

Press Release

Magma HDI's Three-Day all women 'Insurance Edutho Awareness Rally' for insurance concludes in Kochi

Kochi, 24 December 2023: The Insurance Edutho? Awareness Rally, a pivotal component of Magma HDI's insurance awareness campaign in Kerala, came to an exciting conclusion in Kochi on Friday with an all women riding team reaching the finish point on 22nd December 2023.

The accomplished women riders Dr. Sana, Aleena and Shamna accompanied by employees from Magma HDI General Insurance Company covered several towns in and around Thiruvananthapuram, Kottayam and Kochi. At every stopover, the team interacted with the locals, disseminating informative literature on insurance highlighting the pivotal role it plays in ensuring financial security for future.

The rally, flagged off in Thiruvananthapuram by the Chief Guest, Mr. S. Sreejith IPS, Transport Commissioner, Government of Kerala successfully achieved its mission to amplify insurance awareness across the state.

Commenting on the success of the initiative, Mr. Amit Bhandari, Chief Technical Officer, Magma HDI said: "We are delighted that collaboration between the women riders and our employees has created a domino effect, with the question 'Insurance Edutho?' This initiative reaffirms our commitment to transforming perspectives on financial security and reinforces the significance of insurance in safeguarding the future of people in Kerala."

Magma HDI's Insurance liya kya campaign which colloquially translates to "Insurance Edutho?", aims to kindle curiosity and foster meaningful dialogues about insurance within the public. Through open conversations and thought-provoking question – Insurance Edutho?. The company has a digital knowledge resource (www.insuranceedutho.com) that provides comprehensive information on the topic of general insurance. Insurance Regulatory and Development Authority of India had appointed Magma HDI under its' State Insurance Plan to achieve the vision of Insurance for all by 2047.

About Magma HDI - Magma HDI General Insurance Company Limited: Sanoti Properties LLP, an entity jointly held by Adar Poonawalla (90%) and Rising Sun Holdings Pvt Ltd (10%), holds 74.5% of the Company. With over 70 products across various categories, we have solutions to secure all major risks in the general insurance sphere. From retail products like Motor (Car, Two-wheeler, Commercial Vehicles, Tractors), Health, Personal Accident, and Home to commercial products like Fire, Engineering, Liability, and Marine, our wide array of covers coupled with high-quality and agile service delivery have been the pillars of our foundation.