

Optima Insurance Brokers launches India's first comprehensive insurance site Click2insure.in

Optima Insurance Brokers Private Limited, a leading insurance brokering firm, today launched its internet retail venture, Click2insure.in at a press conference. The site aims to empower customers to make informed insurance buying decisions Optima to invest Rs.25 crore, targets a revenue of Rs.500 crore from a customer base of 10 lakh in the next 3-5 years

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Optima Insurance Brokers Private Limited, a leading insurance brokering firm, today launched its internet retail venture, **Click2insure.in** at a press conference. Click2insure.in was formally launched by the first Optima customer in 2001, Mr. Ashutosh Sharma from Futuresoft.

Click2insure.in is a definitive insurance website looking at providing comprehensive information on Insurance products in five areas: travel, auto, health, home and term life as well as the option to purchase the products online. The portal is the culmination of two years of intensive customer surveys, data collation and working together with the insurance companies.

'We have presence in 16 locations at the moment and are expanding very fast. The plan is to have a pan India presence with around 250 locations to service the growing insurance needs of the Indian customer. Our estimates say that we should have nearly one million customers and a turnover of Rs.500 crores in the next 3-5 years,' said Mr. Rahul Aggarwal, CEO, Optima Insurance Brokers & CEO, click2insure.in. Optima has invested close to Rs.2 crores in the portal till now and will be investing another Rs.25 crores going forward. The investments will be on IT, infrastructure as well as creating a robust offline presence to support the online initiative.

Click2insure.in is an internet venture which seeks to empower the retail customer to take an informed decision. The idiom - Knowledge is Power will be on full display at Click2insure.in where the customer will be provided full information on various insurance products and the idea is that the retail customers have to just go online and they can check and compare prices and options before purchasing any product.

'The internet has drastically changed the way we think and behave and increasingly buy. Today, any customer would like to equip himself with information to ensure that he/she is making a correct choice that is suited / customised to his purposes. The website will enable a customer to compare various products and buy the one that suits him/her the best at the click of a mouse', added Mr. Rahul Aggarwal.

The corporate customers always had the choice wherein multiple insurance companies and brokers provide them with information and options for insurance policies which best take care of their needs. However the retail customers, due to the size of their personal insurance, were being denied this opportunity. **Click2insure.in** aims to set right this imbalance in the insurance space and bring transparency in a field as complex as insurance.

With the opening up of the Insurance Sector, the number of insurers is increasing daily. Today insurers have also started focusing on retail insurance products and the insurance products are no longer restricted to plain vanilla policies. This has caused a sudden explosion in the number of

insurance products in the market.

At present there are more than 25 health insurance products, more than 20 travel insurance policies, more than 15 home insurance products and more than 10 Personal Accident plans. A similar scenario exists in life insurance space. There are more than 50 investment based insurance products.

This multitude of products is creating a lot of confusion in the mind of a common man. There is an immense amount of mis-selling that happens either due to ignorance or with a deliberate intent despite the best attempt by IRDA. A prospective insurance buyer is completely ignorant of even the existing policies leave alone being aware of his requirements. He needs and has a right to correct information.

Click2insure.in aims to give this power to take an informed decision, in the hands of a common man. **Click2insure.in** will give comprehensive details about an insurance product along with the pricing information, from all the insurance companies.

Some of the unique selling propositions of Click2insure.in, beside transparency and convenience are the benefits that the customers will get of the parent, Optima's experience in the Indian insurance market.

All customers will get comprehensive support on choosing a product, documentation and claims through phone and internet. The customers get advised and serviced by insurance experts instead of first time agents for whom insurance is a side business.

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About Optima Insurance Brokers Pvt. Ltd.

OptimaInsuranceBrokers is a specialized Insurance brokering company that was amongst the first private players to come into being when the private participation was allowed in 2000. Optima offerings include corporate and retail advisory services. Insurance products include asset insurance, liability insurance, construction insurance and all employee related insurances.

Amongst the top clients of Optima include **Pizza Hut** in F& B; **Honeywell, GE Consumer Finance** in IT, **Eli Lilly, Qualichem** in pharmaceutical, **Ansal housing, Unitech** in Real estate, **Siticable** and **Zoom Communications** in Broadcasting etc. Today, Optima manages insurance for more than 75 large and mid-sized companies as well as over 10,000 retail customers.

Today the turnover of the company is over Rs. 40 crores and has its offices at Delhi, Ahmedabad, Bangalore, Gurgaon, Hyderabad, Noida, Mumbai, Pune, Karnal, Sonapat & Panipat, Rewari and Bhatinda.

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