

a product. Instead I will build a product based on your need," he says. Raheja QBE has a gamut of products, but it customises them to suit the customer needs depending on the life spend. "For example if a shopkeeper wants to expand his business and moves to manufacturing by opening a plant, Raheja QBE would be there with a product. If there is a newly married couple, the company has a product for them too. Even for an ailing parent, there will be a product around them," Arora claims.

Coming to other lines of business, largely health or accidental health, will be a focus area for Raheja QBE. "We are in the process of filing five new products under the health category apart from the accidental health in next two weeks," he says.

On the issue of driver-less car, QBE Australia is doing a pilot project. Discussions are on with various companies.

There are some areas, where the company is working on, at the drawing board stage. "For example, can I have pet insurance, can we look at bicycle insurance from different lens? Some companies are doing it. So, there will be product innovation, distribution innovation, and reaching out to customer becomes important. So, we will use technology for that as well," says Arora.

Raheja QBE is also looking at rural insurance and bring in its expertise there.

"In Mumbai, if a medicalim cover worth ₹10 lakh is needed, in rural areas it could be as low as ₹25,000 and similarly, there would be a difference in the premium rates too. That is the roadmap we want to go ahead with, once we build economies of scale," concludes Arora. ▣