

Life-Sync

Reimagining Insurance for a Digital India

The Problem: The Great Insurance Gap

3%

Life insurance coverage in India, one of the lowest globally.

(Source: IRDAI Annual Report)

40 Crore

Individuals, the "missing middle," lack any financial protection.

(Source: NITI Aayog Report)

Key Barriers

- Complexity
- High Premiums
- Lack of Trust

The Opportunity: A Digital Revolution

200+ Billion

Expected UPI transactions in 2025, showing explosive growth.

(Source: NPCI Data Projections)

65%

of India's population is under 35, a massive, digital-native market.

(Source: National Youth Policy)

Our Solution: A Disruptive New Model

Life-Sync isn't just a product; it's a behavioral shift. We make insurance a simple, effortless daily habit through micro-premium subscriptions powered by UPI.

How It Works: Simple as 1-2-3

1

Subscribe

Start with a low-cost base plan (e.g., ₹49/month).

2

Link UPI

Securely link your favorite payment app in seconds.

3

Round-Up & Grow

Your spare change automatically increases your life cover.

Future Readiness

Alignment with Emerging Tech: The AI Co-Pilot

Smart Onboarding

AI chatbot asks simple lifestyle questions to recommend the perfect starting plan.

Proactive Nudges

AI analyzes spending patterns to suggest coverage increases during key life events.

Built to Win: Hitting Every Parameter

Originality

Breaks the norm of large premiums with a disruptive behavioral model.

Scalability

Leverages existing UPI infrastructure for massive, low-cost expansion.

Future Ready

Integrates emerging AI tech for a smart, personalized experience.

Impact

Clear, powerful mission to financially include millions of young Indians.

Targeting the Underserved Majority

Gen Z & Millennials

Gig Economy Workers

Tier-2 & Tier-3 Residents

Market Potential

₹19.3 Trillion

Projected Indian insurance market size by 2026.

(Source: IBEF Report)

Life-Sync directly supports IRDAI's vision of "Insurance for All by 2047".

Life-Sync: The Future is Effortless.

An SBI Life IdeationX 2.0 Submission