

## **HDFC Life launches industry first 3-click pre-approved insurance offer called INSTAInsure**

***INSTAInsure is an easy-to-use and immensely powerful platform for HDFC Life's partners and their customers which offers:***

- **Pre-approved sum assured**
- **Policy issuance in minutes**
- **Fast and effortless 3 click journey**
- **Quickest form filling experience**
- **Easy-to-understand and seamless user interface**

**Mumbai, September 25, 2019:** HDFC Life Insurance Company Limited, one of India's leading life insurance companies, has, as part of its InsurTech journey, launched INSTAInsure - an industry first initiative that provides a 3 click pre-approved insurance offer. This development reinforces HDFC Life's vision and commitment to build processes that simplify the on-boarding journey for its customers and vast distribution network.

INSTAInsure is an end-to-end digital journey that enables a partner's customers to purchase a life insurance policy in a quick and hassle free manner. Through the power of INSTAInsure an existing customer of any of HDFC Life's partners can purchase a policy instantly, in just 3 clicks. The policy issuance is done almost instantly.

**Speaking on the launch, Mr. Parvez Mulla, Chief Operating Officer, HDFC Life said,** "We are pleased to announce the launch of INSTAInsure – another industry first from HDFC Life. Our journey of re-imagining insurance through the power of technology, products and services has received a boost with this launch. With INSTAInsure, we are confident that HDFC Life's partners and their customers will experience the benefits of our efforts around journey simplification, partner integration and data management. This avant-garde tool now offers the potential to attract a whole new untapped customer base via a digitized platform that allows buyers to purchase policies in a few simple steps. We hope to see this result in increasing the penetration of insurance in India."

### **Key benefits of HDFC Life INSTAInsure:**

#### **Partners:**

- **Easy-to-integrate**
- **Insurance in minutes**
- **Adaptable, easy-to-understand front-end**

#### **Partner's customers:**

- **3 step buying journey**
- **Automatic KYC and income verification**
- **No medical check-up**



## About HDFC Life

HDFC Life Insurance Company Limited (formerly HDFC Standard Life Insurance Company Limited) ('HDFC Life' / 'Company') is a joint venture between HDFC Ltd., India's leading housing finance institution and Standard Life Aberdeen, a global investment company.

Established in 2000, HDFC Life is a leading long-term life insurance solutions provider in India, offering a range of individual and group insurance solutions that meet various customer needs such as Protection, Pension, Savings, Investment, Annuity and Health.

As on June 30, 2019, the Company had 38 individual and 11 group products in its portfolio, along with 8 optional rider benefits, catering to a diverse range of customer needs.

HDFC Life continues to benefit from its increased presence across the country having a wide reach with 421 branches and additional distribution touch-points through several new tie-ups and partnerships with over 270 partners comprising NBFCs, MFIs, SFBs etc. and including more than 40 new-ecosystem partners. The Company has a strong base of financial consultants.

For more information, please visit our website, [www.hdfclife.com](http://www.hdfclife.com). You may also connect with us on Facebook, Twitter, YouTube and LinkedIn.

## Media Contacts

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