



MEDIA RELEASE

RELIANCE GENERAL INSURANCE CROSSES 10 MILLION INSURED MARK UNDER THE RASHTRIYA SWASTHYA BIMA YOJANA IN KERALA FOR FY14

10 MILLION IS THE HIGHEST EVER ENROLMENT UNDER RSBY- KERALA BY ANY INSURER IN A SINGLE YEAR TILL DATE

RELIANCE GENERAL INSURANCE RECORDS HIGHEST ENROLMENT OF 95 PER CENT IN 100 PANCHAYATS UNDER RSBY- KERALA

TOTAL ENROLMENT INCLUDES OVER 5 MILLION FEMALES UNDER THE RSBY-KERALA SCHEME FOR FY14

ENROLMENT BENEFITING OVER 2,000 PATIENTS ON DAILY BASIS THAT GET TREATED ACROSS EXTENSIVE NETWORK OF HOSPITALS AND MEDICAL INSTITUTIONS

OVER 30 PER CENT OF THE BENEFICIARIES OVER 60-YEAR OLD, WITH 55 PER CENT BEING FEMALES

RSBY- KERALA IS AN ANNUAL GOVERNMENT SPONSORED HEALTH INSURANCE COVER PROVIDED TO THE PEOPLE OF KERALA BY THE STATE THROUGH AN INSURER

Thiruvananthapuram, Kerala, January 14, 2014: Reliance General Insurance (RGI), a part of Reliance Capital, today announced that it has crossed the 10 million lives insured milestone mark in Kerala under the Rashtriya Swasthya Bima Yojana (RSBY - Kerala) for FY14.

This is the highest ever enrolment under the RSBY-Kerala scheme by any insurer in one year till date. With this, the company has covered nearly one-third of the total population in Kerala under the scheme.

“RGI has covered about a third of population in Kerala under RSBY scheme in one year. This is the highest coverage till date by any insurer under this scheme in one year. We are glad that we could reach out to such a large chunk of the population and provide them health benefits under this insurance scheme. This is also part of our financial inclusion strategy to ensure that we are able to expand the coverage of health insurance to include larger set of population across the country” said Mr Rakesh Jain, CEO, Reliance General Insurance.



RSBY is an annual government sponsored health insurance cover provided to the people of the state through an insurer. RSBY – Kerala scheme, now in its fifth year, mandated RGI for implementing the scheme for FY 14 in the state of Kerala.

The company has enrolled over 5 million women under the RSBY-Kerala scheme. As per the 2011 census, the male-female ratio of Kerala is 1000:1083 where the RSBY-Kerala enrollment is at 1000:1101 which indicates the higher participation by the female group.

“We are happy that over 52 per cent of our enrollments are from women. We are particularly focused on insuring women as they are generally ignored for health insurance in a family. As part of our strategy, we have designed products with a sole purpose to encourage health protection for women,” said Jain.

The extensive enrollment by RGI under the RSBY-Kerala scheme is helping over 2000 people avail medical treatment on a daily basis across a strong network of over 300 hospitals, medical colleges and institutions across Kerala.

“More than 30 per cent of the beneficiaries who availed treatment are senior citizens of over 60 years of age - of which over 55 per cent are females. We truly believe that this is the age group that needs medical support but, mostly at times, are unable to get it for various reasons. We are happy that we have been instrumental in helping them get appropriate medical treatment at the right time” said Mr. Jain.

The company has also achieved more than 95 per cent enrollment in over 100 Panchayats, and also ensured first time enrollment in the tribal Panchayat “Edamalakkudi”.

“Edamalakkudi is a tribal Panchayat and we are particularly happy that we were able to bring them under the insurance fold and provide health insurance to them. Financial Inclusion has been a key driver of our business and extending insurance cover to such tribal Panchayats is a true endorsement of our belief towards financial inclusion. We will continue to support and participate in opportunities where we can reach out to more people and bring them under the insurance fold” said Mr Jain.

Reliance General Insurance’s first successful financial inclusion initiative started in 2011 Artisans’ Health Insurance Policy (Rajeev Gandhi Shilpi Swaasthya Bima Yojana) covering more than 1 million lives in over 13 States.



About Reliance General Insurance Company Limited

www.reliancegeneral.co.in

Reliance General Insurance Company Limited, subsidiary of Reliance Capital Limited, is one of India's top private sector general insurance companies with a private sector market share of 8%, in terms of gross written premium, of the private sector general insurance industry.

The company has an asset under management of more than Rs 3,671 crore and an extensive distribution network of 127 offices and over 13,000 intermediaries (as on 30th September 2013).

Reliance General Insurance offers an exhaustive and customized basket of insurance products that include motor, health, travel, student travel insurance etc.

Media Queries

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