

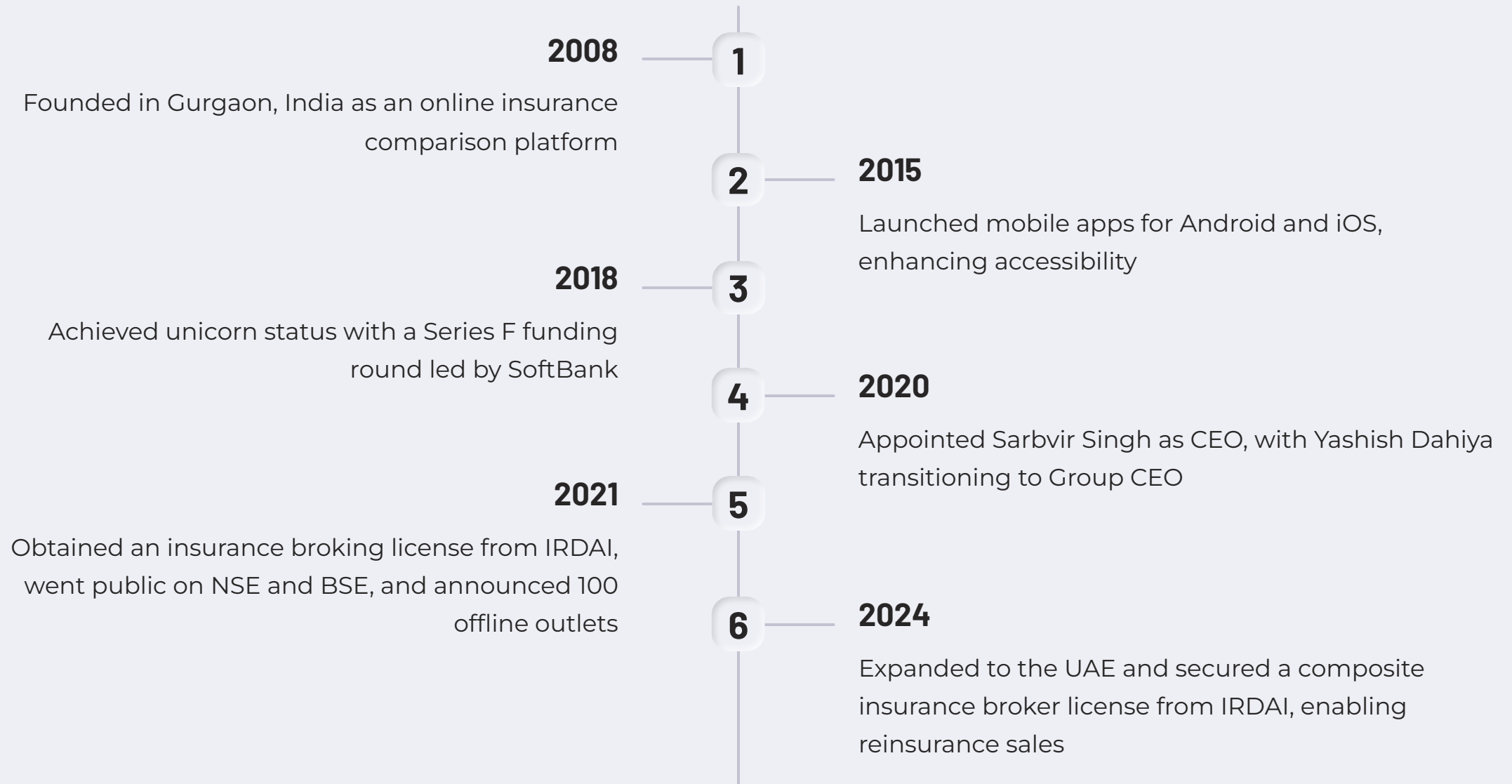


PolicyBazaar Insurance Marketplace: Comprehensive Product Teardown

PolicyBazaar, founded in June 2008 by Yashish Dahiya, Alok Bansal, and Avaneesh Nirjar in Gurgaon, India, began as an online insurance comparison platform to address the pervasive lack of transparency in India's insurance sector. Initially focused on life insurance comparisons, it has evolved into the country's largest digital insurance marketplace under PB Fintech Ltd. As of Q2 FY25, PolicyBazaar commands a 93% market share in digital insurance sales by policy volume, with 86.9 million registered users and 46.8 million policies sold.

SA by Sayed Arif

Company Background



This evolution reflects PolicyBazaar's adaptability, transforming from a comparison tool into a full-fledged marketplace with a global footprint, significantly disrupting the traditional agent-driven model.

Core Mission and Unique Selling Proposition

Core Mission

PolicyBazaar's mission is to "bring transparency, choice, and convenience to insurance purchasing, empowering Indian households with accessible and informed financial protection." This is encapsulated in its vision, "Har Family Hogi Insured" (Every Family Will Be Insured), aligning with IRDAI's goal of universal insurance coverage by 2047. The mission addresses consumer needs for clarity in a historically opaque market, enhancing insurance literacy and accessibility through a consumer-pull, provider-neutral model.

Unique Selling Proposition (USP)

- **Market Leadership:** Dominates with a 93% share of digital insurance sales in India
- **Comprehensive Comparison:** Aggregates offerings from 50+ insurers across life, health, motor, and travel insurance
- **Technology-Driven Transparency:** Simplifies complex policies with AI tools and jargon-free explanations
- **End-to-End Digital Experience:** Facilitates research, purchase, renewal, and claims via a user-friendly platform
- **Educational Focus:** Offers resources to improve insurance literacy, fostering trust

This combination distinguishes PolicyBazaar from traditional brokers and direct insurers by prioritizing consumer empowerment and convenience.

Problem Statement and Solution

Problem Statement

The Indian insurance market suffers from:

- Low Penetration: 25% sum assured as a percentage of GDP vs. 265% in the USA, due to limited awareness and trust
- Complexity: Jargon-heavy policies confuse consumers
- Opacity: Agent-driven sales obscure pricing and benefits, leading to mis-selling
- Inconvenience: Traditional processes involve cumbersome paperwork and delays

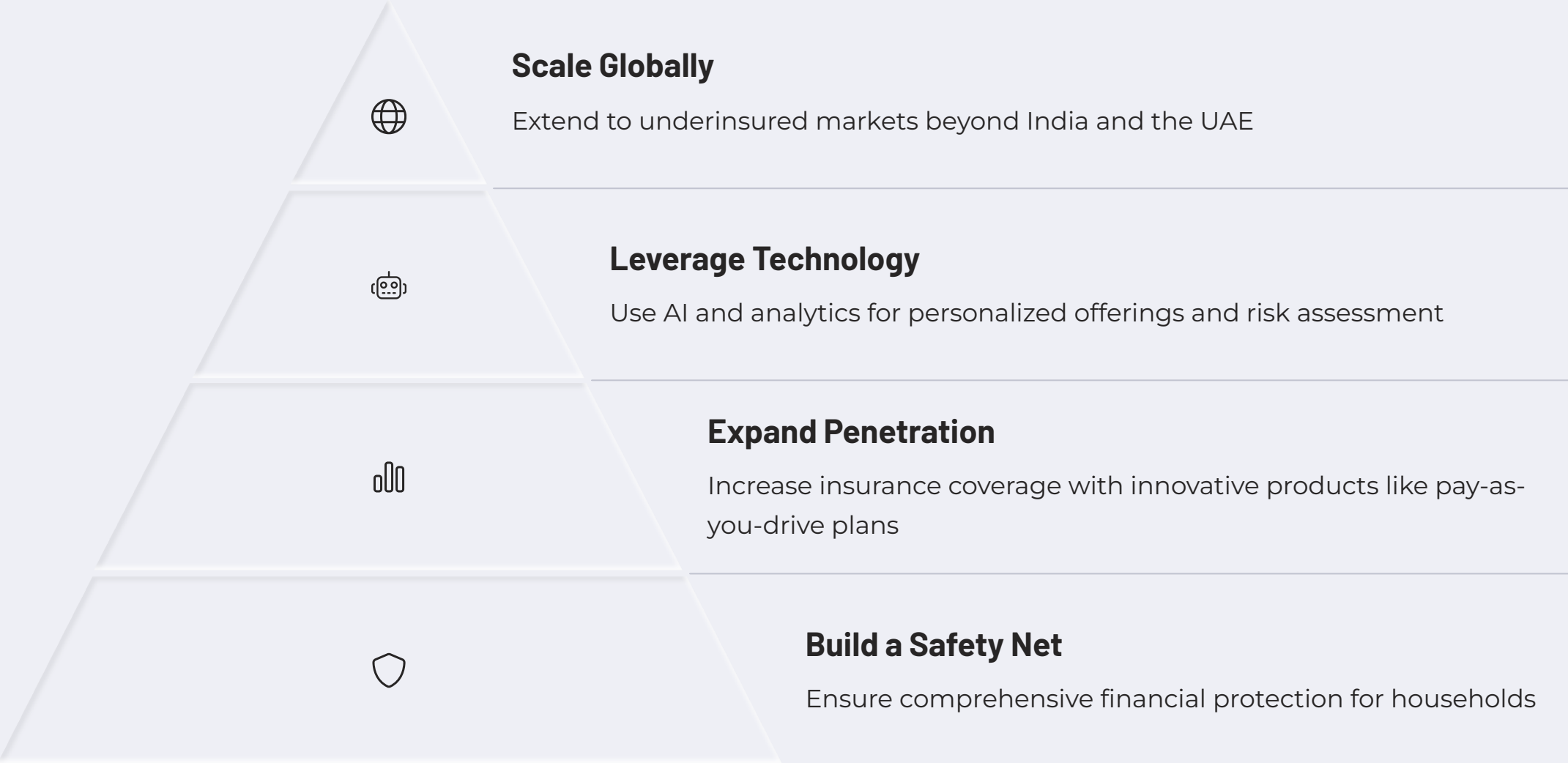
Solution

PolicyBazaar provides:

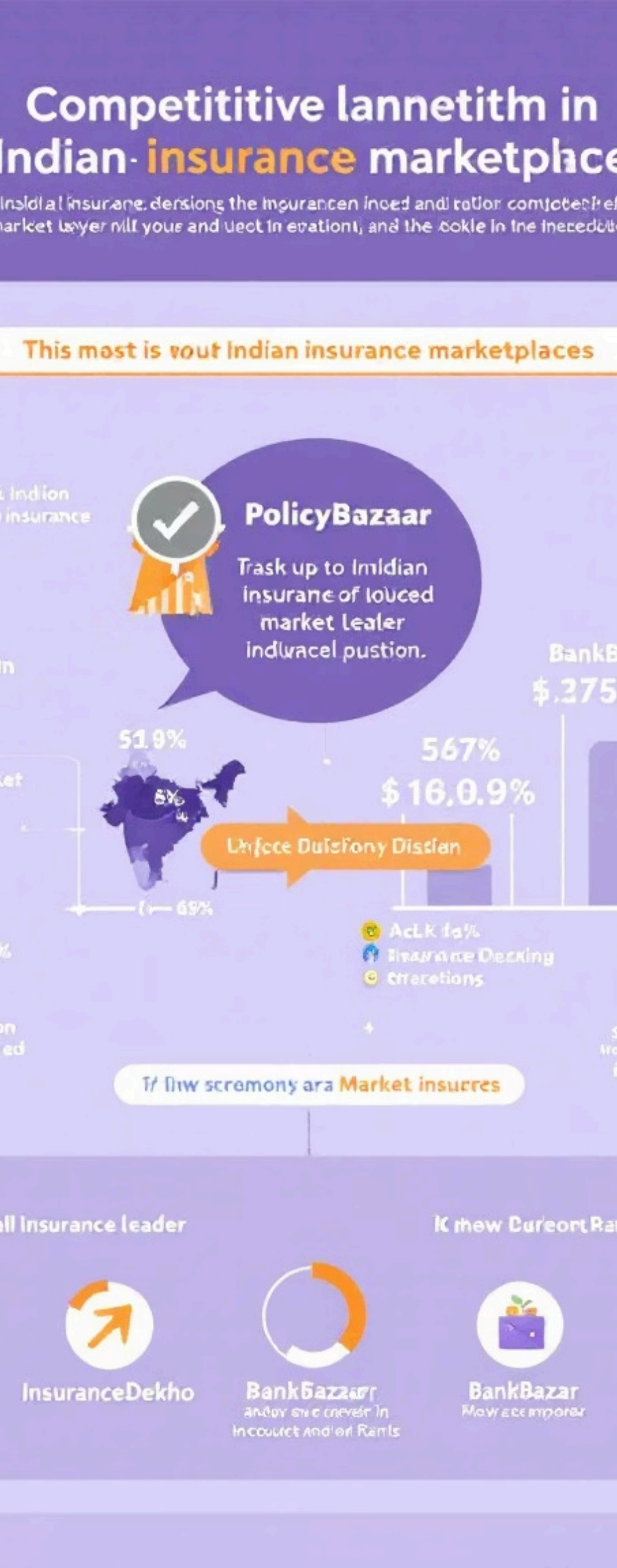
- Digital Marketplace: A platform aggregating 48+ insurers for transparent comparisons and instant quotes
- Simplification: Tools like premium calculators and educational content demystify insurance
- Customer Support: Offers claim assistance and post-sale services, achieving an 88% customer satisfaction score
- Accessibility: Mobile apps and offline centers bridge digital and physical gaps

This solution tackles systemic issues, enhancing trust and adoption.

Product Vision



This vision positions PolicyBazaar as a leader in digital insurance transformation, aligning with a "healthy and well-protected India."



Competitive Analysis

Competitor	Key Offerings	Strengths	Weaknesses
InsuranceDekho	Comparison and purchase platform	Strong agency network, offline reach	Limited tech and product range
BankBazaar	Financial services including insurance	Broad product portfolio	Smaller insurance focus (~5% share)
Acko	Direct digital insurer	Innovative pricing, motor strength	No aggregation, limited range
Digit Insurance	Tech-driven insurer	Simplified policies, digital-first	No comparison platform
BIMA SUGAM	IRDAI-backed aggregator (upcoming)	Government support, low commissions	Unproven, not yet launched
Coverfox	Online aggregator	Quick quotes, sleek UX	Smaller scale, funding issues
Turtlemint	Agent-assisted platform	Tier-2/3 reach, hybrid model	Less consumer focus

Positioning: PolicyBazaar's scale, partnerships, and omnichannel approach provide a competitive edge, though BIMA SUGAM poses a future threat.

Key Differentiators and Revenue Model

Key Differentiators

- Scale: 86.9 million users and extensive data create network effects
- Partnerships: Ties with 50+ insurers offer unmatched variety
- Technology: AI chatbots (e.g., PBee) and analytics enhance personalization
- Omnichannel: 77 offline centers in 57 cities complement digital dominance
- Advocacy: Acts as a consumer representative, not just an intermediary
- Education: Content ecosystem builds literacy and trust

These factors create significant barriers to entry.

Revenue Generation Model

PolicyBazaar's diversified revenue streams include:

- Commissions: ~5.5% on premiums, with health at 19-20%
- Renewals: 85%+ margins, ₹454 crore ARR in Q3 FY24
- Lead Generation: Fees for qualified leads to insurers
- Advertising: Sponsored listings and online marketing
- B2B Services: Consulting, claims data management, and outsourcing

Revenue reached ₹1,010 crore in Q1 FY25, reflecting an asset-light, scalable model.

User Personas



Urban Professional

25-40 years old, earns ₹8-20 lakh, lives in a metro area. Tech-savvy and seeks convenience and tax benefits. Needs transparent health/term insurance and quick claims.



Small Business Owner

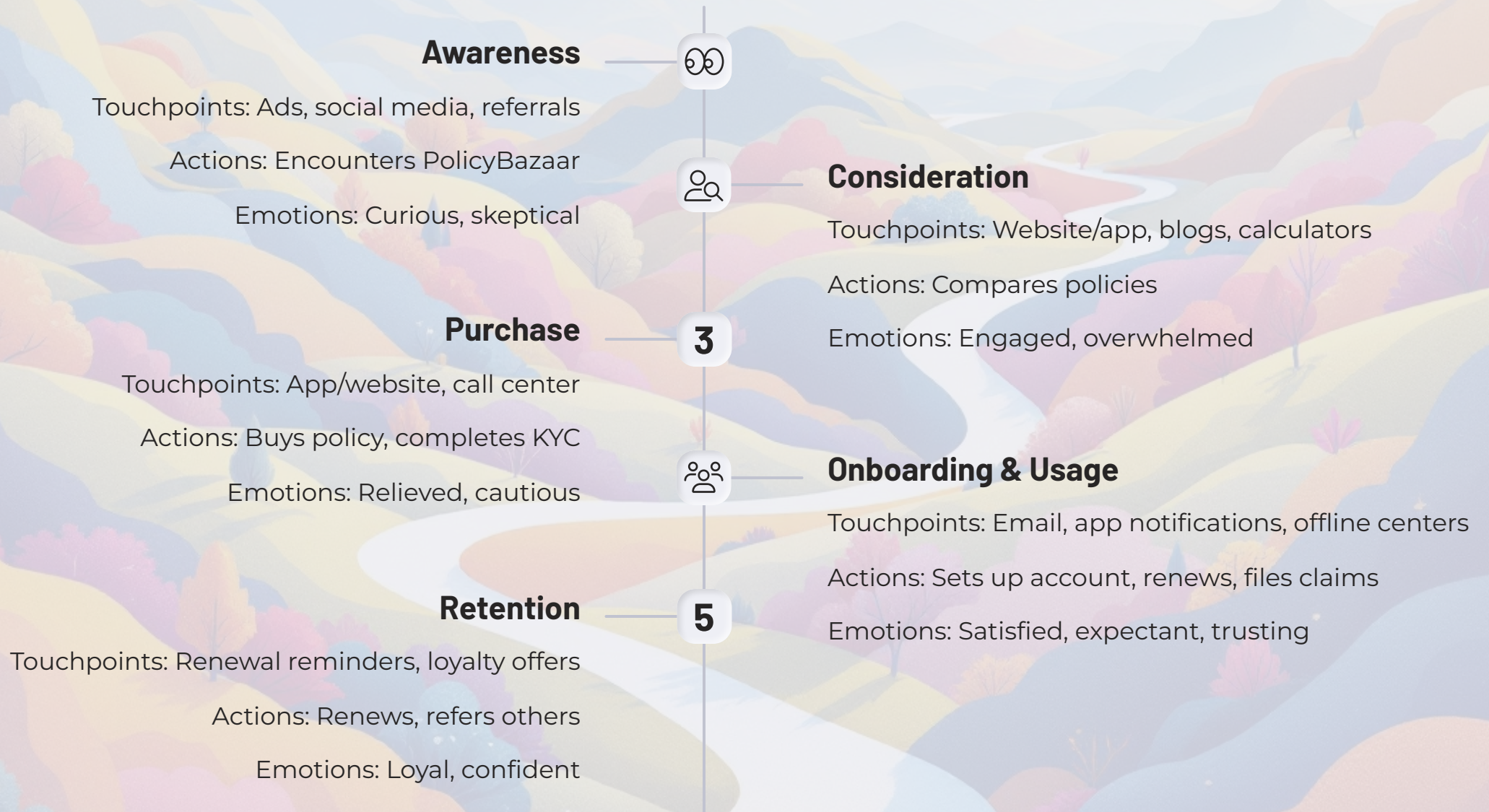
30-50 years old, earns ₹5-15 lakh, lives in a Tier-2/3 city. Agent-reliant but open to digital, skeptical of mis-selling. Needs affordable plans and offline support.



Young Freelancer

22-30 years old, earns ₹3-10 lakh, lives in urban/semi-urban area. Price-sensitive, mobile-first, with low awareness. Needs low-cost insurance and simple terms.

Journey Mapping



Pain Points and Proposed Solutions

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Go-to-Market Strategy and Conclusion



Digital Campaigns

₹50 crore on Google, Meta, YouTube



Offline Growth

50 new centers in Tier-2/3 cities (₹100 crore)



Partnerships

Co-branded products with fintechs like Paytm



Content

"Insurance Simplified" series for 10 million visits

KPIs and Conclusion

30%

Revenue Growth

YoY growth (₹1,300 crore FY26)

104M

Users

20% increase by FY26

95%

Target CSAT

Current: 88%+

90%+

Market Share

Retain digital dominance

PolicyBazaar has redefined insurance in India with a scalable, tech-driven platform, holding a 93% digital market share. Its strengths—scale, technology, and transparency—position it as a fintech leader, though challenges like BIMA SUGAM and rural reach remain. Proposed solutions can enhance trust and growth, ensuring PolicyBazaar's role in securing millions of households while navigating competitive pressures.