

Bonsai Launches India's First Insurance Portal - www.insurancemall.in

Finally India has an On-Line Insurance Portal - www.insurancemall.in that works. Welcome to Insurance Mall, India's No 1 Online Insurance Site. You may renew or buy your next Home / Health / Home / Life / Student and Car Insurance Policies Online. Best Premium Guaranteed !!! Call +912230503050

Mumbai, Maharashtra, May 27, 2007 /India PRwire/ -- Bonsai International Group (www.bonsaiinternational.com), BIG, an integrated Travel & Financial Services Company, announces the formal launch of India's first path breaking initiative in e-distribution of Insurance – www.insurancemall.in . The portal is first in India to provide a **click|compare|buy** option across all Insurance products and companies to the user.

www.insurancemall.in (**I M I**) an in-house product from Team Bonsai, is an unbiased and user friendly tool which allows the user to compare, choose and buy (like any mall) Insurance underwritten by any Insurance company at a click of a mouse. Additionally it provides the user, free services such as portfolio management (advisory and reminders), claims assistance, online assistance etc.

Growing at 100% PA rate, the Insurance business opportunity is approx USD 20.00 billion in India with mostly Off-line Sales through Agents. The Insurance Portal, www.insurancemall.in gives customers' a much needed choice and convenience , says Bonsai's CEO Mr. Manish Jaiswal, that may help increase Insurance penetration to cover the gap of hugely under-insured INDIA. The Portal www.insurancemall.in is a secured site for transaction and is powered by Bonsai Insurance Broking Pvt. Ltd. an IRDA approved Insurance Broker. unlike Agents, Insurance Brokers work for Customers and not the Insurance companies, free of charge, thus they are in position to negotiate the best deal for their clients from Insurance Companies.

Notes to Editor

An Amazing B2C & B2B, Online Insurance site - www.insurancemall.in is an answer for all your Insurance needs. Insurance Mall, brought to you by India's No 1 retail Insurance Brokers i.e. Bonsai Insurance Broking Services Pvt Ltd. give customers a fantastic platform to Chose, Compare and Buy best retail policies online from all the leading Insurance companies. One could also do Insurance Portfolio Management, Claims Renewal reminder at ease at the portal. Go ahead and buy the policies at Insurance Mall through a secured payment gateway and get free membership to prestigious Bonsai Club Gold Card. Register Now and enjoy the world class Bonsai services at www.insurancemall.in . We are also open to explore your business opportunities & web marketing tie-up.

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