Turtlemint Insurance Broking Services Private Limited

COMPANY NAME

HEADQUARTERS CITY

Mumbai

HEADQUARTERS FULL ADDRESS

Unit No. 1201 and 1202, 12th Floor, Tower B, Peninsula Business Park, Ganpatrao Kadam Marg, Lower Parel, Mumbai, Maharashtra 400013

# ABOUT THE COMPANY

Turtlemint Insurance Broking Services Private Limited was founded in 2015 by Dhirendra Mahyavanshi and Anand Prabhudesai with a clear vision to digitally transform the insurance distribution landscape in India. The company set out to empower individual insurance advisors, also known as Point of Sales Persons (POSP), by equipping them with advanced technological tools and resources. From its inception, Turtlemint focused on simplifying the often-complex process of selling and buying insurance, thereby addressing critical challenges faced by both agents and customers in a largely underserved market.

Today, Turtlemint holds a prominent position as one of India's leading InsurTech platforms, effectively bridging the gap between insurers, advisors, and customers through its comprehensive digital ecosystem. The company's innovative business model has attracted significant investment from prominent venture capital firms, validating its potential for disruptive growth. Its market leadership is further solidified by its extensive reach, particularly in Tier 2 and Tier 3 cities, where it has played a crucial role in increasing insurance penetration and financial inclusion.

Turtlemint offers a wide array of services primarily centered around its "TurtlemintPro" mobile application, which serves as an all-in-one solution for insurance advisors. This platform enables advisors to seamlessly compare and sell a diverse range of insurance products, including life, health, motor, travel, and commercial insurance, from multiple partner insurers. Beyond sales, the platform provides agents with essential support such as training modules, lead generation tools, streamlined policy issuance processes, and efficient claims assistance, thereby significantly enhancing their productivity and service quality. For end customers, it ensures access to personalized insurance advice and a smooth purchase experience through trusted local advisors.

KEY MANAGEMENT PERSONNEL

CEO: Dhirendra Mahyavanshi. As Co-founder and CEO, Dhirendra Mahyavanshi brings a strong background in technology, product development, and strategic leadership from his prior roles at companies like Symantec and Quikr. He leads Turtlemint's strategic vision, technological innovation, and overall business growth, with a primary focus on empowering the advisor ecosystem.

Chairman: Not explicitly reported as a separate role for the operational entity. The company is co-founded and led by its CEO, Dhirendra Mahyavanshi, and Co-founder and CPO, Anand Prabhudesai.

Other Executives

Anand Prabhudesai (Co-founder & Chief Product Officer): With extensive experience in product management and development, Anand is instrumental in shaping Turtlemint's technology platform and enhancing the user experience for both advisors and customers.

Naveen Singh (Chief Business Officer): Naveen oversees the company's business operations and expansion strategies, playing a key role in driving market penetration and fostering relationships within the insurance industry.

Anurag Gupta (Chief Technology Officer): Anurag leads the technological vision and architecture for Turtlemint, ensuring the platform remains robust, scalable, and innovative in serving its vast user base and operational demands.

# PARTNER INSURANCE COMPANIES

- Aditya Birla Health Insurance

- Acko General Insurance

- Bajaj Allianz General Insurance

- Bajaj Allianz Life Insurance

- Care Health Insurance

- Cholamandalam MS General Insurance

- Digit Insurance (Go Digit General Insurance)

- Edelweiss Tokio Life Insurance

- Future Generali India Insurance

- HDFC ERGO General Insurance

- HDFC Life Insurance

- ICICI Lombard General Insurance

- ICICI Prudential Life Insurance

- IFFCO Tokio General Insurance

- Kotak Mahindra General Insurance

- Kotak Mahindra Life Insurance

- Liberty General Insurance

- LIC of India

- Magma HDI General Insurance

- ManipalCigna Health Insurance

- Max Life Insurance

- National Insurance Company

- New India Assurance Company

- Niva Bupa Health Insurance

- Oriental Insurance Company

- Pramerica Life Insurance

- Reliance General Insurance

- Royal Sundaram General Insurance

- SBI Life Insurance

- Shriram General Insurance

- Star Health and Allied Insurance

- United India Insurance Company

- Universal Sompo General Insurance