



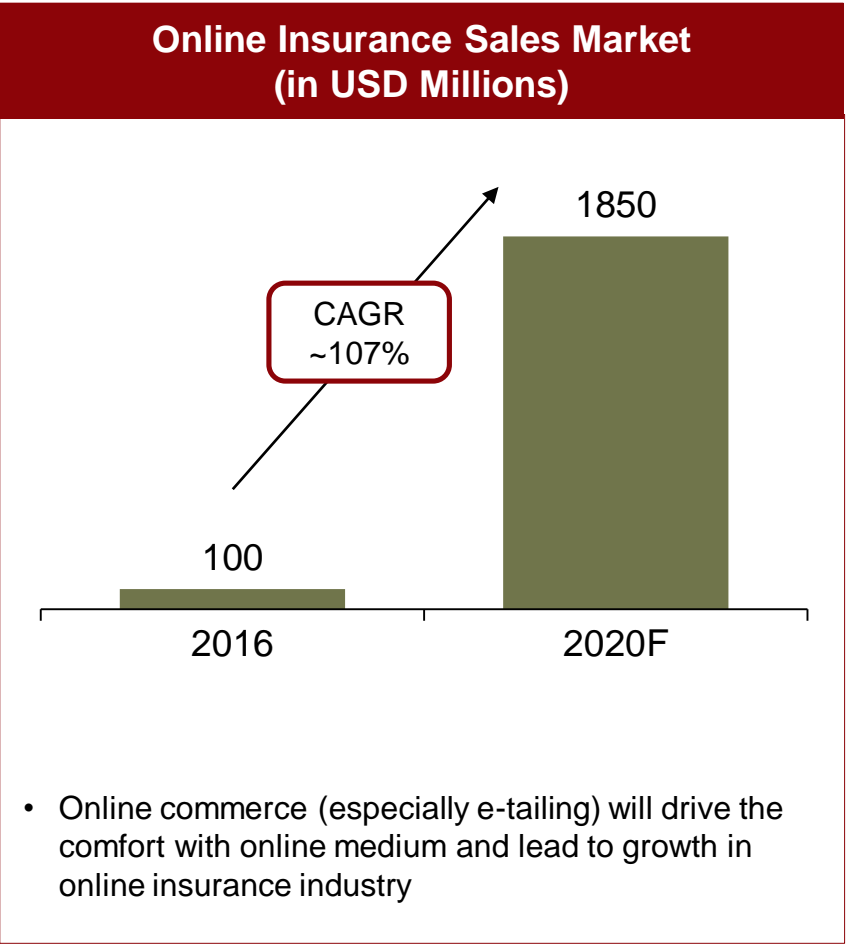
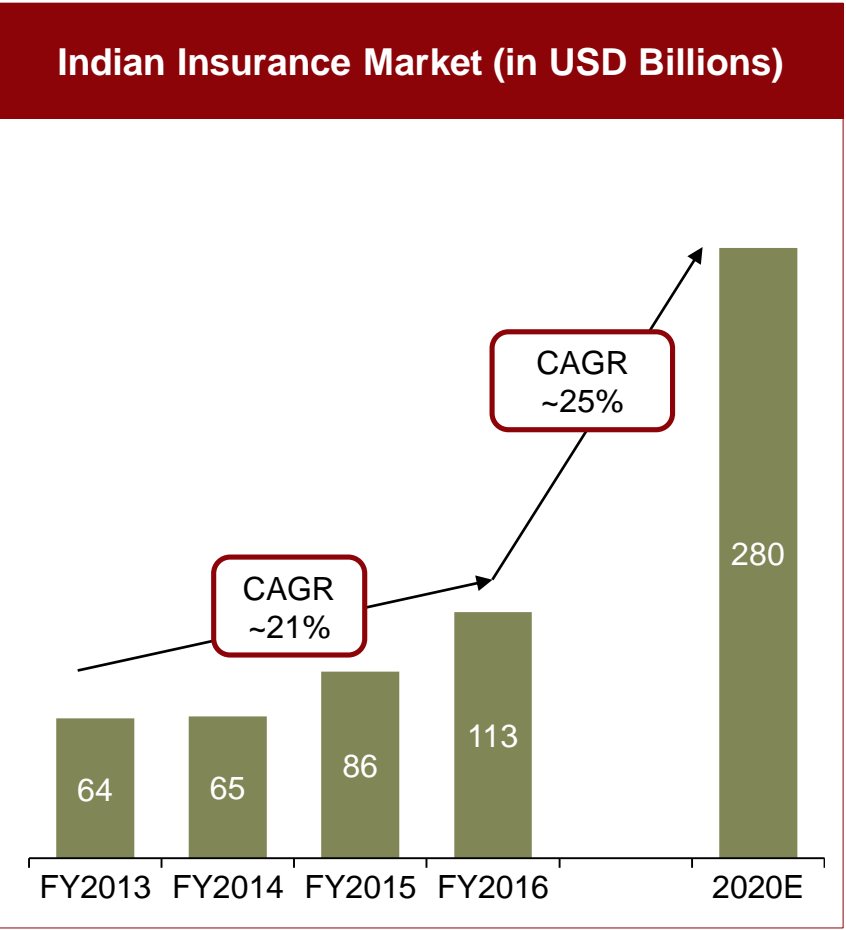
Online Insurance Market in India

January 2017

Online insurance market in India is expected to grow 4-times faster compared to the overall insurance market till 2020

Indian Insurance Market

In USD, From Year 2013 to 2020

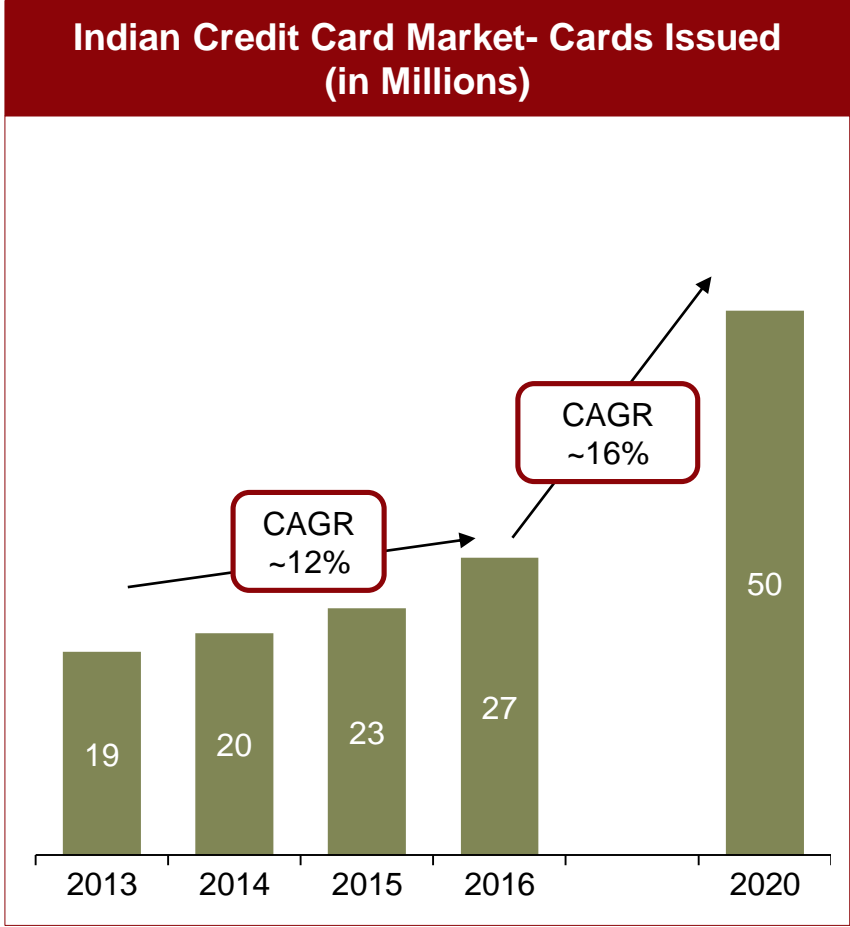
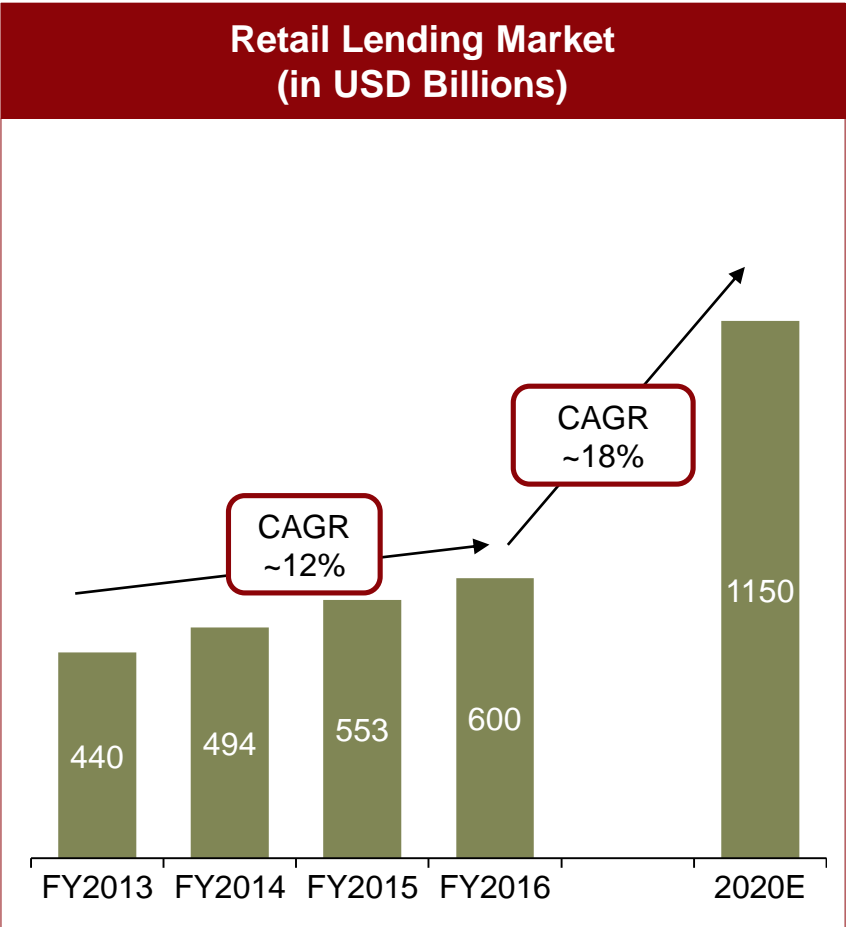


Note: Future CAGR & Split are moderate confidence and indicative

Growing aspirations among the ever expanding middle class will be one of the key growth drivers for credit market

Indian Retail Lending & Credit Card Market

From Year 2013 to 2020



Note: Future CAGR & Split are moderate confidence and indicative

BFSI sector within consumer internet are expected to continue on a steady growth trajectory

Trends in Insurance and Lending Market

Key Trends

Industry



Online Insurance

Key Trends

1. Increase in online population from 460 Mn (mid 2016) to 720 Mn by 2020 coupled with increasing smartphone penetration from 230 Mn (2016) to 445 Mn (2020) bodes well for the online insurance industry
2. Increasing popularity of online insurance can be attributed to:
 - Information accessible to users is extensive and transparent by nature
 - Simplifying of customer experience by de-jargonising complex wordings and smoothening of complicated processes
 - Online insurance being cheaper and loaded with offers



Online Loans

1. Increase in connected population is expected to increase the consumer pool for online lending market
2. Advent of Aadhaar card (over 1 Bn enrolment) has made it easier for lenders to ratify the borrowers
3. Lack of last mile connectivity and lifecycle management of the loan process are expected to be greatly reduced by online lenders



Online Cards

1. Growing economy coupled with increase in disposable income will allow the growth of credit cards market in India
2. Improved credit cards offering which cover a suite of services are expected to further the proliferation of credit cards
3. Lack of transparency and tediousness in the offline process is expected to further facilitate consumer shift towards online aggregators

Online aggregators market is characterised by several up and coming start ups

Key Competitors

Key Insights



BankBazaar.com

- **HQ:** Chennai, India
 - **Product Offerings:-** Insurance, Loans, Credit Cards and Mutual Funds
 - **Funding Received:-** ~80 Mn
 - **Estimated Revenue:** \$35 Million
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creditnation

- **HQ:** Delhi, India
 - **Product Offerings:-** Loans, Credit Cards
 - **Funding Received:-** Undisclosed
 - **Estimated Revenue:** <\$1 Million
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turtlemint

- **HQ:** Mumbai, India
- **Product Offerings:-** Term Life Insurance, Car Insurance, Health Insurance, Two wheeler insurance
- **Funding Received:-** Undisclosed
- **Estimated Revenue:** <\$1 Million



Thank You !

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