



Editor's Choice

# Bajaj Allianz

Jiyo Befikar

Bajaj Allianz Life Insurance is a name we can trust! Offering a varied Product Portfolio for various age and income groups, Bajaj Allianz Life Insurance has established itself as one of the leading private life insurance companies in India. The company is a joint venture between Bajaj Finserv and Allianz SE of Germany

**1** thing that matters  
is to be by your  
side when you  
need us the most!

**BAJAJ | Allianz**

*Jiyo Befikar*

## Bajaj Allianz Life Insurance Solutions from A-Z

Protection | Savings | ULIPs | Retirement | Child Plans | Riders

**Bajaj Allianz Life Insurance Co. Ltd.** For details, SMS LIFE to 56070 or Call toll free no.1800 209 7272

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**B**ajaj Allianz Life Insurance is a joint venture between Bajaj Finserv Ltd and Allianz SE. Both the companies enjoy a reputation of expertise, stability and strength which resonate the brand name. Thanks to their proficiency, steadiness and potency; they have always kept the customers satisfied. The uniqueness of Bajaj Allianz is that it integrates global knowledge with local know-how. The wide-ranging, innovative products along with the technical skills and experience of Allianz SE, and in-depth market familiarity and creditability of “Bajaj” as a brand in India, have made the company a major success story. Reasonable pricing, speedy response to customer requests and an unblemished claim settlement ratio have helped Bajaj Allianz Life Insurance to gain customer trust and an enviable market position.

The Company believes that their customers’ happiness is supreme to them and chalks out its business strategy with customer centricity being a prime factor. Bajaj Allianz Life Insurance has developed solutions that cater to the needs of every customer segment and income group. Right from term insurance to child plans, new age ULIPs and pension plans, micro insurance and group insurance plans, the Company has plans for every customer segment. Bajaj Allianz Life Insurance envisions itself to be the best life insurance company in India to buy from, invest in, and work for. For an employee, Bajaj Allianz Life offers an excellent work environment. Our employees are empowered to take decisions and personnel of the company are open to new and different ideas.

**THE COMPANY PHILOSOPHY**

Bajaj Allianz Life’s guiding philosophy is to invest in people and provide better customer service. We at Bajaj Allianz Life Insurance want to grow hand in hand with our employees and are focused to provide best suited products and a great customer experience.

**AWARDS**

The Company has several awards to its name. Bajaj Allianz Life Insurance has been identified as the Most Promising Brand by Economic

Times Promising Brands 2015 survey. Bajaj Allianz Life Insurance has recently won the Awards on ICT for Development 2015 for its excellence in Direct Benefit Transfer. The company has also received 6th CMO Asia Brand Excellence in BFSI Sector Award 2015 in Singapore, organized by CMO Asia jointly with Asian Confederation of Businesses and World Federation of Marketing. The award recognizes excellence in visibility of the Banking, Financial Services and Insurance brands from across Asia and their performance. Bajaj Allianz Life insurance has bagged the prestigious SKOCH Awards for the fourth consecutive year this year. The Company has secured SKOCH Financial Inclusion and Deepening Award 2015 in five categories, namely, Micro Insurance - Financial Inclusion Initiatives, Financial Literacy and Insurance Awareness, Corporate Social Responsibility, Innovations in Renewals and Persistency Management and Best Practices in Claim Settlement. Bajaj Allianz Life Insurance has bagged the ‘Best Use of Social Media in Marketing’ award at the National Award for Marketing Excellence 2015. Bajaj Allianz Life Insurance has been recognized as the Best Life Insurance Company 2015 (Private Sector) at the Lokmat BFSI Awards endorsed by World CSR Day in association with World HRD Congress. The Lokmat BFSI Awards 2015 recognizes the best performances of various Banking, Finance and Insurances services.

**THE ACTIVE CSR OF THE GROUP**

Corporate Social Responsibility is a concept relatively new in India, but being a socially responsible Company is part of the Bajaj Group’s DNA. The Bajaj Group believes that the true and full measure of growth, success and progress lies beyond balance sheets or conventional economic indices. It is best reflected in the difference that business and industry make to the lives of people. For society, Bajaj is more than a corporate identity. It is a catalyst for social empowerment.



**CERTITUDES**

- Bajaj Allianz Life Insurance has maintained a credible financial position with 761% solvency ratio, which is till now the highest in the industry.
- It also has one of the highest claim settlement ratios in the industry.

**BEACON OF TOMORROW**

- Already a popular brand in Indian life insurance industry, Bajaj Allianz Life Insurance aims to set new benchmarks in customer service and developing insurance products for worry-free life.
- To reiterate, the Company’s vision is to reach a position where it will be considered as the best company in India to buy from, invest in and work for.