

HDFC ERGO reaffirms its commitment to boost health insurance inclusion in Odisha

- The Company has a strong network of ~1700+ insurance advisors in Odisha and is present across 8 districts of the state

Bhubaneswar, 07th January 2025: HDFC ERGO General Insurance Company, India's leading private sector general insurer, today reiterated its commitment to Odisha by announcing its plans to boost health insurance adoption in the state.

Odisha being one of the key markets for the insurer, HDFC ERGO has a strong presence in the state with a network of over 35 branches and Digital Offices as well, which are insurance distribution and service points of the Company facilitating insurance inclusion across remote locations of the country. For the current financial year, till H1 FY25, the insurer has settled 1,600+ health claims worth Rs. 9+ crores in Odisha.

Parthanil Ghosh, Director and Chief Business Officer, HDFC ERGO said, "Guided by the regulator's vision of 'Insurance for All' by 2047, at HDFC ERGO, we are focussing on three pillars of 'Awareness, Availability and Accessibility' to drive insurance awareness till the last mile. Odisha is an important state for us, within which Bhubaneswar is an important location. and we are deeply invested in providing our customers with the best possible service. As one of the leading general insurers in India, we are cognizant of the low awareness levels of health insurance in our country and are committed to increase awareness and importance of insurance. Along with our branch network, we have also a fair presence across the state through our Digital Offices and ~1700 insurance advisors, thus reiterating our commitment to drive insurance inclusion across various cities and towns."

With customer centricity at its core, HDFC ERGO has created an ecosystem through **Here app**, a unique insurance led ecosystem which aims to address consumers' concerns towards health and mobility and provides convenience and an access to save cost of their daily expenses on healthcare and motor vehicles. This path-breaking initiative by the insurer is a trend setter in the insurance industry on the way insurer can leverage technology to become a part of the everyday lives of the customers and enhance the trust between the insurers and the customers.

To facilitate convenience during their times of need, HDFC ERGO has launched some unique initiatives for its customers. The introduction of '**Early Discharge from Hospitals**' offers seamless discharge process for cashless hospitalisation, where customers need not wait for long approval procedures during their discharge, and can be released as soon as the hospital signs the discharge summary for patients undergoing cashless hospitalisation. Currently this facility is available in ~1900 hospitals across India, including 19 hospitals in Odisha. Further, during last financial year, the company also introduced '**Pre-approved cashless facility**' for all chronic patients. Under this initiative the patients undergoing cashless hospitalisation for chronic diseases like chemotherapy, dialysis and radiotherapy can avail single approval to avail cashless hospitalisation for multiple times for the same ailment at the same health care facility

Further, HDFC ERGO has introduced several innovative technologies into its processes, which enables the insurer to address the needs of the customers in faster and more efficient way. Currently, HDFC ERGO settles its health insurance claims within 38 mins (preauthorised) and its average Turn Around



Time for its reimbursement claims is 2.4 days, as compared to the regulator’s mandate of settling reimbursement claims within 30 days.

Also, as a committed stakeholder to make health insurance accessible to large demographics of India, HDFC ERGO is the first insurer to process IRDAI’s recent initiative of settling a health claim through the National Health Claims Exchange (NHCX) platform.

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 ERO 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.

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 retail policies issued digitally. HDFC ERGO’s technology platform has empowered the customers to avail 75% of the services digitally on a 24x7 basis with ~17% 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.

The Company 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. 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/hdfcergoic>

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YouTube: <https://youtube.com/c/hdfcergo>

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