SHUBHECHHA INSURANCE BROKING PRIVATE LIMITED

COMPANY NAME

HEADQUARTERS CITY

Howrah

HEADQUARTERS FULL ADDRESS

ABHISHEK PLAZA, 107/1 G.T. ROAD (SOUTH), POST-ULUBERIA, ULUBERIA, HOWRAH, Howrah, West Bengal, India, 711316

# ABOUT THE COMPANY

Shubhechha Insurance Broking Private Limited was incorporated in 2018 and is a licensed insurance broker by the IRDAI. The company is a part of the larger Shubhechha Group, which has diversified interests in microfinance, housing finance, and other financial services. From its inception, Shubhechha Insurance has focused on extending insurance solutions to a wide demographic, with a particular emphasis on serving customers in rural and semi-urban areas of India, bridging the gap in insurance penetration in these regions.

The company aims to establish itself as a prominent player in the Indian insurance broking industry by offering comprehensive and tailored risk management solutions. It strives to achieve high customer satisfaction by providing expert advice and a wide range of products from various insurers. Its strategic market position is built on leveraging the Shubhechha Group's existing network and trust among its customer base, particularly in underserved communities, to expand its reach and impact.

Shubhechha Insurance Broking Private Limited offers a broad spectrum of insurance services catering to both individual and corporate clients. These services include life insurance products such as term plans, endowment plans, and ULIPs, as well as general insurance products covering motor, health, home, travel, and commercial risks. The company also provides advisory services, helping clients understand their insurance needs and select the most suitable policies, ensuring their financial well-being and protection.

KEY MANAGEMENT PERSONNEL

CEO: Mr. Arindam Mitra. He is a young and dynamic leader who plays a crucial role in overseeing the operations and strategic direction of Shubhechha Insurance Broking, alongside other entities within the Shubhechha Group.

Chairman: Mr. Bijan Kumar Mitra. As the founder of the Shubhechha Group, he brings over 30 years of extensive experience in the financial sector, providing visionary leadership and guidance to the company.

Other Executives

Mr. Debasish Sarkar, Director, Operations. He possesses vast experience in the financial services sector and is responsible for managing the company's operational efficiency and service delivery.

Mr. Biswajit Majhi, Director, Compliance & Legal. He oversees all compliance and legal aspects of the company, ensuring adherence to regulatory frameworks and ethical practices.

# PARTNER INSURANCE COMPANIES

- Bajaj Allianz Life Insurance

- SBI Life Insurance

- HDFC Life Insurance

- Star Health and Allied Insurance

- HDFC ERGO General Insurance

- ICICI Prudential Life Insurance

- Future Generali India Life Insurance

- Future Generali India Insurance

- Max Life Insurance

- PNB MetLife India Insurance

- Aditya Birla Sun Life Insurance

- Niva Bupa Health Insurance

- Care Health Insurance

- Royal Sundaram General Insurance

- Go Digit General Insurance

- Reliance General Insurance

- Universal Sompo General Insurance

- Cholamandalam MS General Insurance

- Kotak Mahindra Life Insurance

- Shriram Life Insurance

- Edelweiss Tokio Life Insurance

- Liberty General Insurance

- Bharti AXA Life Insurance

- National Insurance Company

- The Oriental Insurance Company

- United India Insurance

- LIC of India

- New India Assurance