

# THE NEW INDIA ASSURANCE CO.LTD.



## POLICY FOR PROTECTION OF POLICYHOLDERS' INTERESTS



*Approved by the  
Board of Directors in  
the 1570th Meeting  
held on the 27th  
March, 2019 and  
amended in the 1617th  
Meeting held on the  
22nd May, 2024*

**THE NEW INDIA ASSURANCE COMPANY LIMITED**  
**POLICY FOR PROTECTION OF POLICYHOLDERS' INTERESTS**

**Introduction**

Customer focus is pivotal to all the Policy decisions of The New India Assurance Co. Ltd. In this fast-paced digital age, reaching out to the business needs and demands of consumers is more important than ever, particularly more so as we approach our customers through various distribution channels including online portals.

We strongly believe that our entire business should be set up to serve our customers very efficiently. From top management to the entry level positions, everyone working for and with our company should strive for customer delight. No matter what a given department's title may be, customer service has to be both a priority and an end goal.

With this objective in mind and with a view to lay down the priorities, we adopt the Policy for Protection of Policyholders Interest. The Policy focuses, amongst others, on the following:

- (i) steps to be taken for enhancing Insurance Awareness so as to educate prospects and policyholders about insurance products, benefits and their rights and responsibilities.
- (ii) service parameters including turnaround times for various services rendered.
- (iii) procedure for expeditious resolution of complaints
- (iv) steps to be taken to prevent mis-selling and unfair business practices at point of sale and service.
- (v) steps to be taken to ensure that during policy solicitation and sale stages, the prospects are fully informed and made aware of the benefits of the product being sold vis-a-vis the product features attached thereto and the terms and conditions of the product so that the benefits / returns of the product are not mis-stated / mis-represented.

### ***Insurance Awareness:***

Customer awareness is an essential part of our company's marketing and communication strategy. It is a process that helps us educate customers about the company, its performances, our product and the services the company delivers. We believe that a well-designed awareness program ensures better customer engagement and protects consumer welfare.

We are reaching out to our Policyholders and the prospective customers through various ways. We have a robust network of operating offices spread throughout the country for reaching the Policyholders and the prospects with a personal touch. The marketing team of such operating offices comprising the Agents and Development Officers, interact with the customers personally and educate them about the products, benefits, and their rights and responsibilities.

We shall ensure that the cover offered by our insurance products shall be inclusive and accessible to persons with disabilities.

Further, we adopt the following:

1. A large part of present day customers are tech friendly and wish to have all the information at the click of a mouse or have it a phone call away. With a view to cater to such customers, we have and shall continue to maintain a well-designed and modern website having all relevant information on our products, benefits, rights and responsibilities of the Policyholders and other relevant information about working of the Company.
2. We shall reach out to the Policyholder through electronic and print media, and other active communication channels available.
3. We already have and shall continue to maintain a 24-hour Call Centre to attend to those Policyholders who wish to have information over phone.
4. We shall continue to make our presence seen throughout the nook and corner of the country through our publicity campaigns which also contribute creating insurance awareness amongst the Policyholders and the prospects. We shall continue to advertise our products and features thereof through multiple advertising media.

5. We shall make available information on products and services through display in office and information kiosks, Brochures relating to our Products and Services in Regional Languages and in easy to understand style.
6. We shall continue to organize customer awareness programs from time to time for the benefit of our valued Policyholders.
7. Customer Care Department in the Head Office and the Regional Offices shall provide additional support apart from those extended by the operating offices in order to maintain co-ordination with the Policyholders and the prospects in case they require any assistance at any stage of the service.

### **Service Parameters and turnaround times**

We shall strive to achieve and excel at the time lines / bench mark set forth by the regulator in respect of servicing policyholders. With a view to extend quality service to the Policyholders, we set forth the following standard service parameters and turnaround times.

Sl.No.	Description	Servicing TAT
1	Decision on acceptance of Proposal for Motor, Individual Health, Personal Accident and Other Personal lines of Insurance.	within 3 days of submission.
2	Decision on acceptance of Proposal for Fire, Marine, Engineering and other commercial lines of Insurance	within 7 days of submission.
3	Issuance of policies	within 7 days of acceptance of premium
4.	Issuance of Renewal Notice	15 days before expiry of policy wherever applicable
5	Appoint Surveyor/Investigator on working days	within 48 hours of intimation of claim on working days.

	Note : On Holidays/weekends/and after office hours, customers may access the web-site at <a href="https://www.newindia.co.in">https://www.newindia.co.in</a> for e-mail address and contact details or talk to Toll free helpline No. <b>1800 209 1415</b> of the Company for any guidance and assistance in the appointment of surveyor.	
6	Decide claims on Personal Line and retail Insurances	within 15 days of receipt of required documents/clarifications
7	Decide claims on Commercial Line Insurances	within 30 days of receipt of required documents/clarifications
8	Provide claim status to the customers	within 3 days of receipt of request by the policy issuing office.
9	Make payment of claim	within 3 days of receipt of discharge voucher
10	Inform the customer if the claim is not admissible.	within 30 days of receipt of required documents
11	Register grievances on the same day/monitor the grievances registered on Integrated Grievance Management System (IGMS) and those cases registered 'Online' through Company's Grievance Redressal System.	Provide acknowledgement within 3 days of receipt and resolve the grievance within 15 days of receipt.

It will be the endeavour of this Office to strive to meet the standards of quality of service as prescribed above.

This Servicing TAT is a summary of what New India Assurance proposes to offer to the valued customers. As a disclaimer, it may be stated that this does not, in any way, become a part of the Policy conditions or Policy contract of The New India Assurance Co. Ltd. or the conditions of service of the workforce of the company.

**Procedure for Expeditious Resolution of Complaints:**

We have a Grievance Redressal Policy approved by the Board of Directors and the same can be viewed in our official website. Please refer to the Grievance Redressal Policy for details of the procedure for expeditious resolution of complaints.

However, the following points may be noted here :

8. The Policyholder may communicate his / her grievances verbally, over telephone or in writing.
9. Our website contains details of offices with office code, name of office In-charge, phone numbers and e-mail address. The first six digits of the Insurance Policy pertains to the Office Code while the first two of the six digits mentions the Regional Office Code.
10. The Policyholder / the prospect should approach the Policy issuing office first for resolving the grievance / reply of the query. If satisfactory resolution is not received, the Policyholder / Prospect may approach Regional Office Customer Care Department and then Head Office Customer Care Department.
11. Dedicated e-mail address [customercare.ho@newindia.co.in](mailto:customercare.ho@newindia.co.in) has been created to facilitate Policyholders to lodge their complaint, if any.
12. We shall earmark the time between 3.00 p.m. To 5.00 p.m. of every Wednesday (next working day, in case Wednesday happens to be a holiday) for personal interaction of customers with officer in-charge of the Business / Regional Offices for resolving the grievances.
13. All Customer Service and Grievance related transactions are captured in our Customer Relationship Management (CRM) module which is integrated with the IGMS system of IRDA on real time basis. This enables us to automatically update the status of each and every complaint. The

integration of our CRM with IGMS also enables downloading of complaints which are directly made to IRDA

**Prevention of mis-selling and unfair business practices and ensuring proper solicitation and sale of the products:**

We have a substantially large untapped market in our country. Many of the prospects are not well educated and are not aware of the present day market complexities. Under such a situation, there remains a risk of mis-selling, adoption of unfair trade practices and improper sale of the products. While undertaking adequate steps for preventing mis-selling and unfair trade practices, our Company has zero tolerance for any such activity.

The very first point of preventing mis-selling is to educate the marketing force about the products and their responsibilities and to monitor their activities. We will arrange for Agents' meeting on a fortnightly basis in the operating offices. The Agents will be apprised about the Policies of the Company, Product Features, Market complexities and their performance as per the system statistics. All their questions about the products and their duties will satisfactorily be attended to. From time to time, we shall organise briefing session for newly launched products and product training for existing products for the benefit of the Agents. Apart from these regular training exercises, we shall also organize special training programme for selected Agents from time to time. We believe that only a well educated and well informed Agent force can communicate with the prospects about the benefits of the products vis-à-vis the product features and terms and conditions of the products and can ensure that the benefits / returns of the product are not mis-stated / mis-represented.

Terms of appointment of the Agents and the Code of Conduct for the Agents, which they are made aware of at the time of their appointment itself, have adequate provision to prevent mis-selling and misrepresentation by the Agents. Necessary disciplinary provisions have also been stated therein.

We have a conduct and discipline rules in place for the employees which acts as a preventive measure for unfair business practice or any association thereto on the part of our employees.

From time to time, we shall organise Brokers' Meet and Awareness Programme for the Brokers so that our products and Policies are well understood by the Brokers and communicated to the Policyholders and the prospects in the right way.

In order to prevent mis-selling through Bancassurance channel, we shall strive to make the concerned Bank employees fully aware of our products through conducting periodical training sessions for them.

### **Operating structure within the organization for Protection of Policyholders Interest**

We shall treat Protection of Policyholders Interest to be of paramount importance for all the departments of the organization. However, for taking extra care of the Policyholders, we shall have the following Customer Service Structure :

**Board Level :** The Board of Directors have formed “ Policyholders Protection Committee” which undertakes periodical review of the details of the performance of the Company so far as Protection of Policyholders Interest is concerned.

**Head Office Level:** There is a General Manager in Charge of Customer Care Services and there is a full fledged Customer Care Department headed by a Chief Manager.

**Regional Office Level :** There is a Regional Manager looking after Customer Care and a Customer Care Nodal Officer to assist the Regional Manager.

**Business Office Level :** The In-charge of the Business Office will be responsible for taking care of Policyholders Interest.



## **Standards, Fairness and Openness of this Policy**

We shall

- Enable the customers with opportunities to provide the organization with feedback on services availed by them and suggest improvement through customer meets, and surveys. We have established a Call Centre which is working round the clock. The customers can provide their feedback and suggestion for improvement online through the URL <https://www.newindia.co.in/portal/#/userFeedback>
- Enhance customer satisfaction through adoption of latest technologies in the area of customer service and review of systems and processes.
- Review the standards of services offered annually with a view to improve the benchmarks.

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