

Policy Review

By Saarthi Fintech Partners

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Policy Review

About Me

I have been passionate about the stock market since 10th grade.

After completing my 12th in 2020, I started working early under an IFA as an assistant.

In 2022, I joined UpperCrust Wealth, and later worked at Fintoo Mumbai as a Private Wealth Manager.

In 2025, I shifted to research by joining Savart, Hyderabad as an Executive Equity Research Analyst.

Through these roles, I understood the deep problem of insurance mis-selling in India.

In June 2025, I started building **Policy Review**, combining my industry experience with tech to solve this problem at scale.

Problem Statement

- India's Individual insurance premium collection is around ₹6 Lakh Crore+ annually.
- Yet, a large share of policies are mis-sold to customers, leading to poor outcomes.

Common Issues with Traditional Policies:

- Extremely high commissions
- Low liquidity – difficult to exit
- Poor returns, often not beating benchmarks
- Huge losses on early surrender

Why This Continues Despite the Issues:

- Agents highlight absolute numbers, not true annualized returns
- Policies are complexly designed – customers can't calculate returns without Excel
- Massive distribution network (banks, wealth managers, insurance agents)
- Products are attractively packaged & marketed, hiding real drawbacks

Solution: Personalized Policy Review with Real Numbers

User Input → App Processing → Clear Output

- **User Inputs:**

- Purchase Date, DOB
- Plan Type, Premium Amount, Policy Term
- Payment Mode

- **App Processing:**

- Smart calculations
- Transparent analysis

- **Clear Output:**

Overall Score (Return, Liquidity, Safety)

- Return timeline (Today, 3 yrs, 6 yrs, Maturity)

- Benchmark comparisons (FD, MF, Inflation)

- Actionable suggestions

Solution: Key Highlights

Key Highlights:

- Overall Policy Score (out of 5)
- Return Analysis: Till date, 3 yrs, 6 yrs, maturity
- Comparisons: Inflation, FD, Mutual Funds Etc
- Actionable Insights: Suggestions for improvement

AI Assistant – Naitri:

- Explains policy in simple words
- Answers user questions
- Empathetic support to policyholders

Market Opportunity

- Insurance market in India is massive compared to mutual funds.

Key Numbers:

- Policyholder Fund Value: ₹47Lakh Crore
→ 2x the size of Mutual Fund AUM
- Annual Premium Collection Around: ₹6 Lakh Crore
→ 2.5x the Mutual Fund Industry inflows

TAM (Total Addressable Market):

- Even 1% market capture =
 - ₹50,000 Crore AUM
 - ₹500 Crore SIP book

Business Model

- **Free Policy Review:**

- No charges for users to analyze their policy
- Builds trust with transparent evaluation

- **Customer-Centric Recommendations:**

- Near maturity → Suggest continue
- Long-term underperforming → Suggest exit & reinvest
- Always client-first, not product-push

Business Model

- **How We Help Clients:**

- Show two clear scenarios:
 - Continue policy till maturity
 - Surrender & reinvest into alternatives (mostly Mutual Funds)
- Provide exact actionable numbers (e.g., ₹50k lumpsum + ₹5k SIP)

- **Revenue Model:**

- Earnings from Mutual Fund distribution (trail commissions)
- We don't sell products — we provide solutions based on analysis

Product Demo

Current Stage:

- Product under development
- Basic prototype ready → Analysis of LIC policies (2015–2024) ~Approx 46 plans
- Soon expanding to include all LIC + other insurers' plans

Features Available Now:

- Users can analyze their LIC policies
- Manual input of policy details required
- Prototype link: policyreview.co.in

Product Demo

Upcoming Enhancements:

- Add more insurance company plans
- Launch support for Mutual Exception plans
- Policy upload feature → auto-capture details
- Higher accuracy & user convenience

Go-to-Market Strategy

Target Customers:

- Policies sold across India (Urban + Rural)
- More than >30% penetration in rural India
- Initial focus: Urban salaried professionals (corporate employees)

Initial Distribution Channels:

- Social media outreach via influencers
- Partnerships with Registered Investment Advisors (RIAs) with AUA < ₹100 Cr

Long-Term Growth:

- Build strong content ecosystem (like Groww & Zerodha)
- Expand beyond insurance into overall personal finance education
- Create a client-first community → trust-driven, not product-driven

Closing Statement

- No dedicated solution like ours exists today
- We are the first movers in building a transparent policy review platform

Our Vision:

- Every Indian should access the right investment products
 - People must be aware of what they invest in and their true outcomes
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- We are not chasing valuation or short-term profit
 - Mission: Make Policy Review & Naitri the most trusted platform in India
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- 👉 We aim to become the 'Zerodha of Insurance Review'