

Aditya Birla Health Insurance Launches 'Activ Health'

~ 'Activ Health' a flagship product launched with a vision and commitment to put Health at the heart of Health Insurance"

Aditya Birla Health Insurance Company Ltd. (ABHICL), the Health Insurance arm of Aditya Birla Financial Services Group Limited, announced the launch of its flagship product 'Activ Health' across key markets.

Activ Health is conceived with a vision and commitment to put health at the heart of health insurance that goes beyond the conventional mode of being just another financial support provider. It acts as an enabler and influencer of the health and healthcare choices that customers make.

While detailing about the product **Mr. Mayank Bathwal, CEO ABHICL** said "The role we see for ourselves is one of a much needed catalyst to expand the prevalent health insurance landscape in India. By focusing on the 'health' in health insurance, our business model has been built around the philosophy of "health first."

He further added "We see this as a huge opportunity and therefore have created a product offering which could provide one stop solution for the emerging healthcare requirements amongst individuals and groups which will create sustained healthy behaviour. Our product innovation and wide choice of consumer relevant offering through physical channels and digital delivery platform will ease the customer experience and help them to live life in their healthiest and best version."

Key features of Activ Health includes: -

- Incentivize Wellness Program - Earn upto 30% of your premium back by staying active
- Chronic Care Management - Day 1 cover and care program for 4 chronic conditions
- Comprehensive insurance plan
- Digital Health Manager through Activ Health App

➤ **Earn up to 30% of your premium back by staying active**

Created to promote a healthy lifestyle, the product has an incentivized wellness program that enables the customer to earn up to 30% of their premium back by tracking and rewarding their health activity on a monthly basis. The consumer is rewarded through **HealthReturns™**, a cash-equivalent which can be used for health related expenses like buy medicines and pay for diagnostic tests, day care treatment, out-patient expenses (OPD), alternative treatments (which are traditionally excluded) or most importantly can use it towards the payment of future premium.

Physical activity is tracked by rewarding the consumer with an '**Activ day**' which can be earned by:

- Recording 10,000 steps in a day,
- Burning 300 calories in one exercise session per day or;
- Completing a workout session for a minimum of 30 minutes at a gym
- Participation in a recognized marathon/ walkathon/ cyclothon or a similar activity
- People practicing Yoga, Swimming, etc. can undergo Fitness Assessment twice a year

➤ **Day 1 cover and care program for 4 chronic conditions: Asthma, Diabetes, High Cholesterol and High Blood Pressure**

The product has been designed keeping in mind the growing number of chronic diseases in our country as well. Whilst consumers with these existing conditions are rejected by category or

provided a compromised cover loaded with exclusions, sub-limits and co-payments, ABHICL aims to provide dignified care through Activ Health Chronic Management Programme.

Activ Health Chronic Management Programme has the following benefits: -

- Hospitalization cover
- Covers regular expenses of doctors, medicines and diagnostic tests
- “Wellness coaches” who help monitor, guide and manage these conditions Earn HealthReturns™ by complying with the treatment and staying physically active.

Also consumers who do not have chronic condition when they buy the policy, and if later develop any of these chronic condition are automatically upgraded to the chronic care management program without any additional premium during the course of the Policy term.

➤ **Comprehensive insurance plan**

At its heart, Activ Health is a Health Insurance product which comes with all the features of current industry offering viz:

- Cashless facilities and access to wide network of hospital and doctors.
- Flexibility to choose their zone (i.e., classification of cities)
- 100% reload of sum assured
- No Claims bonus with no claw back in case of claim

Along with an additional unique benefit of;

- Ability to choose the type of Room they want to be accommodated in. This room choice ranges from “Any room” category to a general room category and which will help determine the right premium

➤ **Digitized Eco-system of Health**

Today’s consumer exists as much in the digital space as offline, with digital solutions often replacing their physical counterparts. Keeping this in mind we have built a pro-health digital ecosystem into our Activ Health app. The consumers will be able to calculate their active age, record their **Activ Dayz™** and track their **HealthReturns™** on this app. It also enables the consumer to search for nearest doctors and pharmacies. The app also creates and electronically stores their medical health records from the health care facility they visit.

‘Activ Health’ is the outcome of our vision – to create a product that looks after our consumer’s health and not just health expenses. We see this as a huge opportunity to expand the category by targeting not just those who are ‘fearful of their health’ but also those who want to be ‘careful of their health and therefore have created a product which will create sustained healthy behaviour.

Aditya Birla Financial Services Group:

Aditya Birla Financial Services Group (ABFSG) ranks among the top 5 fund managers in India (excluding LIC) with an AUM of INR 217,840 Crore as on 30th September 2016 and has a lending book of Rs 31,823 Crore. Having a strong presence across the life insurance, asset management, private equity, corporate lending, structured finance, general insurance broking, wealth management, equity/currency/commodity broking, online personal finance, housing finance, pension fund management and health insurance business ABFSG is committed to serve the end-to-end financial services needs of its retail and corporate customers.



As on 31st March 2016, ABFSG reported aggregate revenue from businesses at Rs. 9,299 Crores and profit before tax from established businesses, in excess of Rs. 1,110 Crore. Anchored by about 13,000 employees and trusted by over 9 million customers, ABFSG has a nationwide reach through over 1,350 points of presence and more than 125,000 agent's / channel partners. For more information, please visit www.abfsg.com

About Aditya Birla Health Insurance Co. Ltd. –

Aditya Birla Health Insurance Co. Ltd (ABHICL) is a 51:49 joint venture between the Aditya Birla Group and MMI Holdings. This partnership between a Fortune 500 Indian Group and one of South Africa's largest insurance companies aims to revolutionize the Indian health insurance industry with a unique offering for customers.

Both these groups have come together with the common vision, commitment and know-how to make a positive impact on the way individuals and families adopt a healthier lifestyle by using smart technology and innovative product and service offerings. ABHICL commenced operations on October 5, 2016 and offers group and retails health insurance products. It has presence across 7 locations (Mumbai, Pune, Delhi, Kolkata, Chennai, Bengaluru & Hyderabad) through 9 branches and as on December 31, 2016 has covered over ninety thousand lives. For more information, please visit www.adityabirlahealth.com/healthinsurance

About MMI Holdings:

MMI Holdings Limited (MMI) is a South African based financial services group listed on the South African stock exchange, the JSE. The group operates in the market through multiple client-facing brands including insurance and investment brands Metropolitan and Momentum, South Africa's number one cell captive insurer Guardrisk and wellness & rewards programme Multiply. MMI operates in 17 countries across the globe: 13 in the African continent, Hong Kong, Indonesia, United Kingdom, and India through a direct presence, strategic partnerships and joint ventures. Visit us at www.mmiholdings.co.za