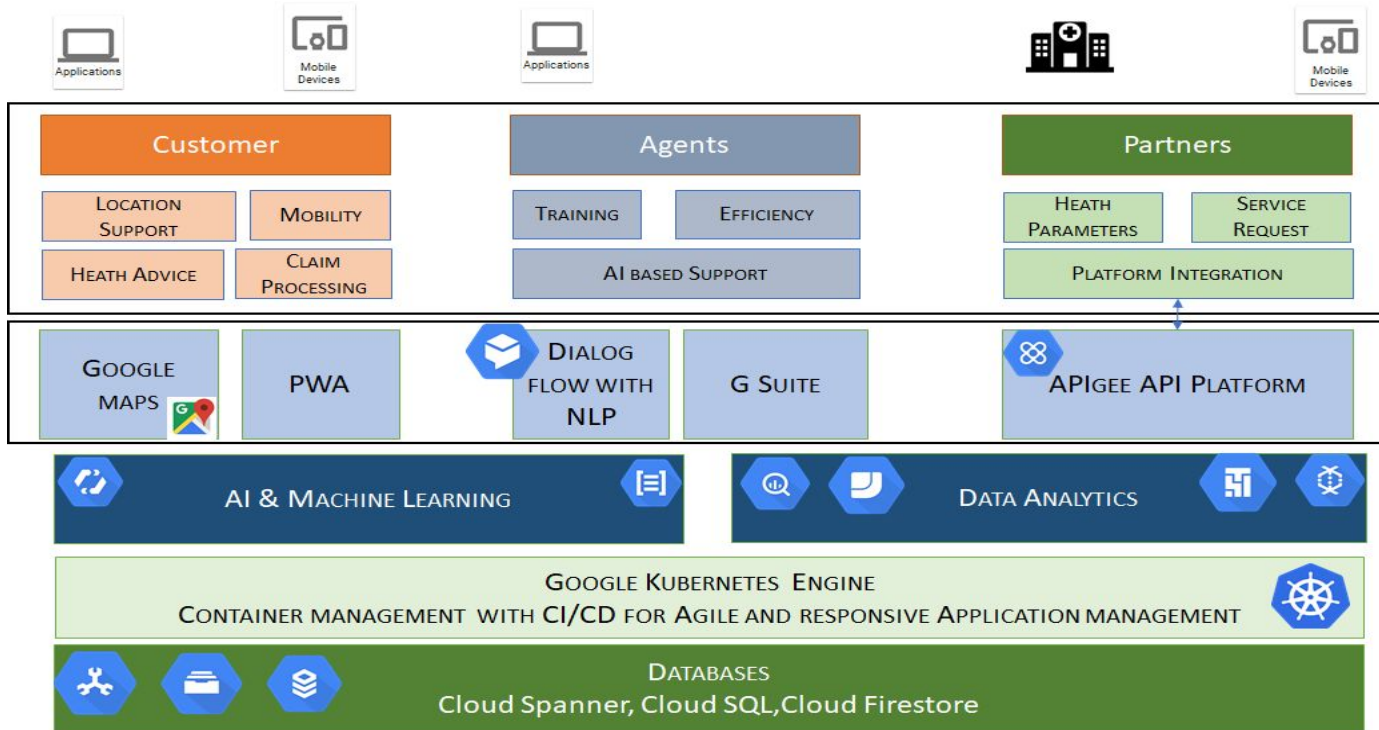
Not just, Health &
Life Insurance - A
Lifelong Relationship

*“Lets Live Long &
Prosper Together”*

Why this idea?

- Established position in Life Insurance - Brand reputation with 25% direct to consumer sales & 98.4% claim settlement ratio
- Increasing life expectancy coupled with rising healthcare costs
 - \$372Bn by 2022 in India with a CAGR in excess of 15% (Source: IBEF)
 - Pollution, Stress, and Lifestyle related diseases on the rise
 - Trust in Healthcare Providers & Big Pharma going down
 - Insurance company seen as a partner with aligned interest to customers
- Own the relationship - not remain hidden behind processes & backoffices
 - From transactional (Premiums & Claims) to On-demand 24x7 health & wellness related
- Technology enabled proactive monitoring, guidance, and personalized recommendations - Embracing Families & Deeply Integrated

Key Technologies





Thank you