

Ragnarok

Maestro: 2024

“Hum hai na, toh hai Khayal Aapka”

Amogh Dobriyal

Sashanka Sahoo

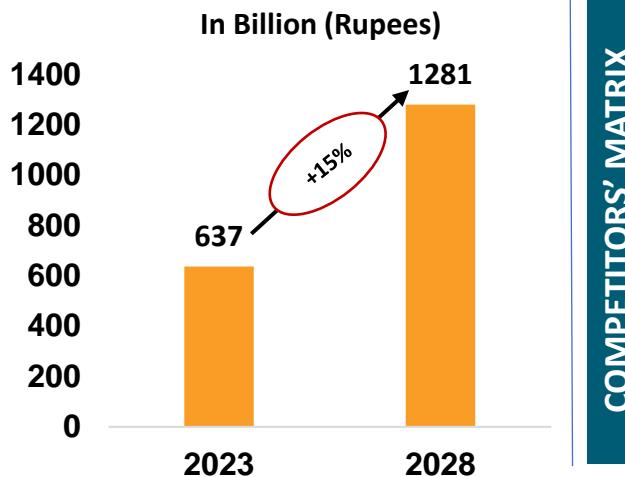
Shitiz Dhar

DIVING INTO THE HEALTH INSURANCE INDUSTRY

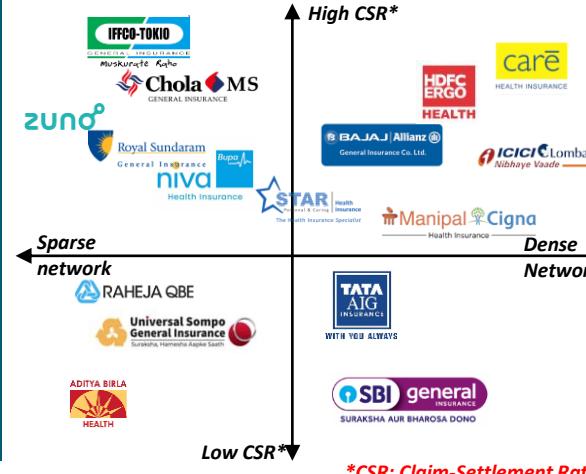
Analyzing the dynamics of the industry, its growth components and customers

INDUSTRY ANALYSIS

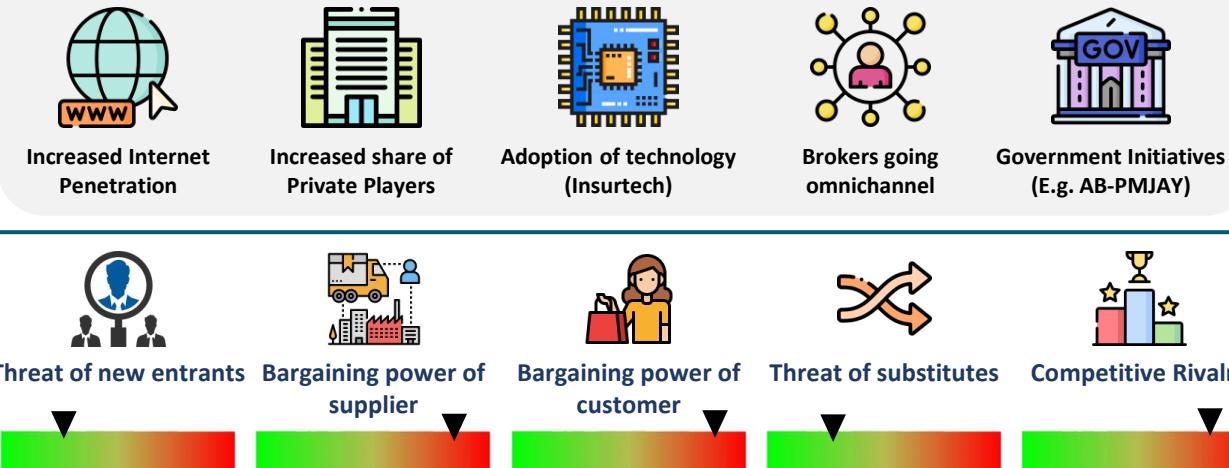
A look into the **customer journey** reveals impediments in health insurance purchase consideration



COMPETITORS' MATRIX

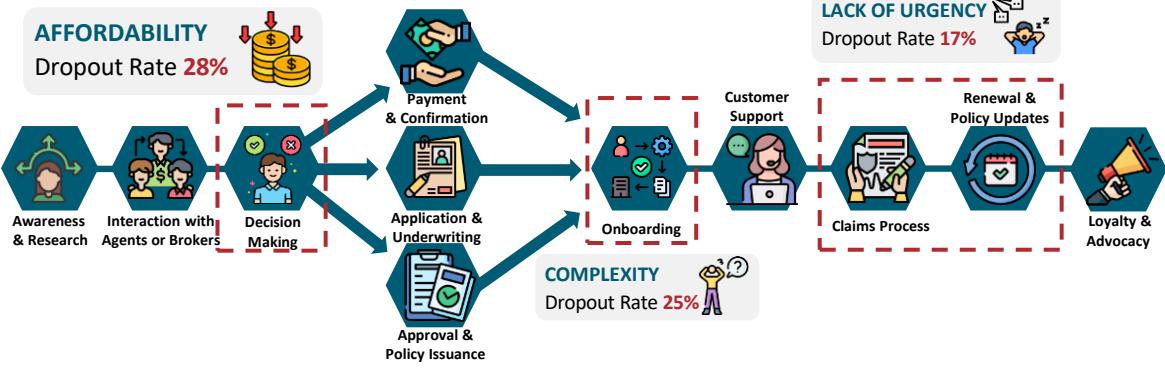


GROWTH DRIVERS



PAINS OF THE CONSUMER

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



CONSUMER BEHAVIOUR

TRIGGERS

PUSH (Influence: 88%)

Purchase consideration via 'recommendation/reach out'

FEAR (Influence: 60%)

Watching someone known get 'hospitalised'

PRUDENCE (Influence: 60%)

Purchase consideration for 'family security and cover'

CUSTOMER PERSONA



SLAYING SURAJ (Age: 27, Unmarried)

Prioritizes preventive care, budget-conscious, values unexpected health coverage



SAVVY SARAH (Age: 35, Married)

Prioritizes comprehensive coverage, preventive care, and specialists for spouse and children.



SAGE SID (Age: 60, Married)

Seeks comprehensive coverage for health, prescriptions, and peace of mind in retirement

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

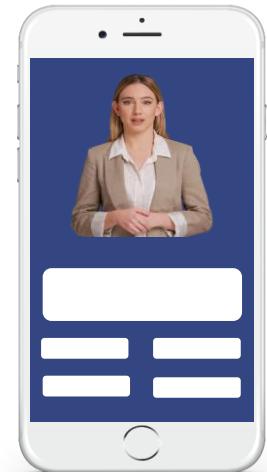


INTEGRATING AI/ML

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

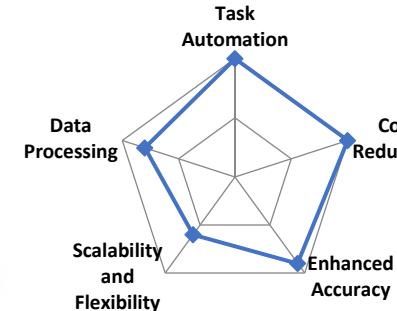
#LOMBARD4LIFE

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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