

Ragnarok

Maestro: 2024

“Hum hai na, toh hai Khayal Aapka”

Amogh Dobriyal

Sashanka Sahoo

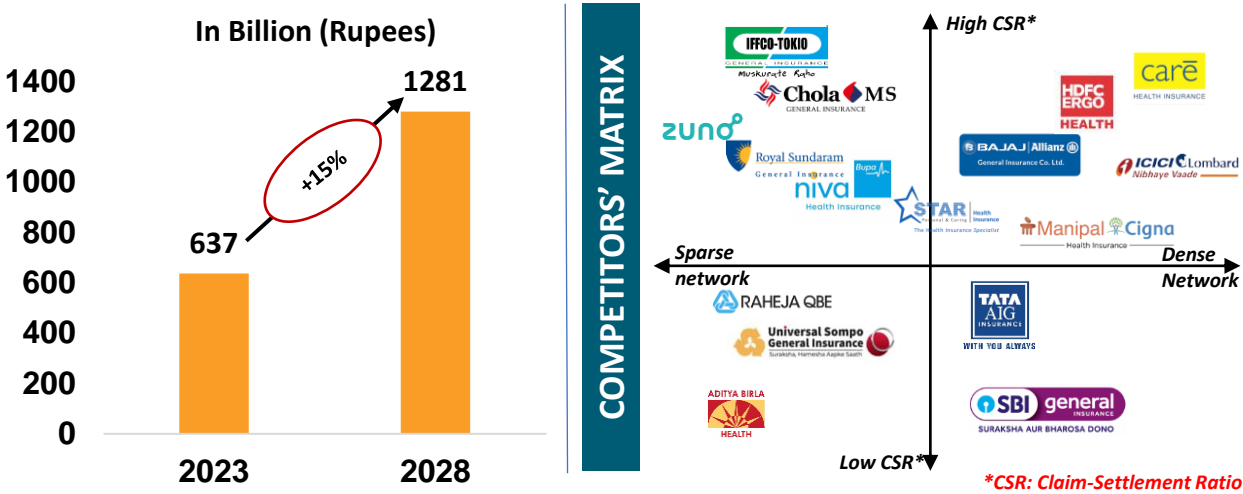
Shitiz Dhar

DIVING INTO THE HEALTH INSURANCE INDUSTRY

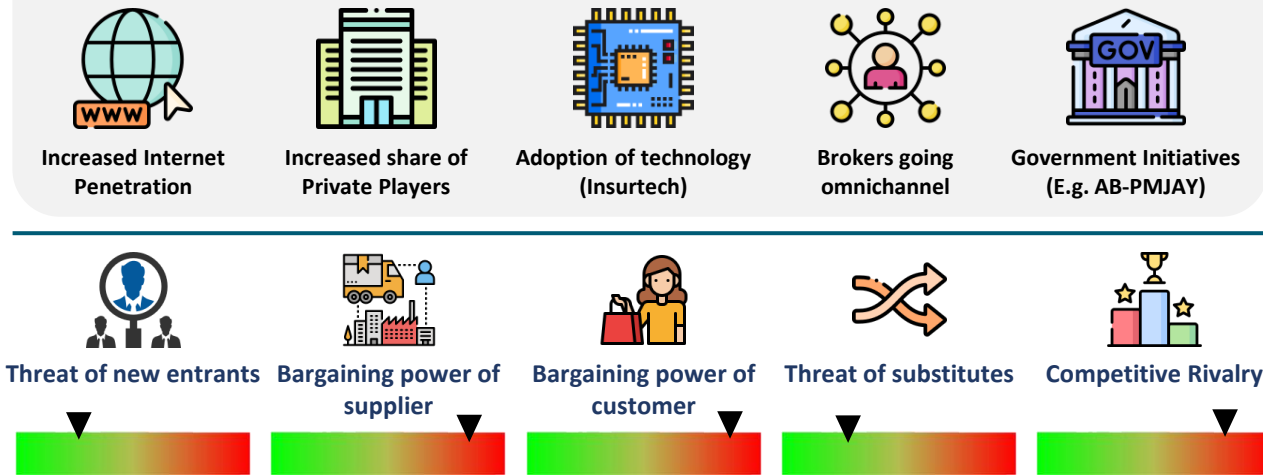
Analyzing the dynamics of the industry, its growth components and customers

INDUSTRY ANALYSIS

A look into the **customer journey** reveals impediments in health insurance purchase consideration

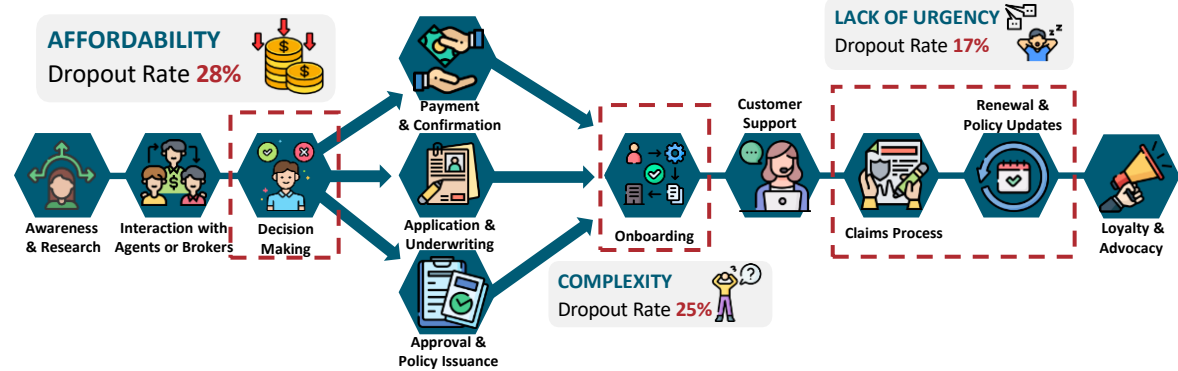


GROWTH DRIVERS

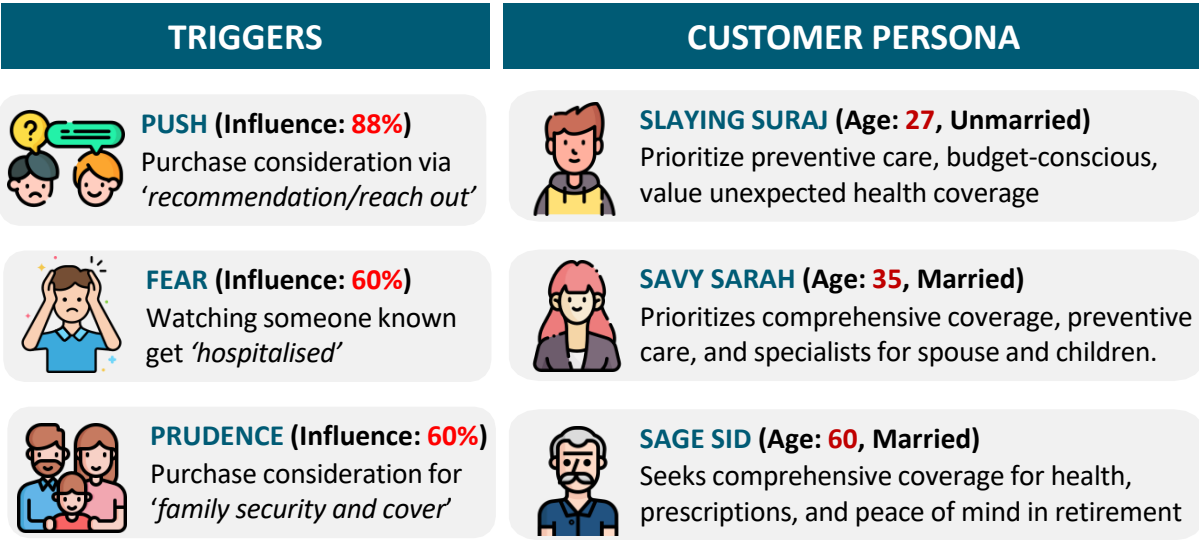


PAINS OF THE CONSUMER

A look into the **customer journey** reveals impediments in health insurance purchase consideration



CONSUMER BEHAVIOUR



ELEVATING THE PRESENCE OF ICICI: 6 STEP STRATEGY

Implementing a 6-step strategy to target and attract new customer segments

MAX HEALTH BAND

Unleash the future of insurance with the Health Band: a wearable powerhouse!

Personalized premiums, automated claims, and telehealth integration. Rock your wellness journey with tips and total privacy.

Elevate your insurance game! 🔥
#InsureRevolution



INTEGRATING AI/ML



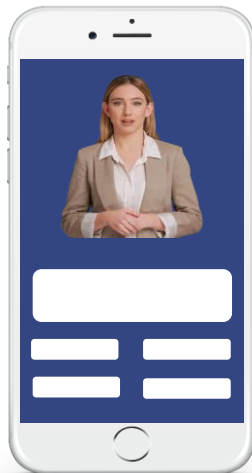
Virtual Assistant: Integrating a VA using AI technology to provide real-time assistance



Gamification Features: Users earn points for completing tasks & achieving milestones



Leaderboards Integration with Fitbit Tracking: Utilize AI to create personalized onboarding experiences & guiding users



MARKETING STRATEGIES

IN PODCAST WITH RANVEER ALLAHBADIA



"Kya aapne kabhi insurance lene se pehle ye sab socha hai.."



Connect with Younger generation



Enhancing online presence & engagement



Tackling complexity via myth busting and KSS

Med College & other masters College Fest Sponsorship



Fest Footfall ~ 12,500

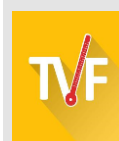
INTRODUCING ICICI TESTIMONIALS



People posting on Social Media Platforms how ICICI Lombard made a difference in their lives

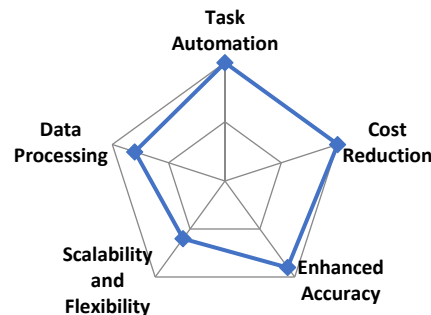
#LOMBARD4LIFE

IN COLLABORATION WITH TVF



Targeting the Gen Z Community by making shows centred about Insurance

RPA FOR INSURANCE: TURBOCHARGE EFFICIENCY



Summarizing the 3 Step Approach



Reduce healthcare management costs



Automated billing & processing



Customer service and remote care

CURATING PACKAGES

FRIENDS 4EVER PACKAGE

Friends secure their futures together – because the best coverage is the one you share with those who matter most



MICRO-HEALTH INSURANCE

Tiny premiums, mighty coverage! BudgetWell Assurance - making health insurance your pocket's new best friend



FACILITATING NEW ADD-ONS



ACCIDENT COVERAGE

From slips to sprains, fractures to falls, safeguard your well-being with accident coverage



LUGGAGE PROTECTION

Protect your valuables at home, on the go & every where in between

INSURANCE: Collaboration Partner



Partnering for accident insurance for delivery partners in Zomato



Partnering for accident insurance for Drivers & Passengers

Ragnarok

Thank You!!

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