

All-in-one cover is the new buzzword in insurance

KUMAR SHANKAR ROY
Kolkata

INSURANCE companies are anticipating greater demand for all-in-one covers. The hassles of maintaining multiple insurance policies and the need to simplify personal finance are the important factors driving the demand for all-in-one covers.

In terms of health insurance, such covers are in the form of comprehensive products that combine a gamut of solutions under one umbrella. To get the same advantages, customers often have to buy multiple products that necessitate burdensome documentation. There are also products that combine life insurance and health cover. By providing a one-stop solution for varied needs, these types of

insurance products are finding resonance with customers.

"We had a policy through which both life and health cover was provided. We are now going to have a new partner who will cover the life insurance part (IndiaFirst Life). The price will be cheaper. Combo products are a single window solution. They will see good demand because people increasingly want to un-complicated things. A policy which offers both health and life cover benefits fits into the bill," said Anand Roy, senior vice president, sales & marketing, Star Health and Allied Insurance.

Another area, which is seeing emergence of all-in-one covers, is health insurance. This area is not a new one but comprehensive covers earlier have not gar-



All under one umbrella: As a one-stop solution for varied insurance requirements, all-in-one products are finding resonance with customers

nered massive sales. However, industry officials see this trend changing.

"Families are getting large and the demand to cover varied number of relationships is also witnessing an uptrend. This is why comprehensive health covers that throw the net wide in terms of age of insured, sum assured, flexibility etc are going to attract customers. HNIs have had the purchasing power to buy such policies historically. However, the trend is changing and others are also looking at a single policy through which you can cover a lot more people," said Raghavendra Rao, head-retail, Future Generali India Insurance Company.

Discounts for long-term all-in-one covers are good too, but industry experts believe insur-

ance policies are not always decided by discounts. The need to buy such policies is the primary factor.

"One can give a 10 per cent discount to a long-term comprehensive health policy or combo product. However, that's not what drives uptake of such policies. It's built upon the need and the paying capacity. A one-time Rs 1 lakh premium outgo for 3 years may not be very easy. However, customers are paying through installments and they do not prefer to pay a little more if they are getting more benefits from a policy that gives them a lot more cover. There is no need to buy additional riders etc.," said Sanjay Datta, a financial adviser.

kumarshankar@mydigitalfc.com