

SureLM

AI-Powered Rural Insurance Distribution

“Innovation in finance is not just about embracing technology; it's about transforming the way we serve our customers and meet their evolving needs.”

By

Soham Suryavanshi
Saksham Tripathi
Harshit Rana
Harsh Srivastava

The Challenge

Rural India lacks trusted, accessible, and scalable decision-support systems for financial protection and livelihood resilience.

Manual document processing, payment delays, and claims inefficiencies are not just obstacles; they're missed opportunities to lead the industry forward.

Our Solution

SureLM transforms local individuals into AI-augmented financial and livelihood educators, enabling access to insurance, risk intelligence, and resource-efficient financial protection.

By combining Large Language Models with local-language interfaces and real-time policy intelligence, SureLM strengthens rural resilience, expands livelihood opportunities, and builds scalable, trust-driven financial access across Bharat.

Idea Overview

Empowering Bankers

SureLM equips local agents with AI-powered tools to improve financial guidance and decision-making.

- Automates policy guidance
- Simplifies documentation
- Assists in claims support
- Enables informed rural decision-making

Elevating Client Experience

SureLM optimizes client service requests, ensuring efficient and responsive handling, using RAG integrated Chatbot.

- Smooth client interactions
- Expedited service delivery
- Enhanced client satisfaction

Driving Operational Efficiency

SureLM drives cost reduction, boosts profitability, and attracts more customers for banks.

- Optimizes operations
- Reducing document handling expenses
- Attracts more customers, with sleek friendly engagement

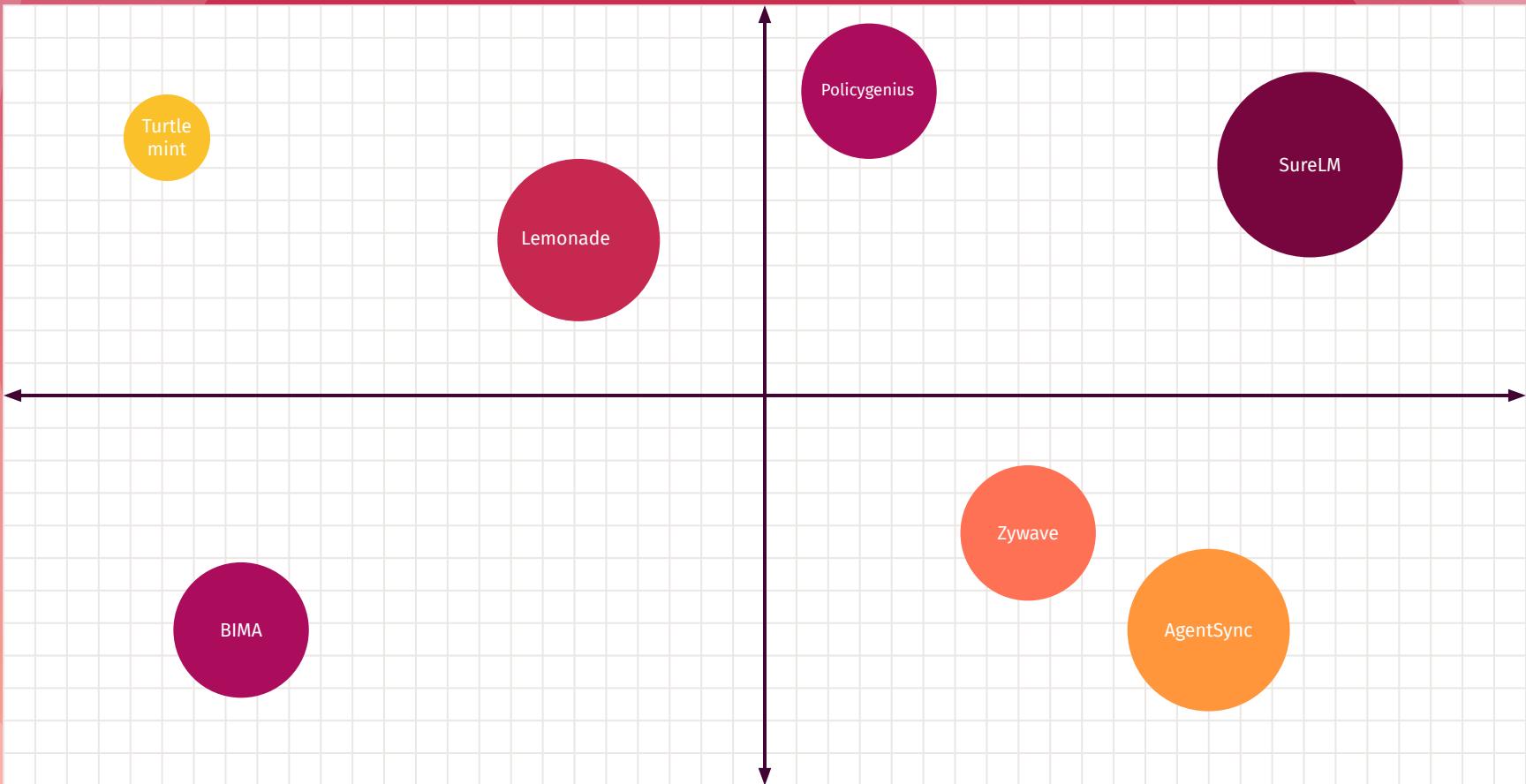
Opportunity

AI creates a major opportunity to simplify complex, document-heavy financial processes in rural India. Even lightweight AI models can significantly improve access, clarity, and service delivery.

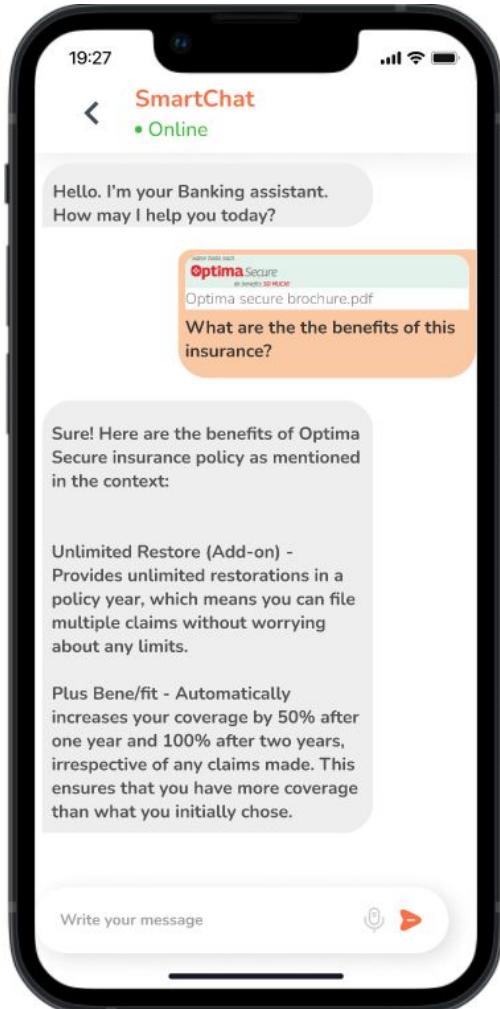
SureLM leverages this to streamline insurance discovery, onboarding, and claims support — reducing friction, increasing transparency, and unlocking underserved rural populations who currently avoid insurance due to complexity and effort.

Competitor Matrix

Use of AI



"We aspire to be India's first pure AI IPO, pioneering the future of innovation in the Indian AI and BFSI sectors."



Our Focus: The Clients

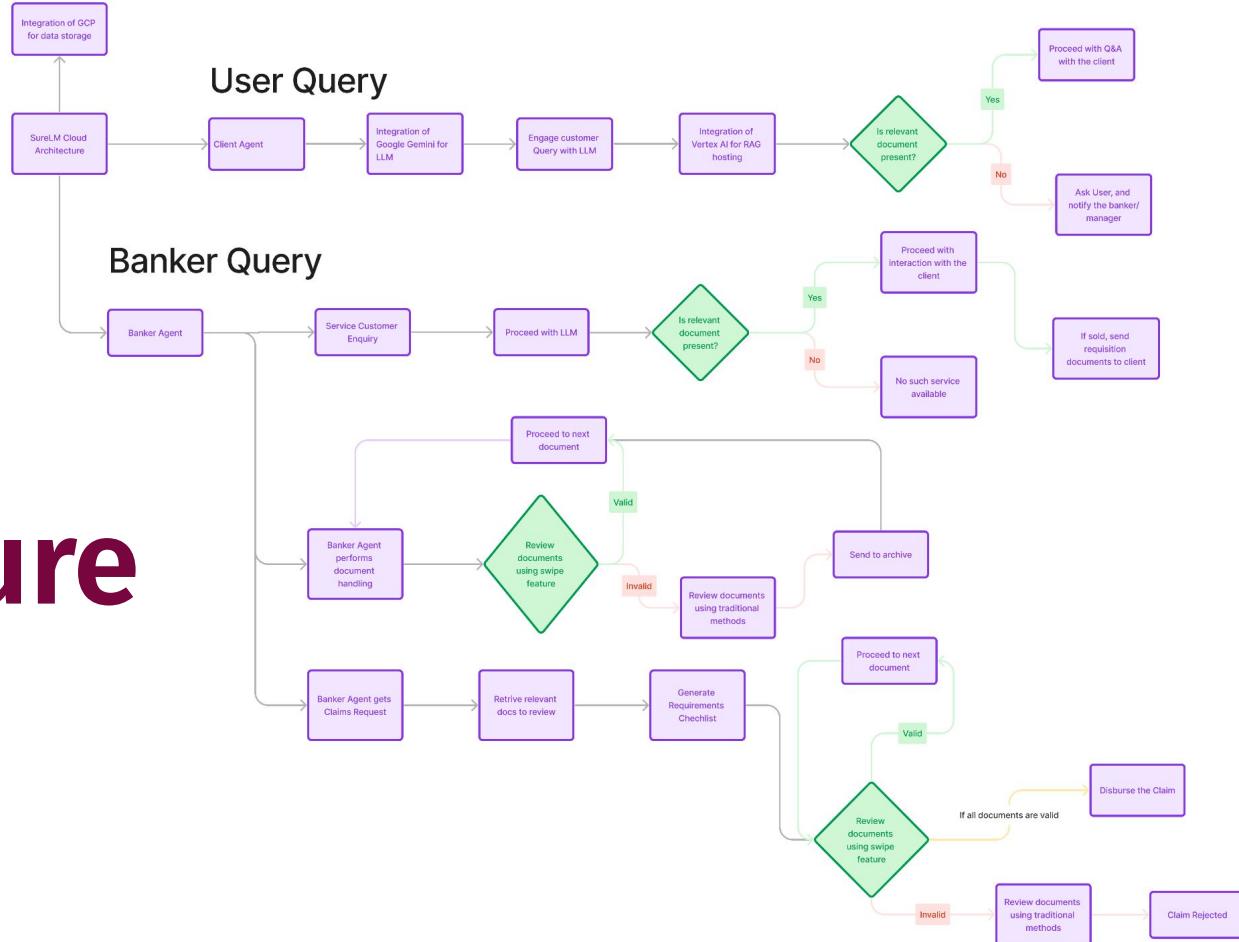
- **Document Status Tracking:** Real-time updates on document processing status and progress.
- **Efficient Communication:** Integrated messaging system for seamless communication with bankers and support staff.
- **Document Repository Access:** Access to archived documents for reference and future use.
- **Mobile Accessibility:** Accessible on mobile devices for convenience and flexibility.
- **Multi-Language Support:** Support for multiple languages to cater to diverse client demographics.



Our Focus: The Banker

- **Streamlined Document Workflow:** Automated document ingestion, processing, and management to reduce manual tasks.
- **Swipe-Based Document Review:** Intuitive swipe feature for quick and efficient review of documents during the onboarding process.
- **Smart Document Search:** Advanced search functionality for quick retrieval of specific documents and information.
- **Collaborative Workspace:** Shared workspace for collaboration and coordination among team members.
- **Automated Notifications:** Automated notifications for document status updates, task assignments, and deadline reminders.

Architecture

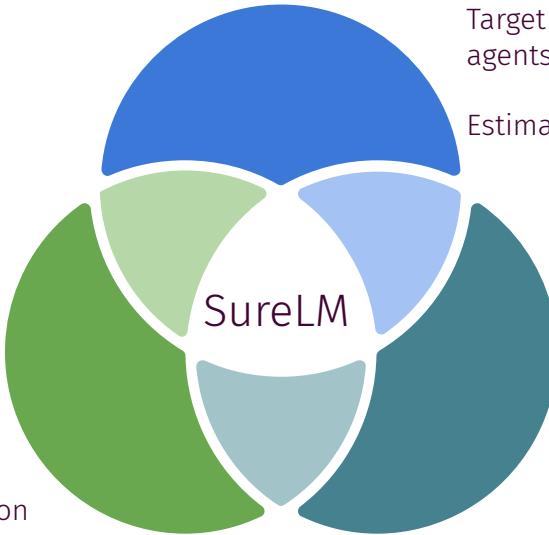


Business Model

Customer Insurance GPT

Target Industries: Insurance consumers seeking personalized advice and assistance. Licensed to banks and NBFC institutes.

Estimated Market Size (India): \$100 million annually



Agent AI Assistant

Per Use Subscription, Pay-as-You-Go services

Target Industries: Insurance agencies, brokers, and agents.

Estimated Market Size (India): \$624 million annually

Micro Insurance Service

Target Industries: Day to day transactional services, Rural services delivery platforms, mobile payments, subscription services, microfinance, health and wellness.

Estimated Market Size (India): \$180 million annually.

GenAI Tools Used

SureLM is built on a scalable, efficient, and AI-powered architecture:

- **Framework:** Django – Secure and scalable backend
- **Database:** PostgreSQL – Reliable structured data management
- **AI Layer:** LLM + RAG (AWS-compatible models) – Real-time policy intelligence and local-language support
- **Cloud Infrastructure:** AWS – Scalable, secure, and cost-efficient deployment
- **Frontend:** ReactJS + TailwindCSS – Lightweight, responsive interface for low-bandwidth environments

Thank you for considering SureLM

Meet the Founding Team



Soham Suryavanshi



Harshit Rana



Harsh Srivastava



Saksham Tripathi

*Founder,
Thinker & Architect*

*Co Founder,
Deployment Lead*

*Co Founder,
Engineering Lead*

*Co Founder,
Narrative Strategist*