

Keynote Address: Managing Growth, Governance and Operational Efficiency



India Insurance Review
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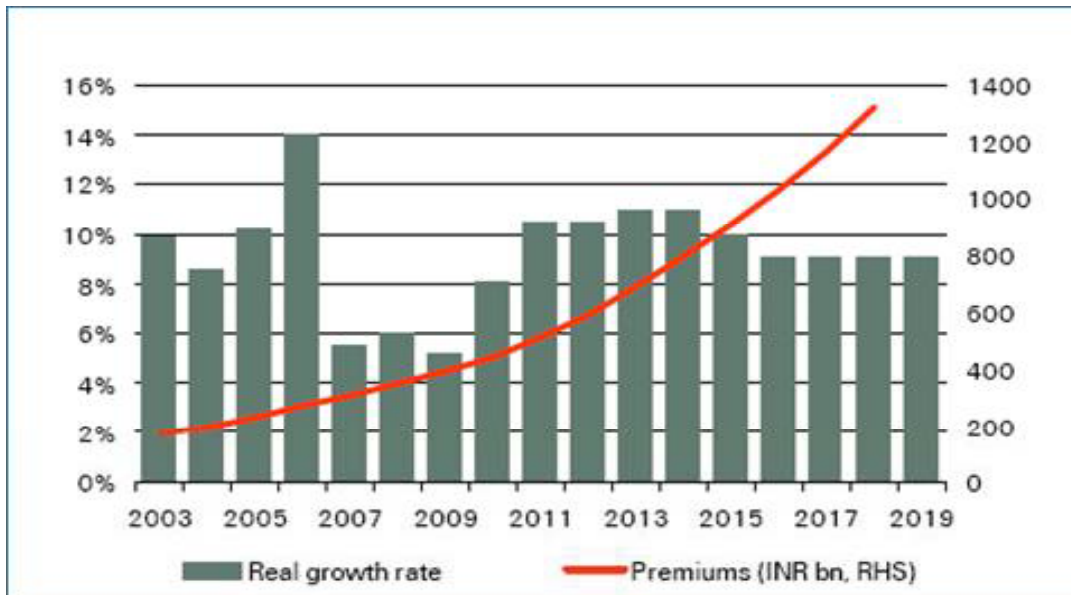
Bharti AXA General Insurance



redefining /
general insurance

Indian Insurance market

- **Penetration remains low despite a 8.5% growth during the fiscal 2010-11**
 - India ranks 136th on penetration levels
 - **General Insurance Penetration Level 0.60% of the GDP**
- **Most of the Growth since detariffing has been top-line**
 - Heavy discounting has made many portfolios unprofitable
 - Insurers are now being more selective in their underwriting
- **Rural Penetration Low**
 - Rural and semi urban markets remain largely untapped with major challenges in distribution channels

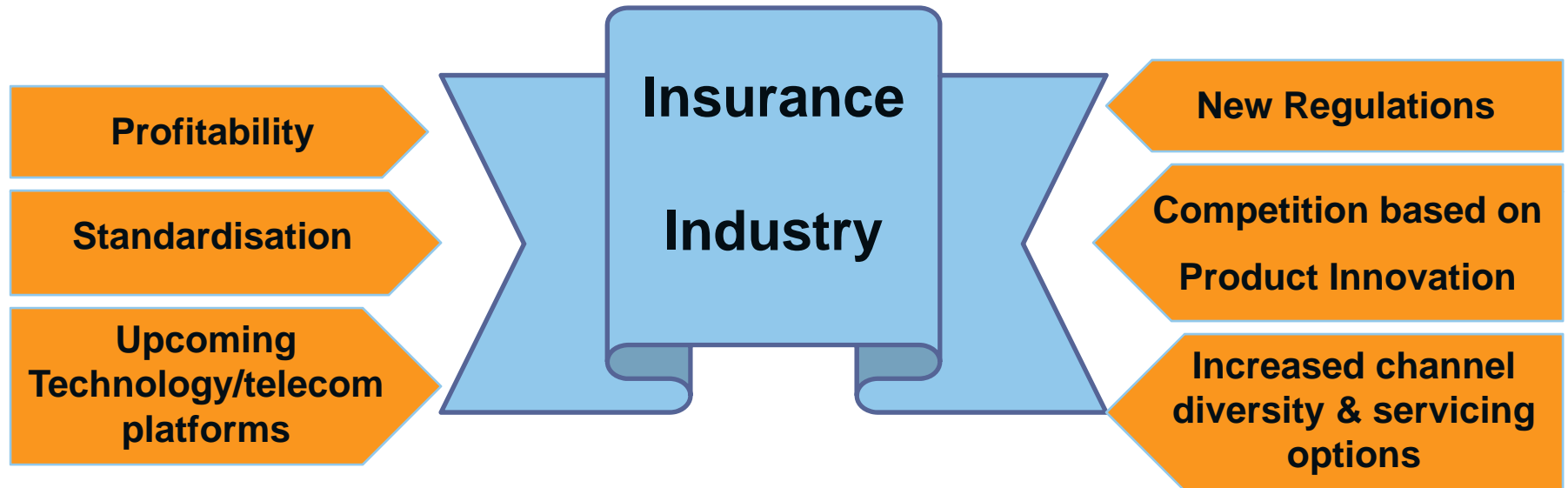


Market to witness growth in premium income

-As per projections premium to cross INR 1200 Bn by 2019

Source: Swiss Re

Challenges in Insurance Industry



How do you manage Growth with these challenges?

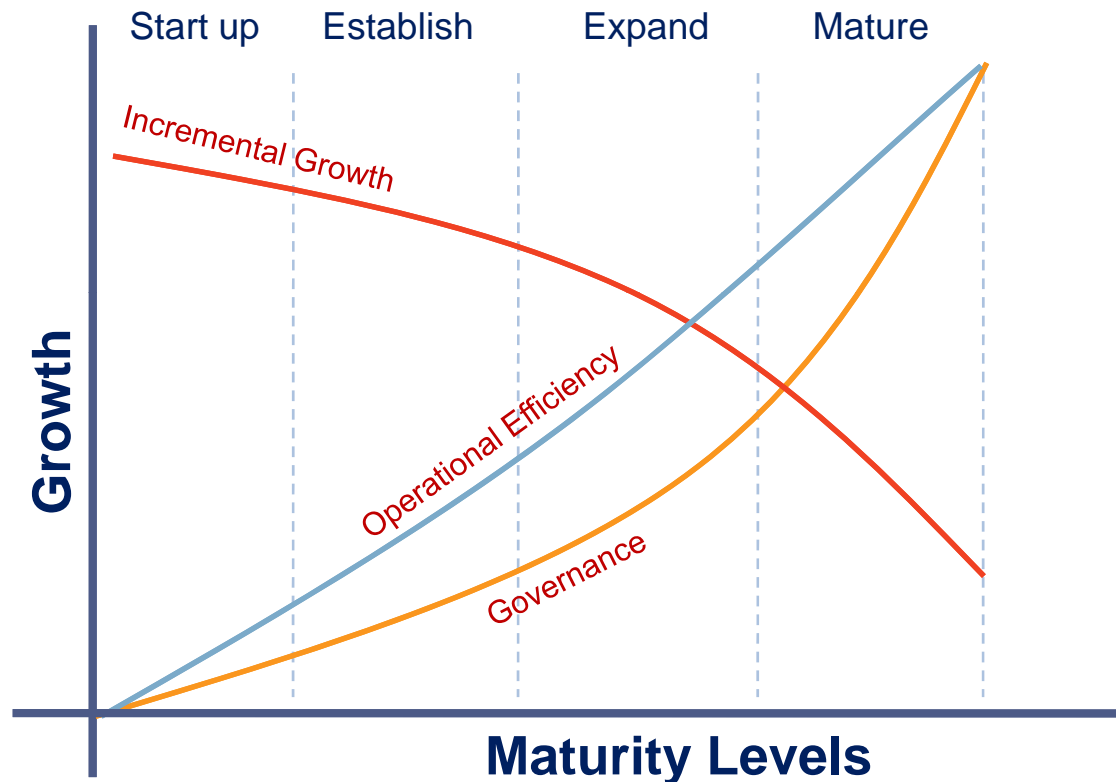
Need for sustainable growth

Growth requires

- ❑ Efficient distribution methods
- ❑ Innovation in products & services
- ❑ Best in Class turn-around-time

Challenges to growth

- ❑ Increased competition
- ❑ Compliance
- ❑ Economic Environment
- ❑ Changing customer loyalty



4 Stages of a business life cycle

Need for efficient and accurate practices

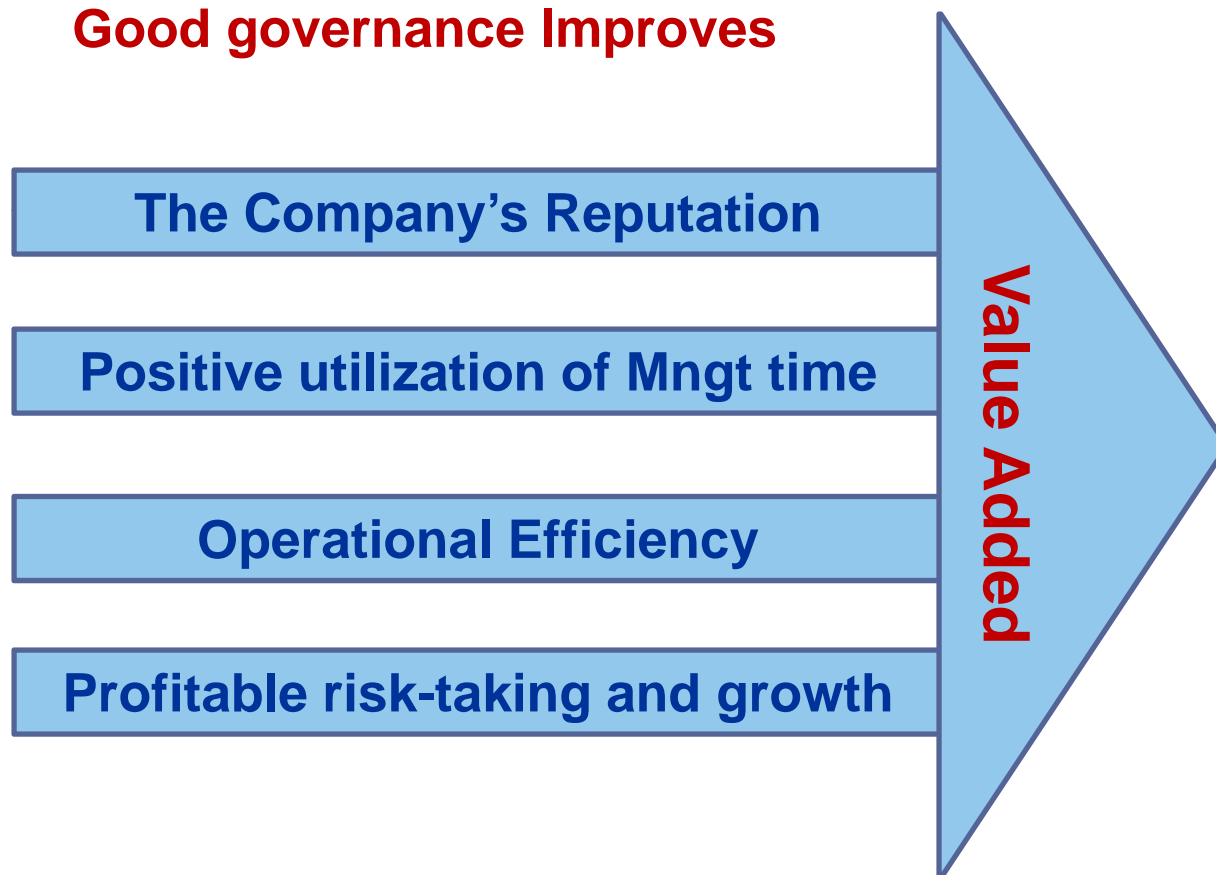
Governance provides

- Greater transparency in day-to-day operations
- Helps identify potential risk exposures
- Enables to react in a timely fashion to emerging risks

Challenges to governance

- Complex procedures
- Inconsistent methodologies
- Incompatible technologies
- Lack of accountability

Good governance Improves



The Company's Reputation

Positive utilization of Mngt time

Operational Efficiency

Profitable risk-taking and growth

Value Added

Need for superior technology & telecom integration

Operational efficiency

- Optimizes business process
- Streamlines operations
- Maximizes growth opportunity

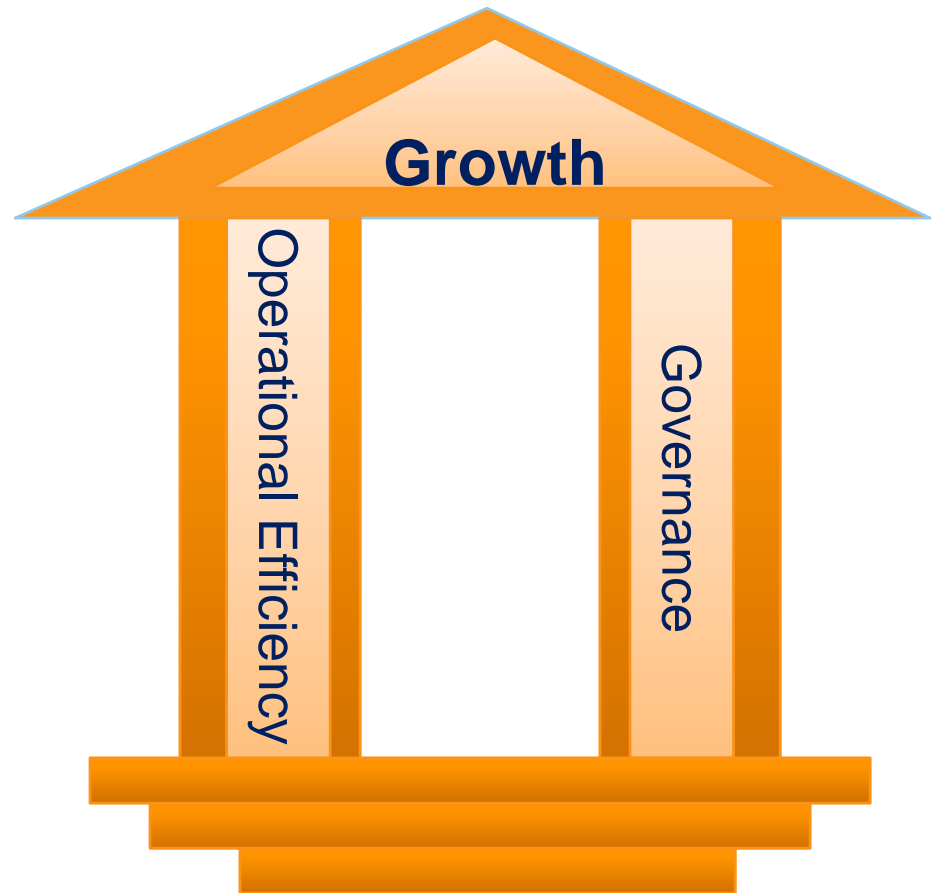
Challenges to Operational efficiency

- Robustness of processes & Technology
- Lack of Adaptability

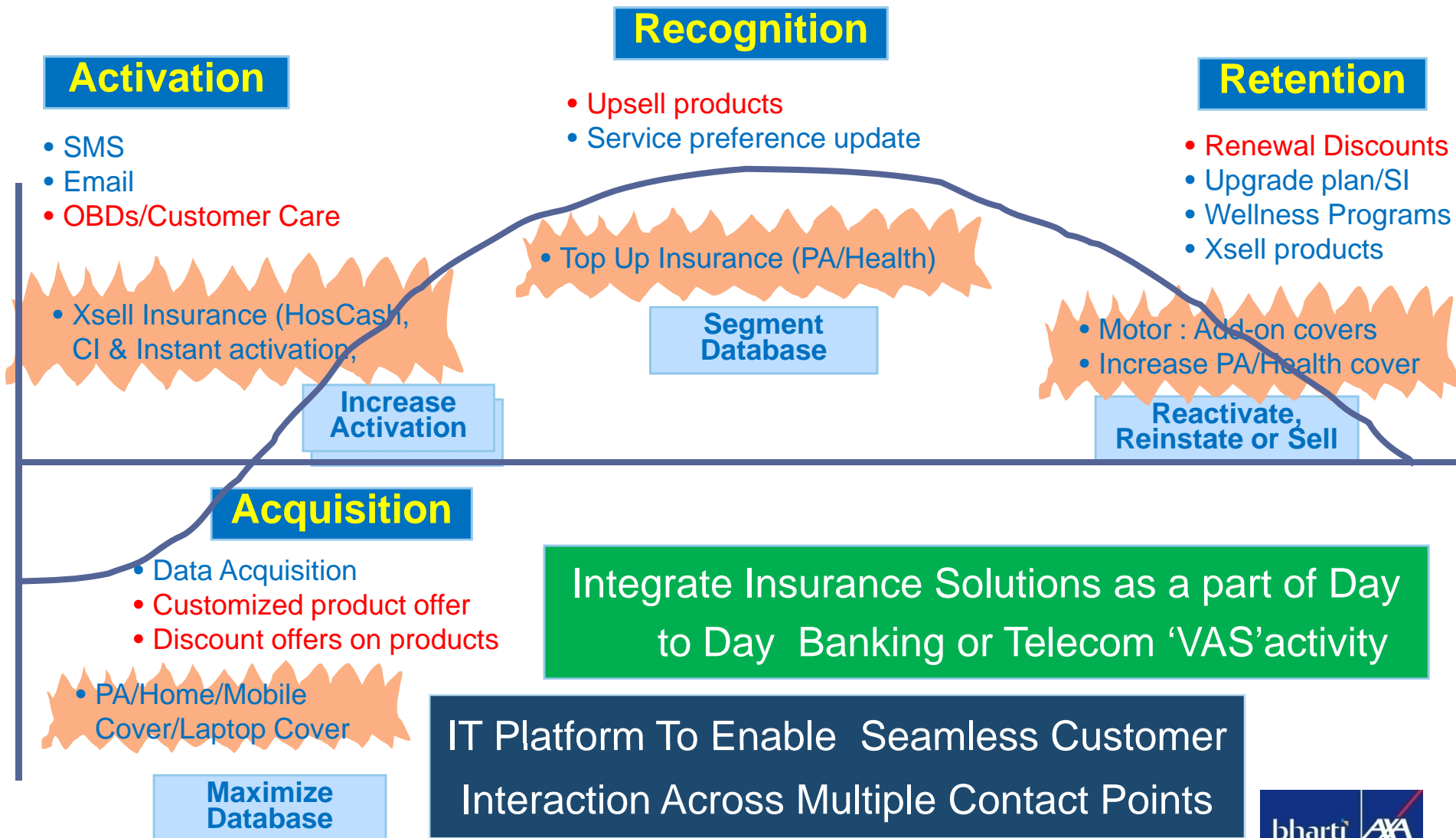


Balancing Growth

Sustainable Business



An Example





Thank You