

HDFC ERGO's Optima Lite to make Health Insurance more Affordable Across India

*Along with the launch of this affordable health insurance plan, the insurer is also planning to introduce **three new add-ons** and the unique **Post Hospitalisation Cashless claims feature**, which can be paired with the existing HDFC ERGO health insurance plans, thus making health insurance solutions more flexible and convenient for the customers*

Mumbai, 29th Jan, 2025: HDFC ERGO General Insurance Company, India's leading private sector general insurance company, announced the launch of Optima Lite, a unique health insurance solution that provides coverage at an affordable premium. Through the launch of this plan, the Company aims to make health insurance more affordable and accessible to the citizens of the country.

Optima Lite is a variant of HDFC ERGO's flagship health insurance product – my:Optima Secure, which is one of the most preferred health insurance plans of India. Under the Optima Lite plan, the base sum insured amount is INR 5 and 7.5 Lakh. The customers can also avail benefits such as organ donor expenses, hospitalisation at home, emergency ambulance (road & air both) along with unlimited restorations of base sum insured in a year, under this plan.

In addition to the launch of Optima Lite, HDFC ERGO has announced introduction of **three new add-ons**, which customers can pair with their existing HDFC ERGO health insurance solutions like Optima Secure and Optima Restore

- **Limitless:** Unlimited sum insured for a specified number of claims during the policy lifetime.
- **ABCD Chronic Care:** Coverage for chronic conditions like Asthma, Blood Pressure, Cholesterol, Diabetes (ABCD) after 30-day waiting period.
- **Parenthood:** Provides coverage for maternity, IVF, and embryo freezing.

The above add-ons will be available to the Indian citizens in February 2025.

Further, with an aim to offer end-to-end convenience to the customers for the health-related exigencies, HDFC ERGO is launching '**Post Hospitalisation Cashless Claims**' feature across all its health insurance solutions, allowing customers to access cashless post-hospitalisation medication delivery at their doorstep. To avail this facility, customers will need to upload their post-hospitalisation prescriptions at **Here App by HDFC ERGO**, a unique insurance led ecosystem by the insurer. Upon necessary verifications by the medical team of the HDFC ERGO, the medicines will be delivered at the door step of the customers through a partner e-pharmacy of the insurer, thus, ensuring hassle-free access to prescribed medicines post-hospitalisation. This unique service by HDFC ERGO is expected to further its commitment towards customer service and provide greater convenience to its customers during their times of the team.

Speaking about these newly launched health insurance solutions, **Parthanil Ghosh, Director and Chief Business Officer, HDFC ERGO General Insurance**, said, "As an important stakeholder in facilitating health insurance to the last mile and bringing in convenience to the lives of the customers against health-related emergencies, we at HDFC ERGO are introducing

new health insurance solutions which can facilitate in health insurance inclusion till last mile. We believe that our newly launched health insurance solution - Optima Lite, will help in driving this agenda, and will aid in deepening the 'trust' of Indians in health insurance as a reliable safety net. Also, the three new add-ons and the cashless post hospitalisation pharmacy facility through our Here app is yet another testament of the Company to offer make health insurance accessible and convenient to our customers."

Key benefits of Optima Lite include –

- **Unlimited restore benefit** ensures that the entire sum insured is restored unlimited number of times within the policy year, providing continuous financial protection even if the full coverage amount is exhausted due to illness or hospitalisation.
- The plan offers up to a **100% increase in the sum insured** over time, with a **10% bonus added** each year, regardless of claims
- **Additional features** like - pre and post hospitalisation cover, daily cash for shared room expenses, preventive health check-ups, and e-opinion for critical illnesses
- Option to optimise premiums by up to 40% discount with aggregate deductible options starting from ₹10,000

About HDFC ERGO:

HDFC ERGO General Insurance Company Limited was promoted by erstwhile Housing Development Finance Corporation Ltd. (HDFC), India's premier Housing Finance Institution and ERGO International AG, the primary insurance entity of Munich Re Group. Consequent to the implementation of the Scheme of Amalgamation of HDFC with and into HDFC Bank Limited (Bank), one of India's leading private sector bank, the Company has become a subsidiary of the Bank. HDFC ERGO is one of India's leading non-life insurance company in the private sector. A digital-first company, transforming into an AI-first company, HDFC ERGO is a leader in implementing technology to offer customers the best-in-class service experience.

HDFC ERGO offers a complete range of General Insurance products including Health, Motor, Home, Agriculture, Travel, Credit, Cyber and Personal Accident in the retail space along with Property, Marine, Engineering, Marine Cargo, Group Health and Liability Insurance in the corporate space.

The Company has created a stream of innovative & new products as well as services using technologies like Artificial Intelligence (AI), Machine Learning (ML), Natural Processing Language (NLP), and Robotics. HDFC ERGO offers a range of general insurance products and has a completely digital sales process with ~94% of ~12 million policies issued digitally in FY24. HDFC ERGO's technology platform has empowered the customers to avail services digitally on a 24x7 basis – in FY24, 75% of the customer requests were serviced digitally with ~16% of the customer requests serviced by Artificial Intelligence-based tools. The Company has one of the best claims payout ratios in the General Insurance industry with a 95% claims payout ratio in FY24.

Be it unique insurance products, integrated customer service models, top-in-class claim processes or a host of technologically innovative solutions, HDFC ERGO has been able to



delight its customers at every touch-point and milestone to ensure consumers are serviced in real-time.

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Twitter: <https://twitter.com/hdfcergo>

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