

Chalo Bharat



Insurance

Jan Suraksha

Surakshit Bharat, Unnat Bharat



**Making Insurance
Accessible For Bharat**



Current Market Gap in Insurance



95% Indians don't have a life cover



60% of 2-wheelers are not insured



87% don't have any kind of general insurance



4% premium to GDP ratio





Exploring the Rural Business Potential

Rural Population and Insurance Coverage

65% of population:
Resides in rural India



Life Insurance:
Less than
10% coverage



Health Insurance:
Less than
20% coverage



General Insurance:
Less than
1% coverage



Exploring the Rural Business Potential

Future Market Potential

14%

Expected annual
premium growth
rate



10%

CAGR
in number of new
policies sold

India is on its way to becoming the
6th largest insurance market globally

16%

Growth expected in health
insurance by FY31

Market Projections



₹33 Trillion:

Projected market size by
FY31 at a 14.9% CAGR

Significant Growth:

Expected from Bharat
(Rural India)



Market Challenges

Insurer

- Lacks last mile distribution reach
- Tech challenges
- Focus on the high value segment
- Financial viability of service setup
- Cost of compliance



Intermediary

- Low value, low ticket size; less attractive
- Cost of service set up
- Pursuing online, D2C channels

Consumer

- Lack of awareness
- No readily available channels
- Not able to comprehend need
- No suitable products
- Affordability issues



PayNearby's vast network of 15+ lakh retailers across 20,000+ PIN codes, supported by a robust technology platform, offers a trustworthy solution to rural distribution challenges!



Bridging Bharat with Insurance Solutions



Extensive Network

With a network of 15+ lakh retailers across 20,000+ PIN codes in Bharat, serving over 5+ crore customers. This reach ensures insurance services penetrate even the most remote areas, making them accessible to everyone, everywhere.



Trust

PayNearby offers complete due diligence, including POA, POI, physical visits, and eKYC verification. Our agents act as trusted Business Correspondents, ensuring reliable transactions for all customers.



Power of Technology

Our technological infrastructure supports every transaction and interaction. All touchpoints are digitally connected, geo-tagged, device bound, and verified with biometric authentication, ensuring accuracy and security.



Reach

With a high volume of transactions and significant footfall, PayNearby connects with over 5+ crore citizens. This extensive reach allows insurers to access a vast market, ensuring wide distribution of their products.



Insurance

Suraksha Champions – An Ecosystem of Trust



Bridging first-time sellers with first-time buyers of insurance



78,000+
POS Agents



2,53,000+
Policies Sold



₹192+ Mn
Premium Collection



₹5,000+
Monthly Income
Potential for Retailers



Now Partnering
with Insurers for
RuSo Compliance



Insurance

Join our partners



**ADITYA BIRLA
CAPITAL**

HEALTH INSURANCE

digit



kotak

General Insurance

zuno



STAR
Personal & Caring

Health
Insurance

The Health Insurance Specialist

For partnerships contact

Shreepad Parkhe

partnership@paynearby.in