



DISTRIBUTION CHANNELS

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Distribution of Insurance Products via **Straight through Processing (STP) Mechanism** through **Company Website and Online Retail Websites**



E-Commerce

Distribution of Insurance Products to the **Banking Population** via **Main Stream Commercial Banks**



Banc-assurance

Distribution of Insurance Products to **under privileged/Low income consumers** via **Distribution through MFIs, NGOs and Donor Agencies etc.**



Micro

Distribution of **Paperless Technology enabled Insurance products** via a variety of **non-traditional channels** such as **supermarkets, grocery stores, various distributors etc.**



Mass Retail

A diverse Sales Force With focus on **Remote Agent Management** via **Tech Based Solutions**



Agency