

# 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

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# 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

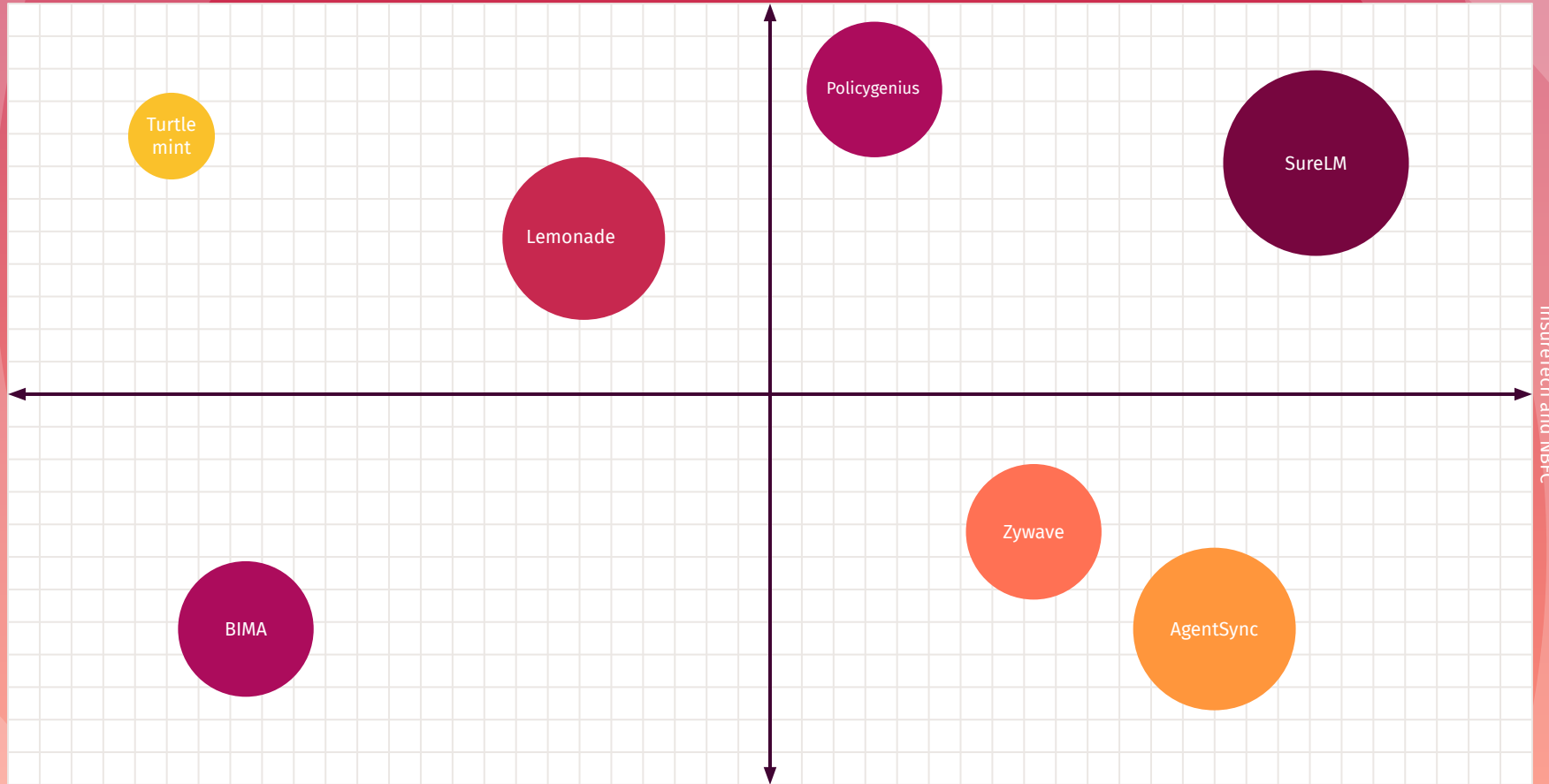
# Opportunity

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.

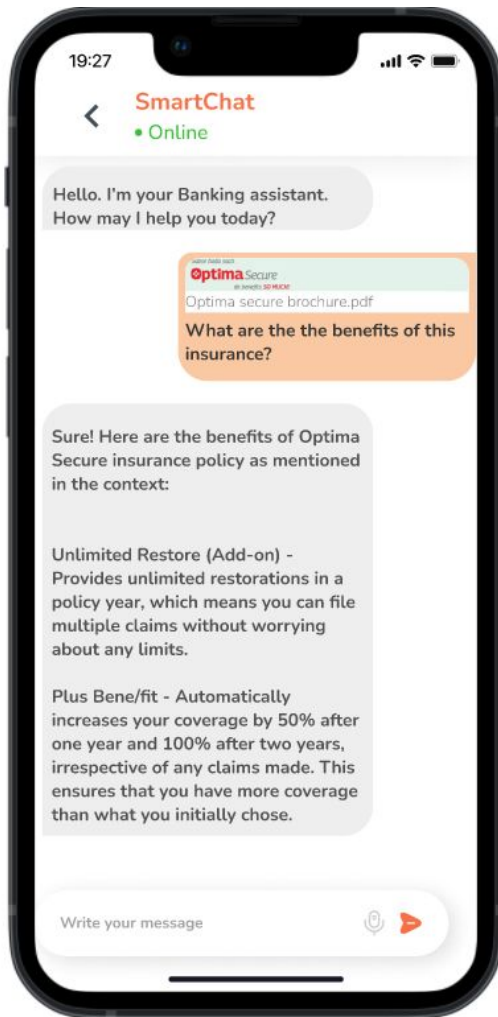
## Competitor Matrix

Use of AI



InsureTech and NBFC

*"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

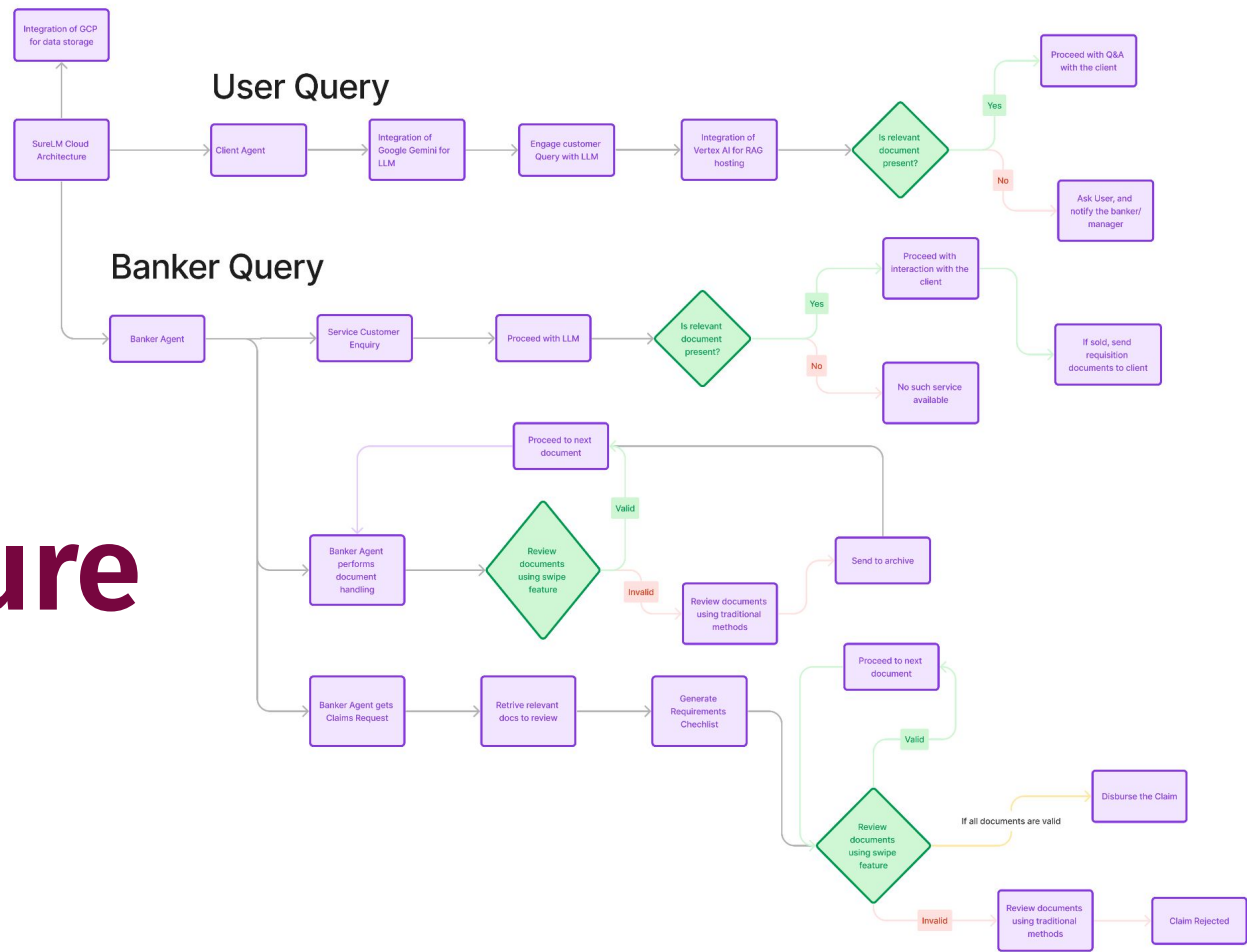
- **Document Status Tracking**: Real-time updates on document processing status and progress.
- **Efficient Communication**: Integrated messaging system for seamless communication with bankers and support staff.
- **Document Repository Access**: Access to archived documents for reference and future use.
- **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



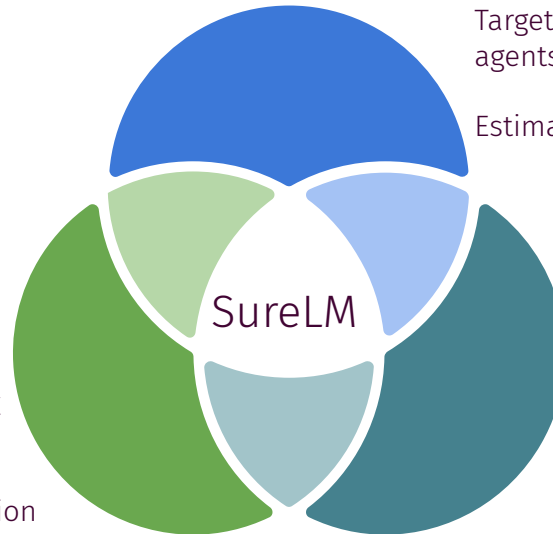


# Business Model

## 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

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Thinker & Architect*



Harshit Rana

*Co Founder,  
Deployment Lead*



Harsh Srivastava

*Co Founder,  
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*Co Founder,  
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