EF Insurance Broking Pvt Ltd

COMPANY NAME

HEADQUARTERS CITY

New Delhi

HEADQUARTERS FULL ADDRESS

1st Floor, Krishna Plaza, Plot No. 19, Sector-4, Dwarka, New Delhi - 110078, India.

# ABOUT THE COMPANY

EF Insurance Broking Pvt. Ltd. was originally established as EFOS Financial Solutions Pvt. Ltd. in 2012. The company evolved its focus and obtained a Direct Insurance Broking license from the Insurance Regulatory and Development Authority of India (IRDAI) in December 2019, officially rebranding to EF Insurance Broking Pvt. Ltd. This transition marked its formal entry into the insurance broking sector, leveraging its prior experience in financial advisory to offer specialized insurance solutions.

Positioned as one of India's rapidly expanding and substantial insurance broking houses, EF Insurance Broking Pvt. Ltd. boasts an extensive pan-India presence. With a network of over 100 branches spread across major cities and towns, the company effectively serves a diverse clientele, ranging from individuals and families to large corporations. Its significant and growing base of satisfied customers underscores its reputation as a reliable and customer-focused intermediary in the competitive Indian insurance market.

The company offers a comprehensive portfolio of insurance products, encompassing life insurance, health insurance, motor insurance, travel insurance, and various general insurance covers. EF Insurance Broking Pvt. Ltd. is committed to simplifying the insurance buying process by providing expert advice and utilizing technology to enable clients to compare policies, understand intricate terms, and make well-informed decisions. Beyond policy procurement, its services extend to proactive claims assistance and ongoing policy management, ensuring end-to-end support for its clients.

KEY MANAGEMENT PERSONNEL

CEO: J P Gupta (Founder & Managing Director. He is an experienced professional in the financial services domain, credited with founding the company and spearheading its transformation into a prominent insurance broking firm.)

Chairman: Not publicly listed as a separate role. The Managing Director typically assumes the primary leadership responsibilities for the company's strategic direction and operations.

Other Executives: Rohit Kumar (Director. He plays a crucial role in the company's strategic planning and operational oversight, contributing to its growth and market expansion.)

# PARTNER INSURANCE COMPANIES

- (as reported by the company website)

Life Insurance Partners

- HDFC Life Insurance

- SBI Life Insurance

- Max Life Insurance

- ICICI Prudential Life Insurance

- Bajaj Allianz Life Insurance

- Birla Sun Life Insurance

- Canara HSBC Life Insurance

- Exide Life Insurance

- Future Generali India Life Insurance

- Edelweiss Tokio Life Insurance

- IndiaFirst Life Insurance

- Pramerica Life Insurance

- Shriram Life Insurance

- Star Union Dai-ichi Life Insurance

- TATA AIA Life Insurance

- Aegon Life Insurance

- Ageas Federal Life Insurance

- Reliance Nippon Life Insurance

- Sahara India Life Insurance

General Insurance Partners

- HDFC ERGO General Insurance

- Bajaj Allianz General Insurance

- Future Generali India Insurance

- ICICI Lombard General Insurance

- IFFCO Tokio General Insurance

- Liberty General Insurance

- Max Bupa Health Insurance (now Niva Bupa)

- National Insurance

- New India Assurance

- Oriental Insurance

- Reliance General Insurance

- Royal Sundaram General Insurance

- SBI General Insurance

- Shriram General Insurance

- Star Health & Allied Insurance

- Tata AIG General Insurance

- United India Insurance

- Universal Sompo General Insurance

- Go Digit General Insurance

- Aditya Birla Health Insurance

- Acko General Insurance

- Cholamandalam MS General Insurance

- Kotak Mahindra General Insurance

- Magma HDI General Insurance

- Navi General Insurance

- Care Health Insurance

- Niva Bupa Health Insurance