



# Health Insurance Distribution



# Performa seeking Expression of Interest (EOI)



1. Name of the Company
2. Date of Incorporation
3. Date of Registration with IRDAI
4. No. of Employees
5. Network of branches in Chandigarh and Punjab
6. Name of Hospitals with which Company has tie-up in Chandigarh and Punjab
7. Average Claim settlement ratio during last three financial years i.e 2019-20, 2020-21, 2021-22.
8. Average turn over during last three financial years i.e 2019-20, 2020-21, 2021-22.
9. Net Profit during last three financial years i.e 2019-20, 2020-21, 2021-22.
10. Name and sign of authorized signatory.
11. Expression of Interest (EOI) to reach this office by 31.03.2023 upto 11.00 AM via email ([insurance@markfedpunjab.com](mailto:insurance@markfedpunjab.com)) or in physical form (Cabin no. 1311, 3<sup>rd</sup> Floor, Markfed Head Office, Sector 35-B, Chandigarh).

# About us



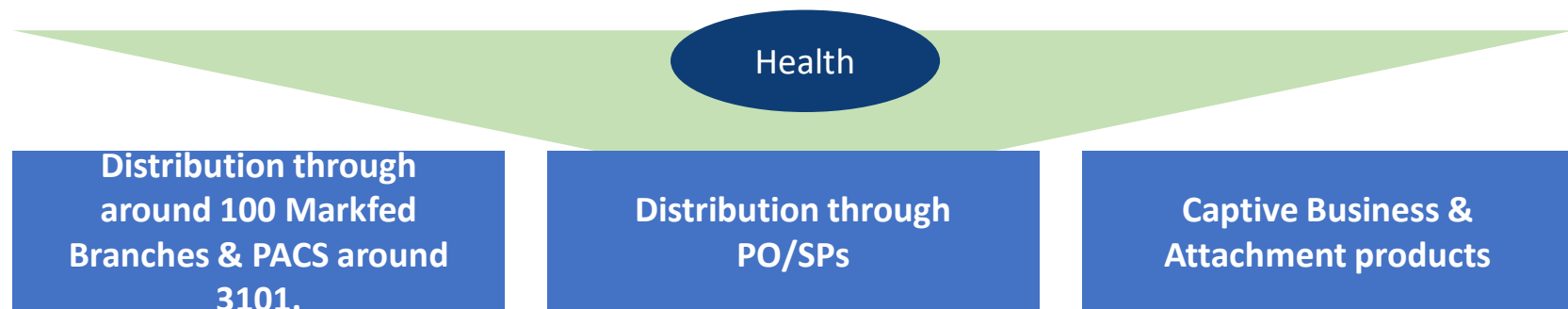
- Co-operative organization operating since 1954.
- Largest marketing co-operative in Asia with an annual turnover of over Rs. 24,000 Crores during 2020-21 with around 1290 employees.
- Operates through various District offices, over various Branch offices in Mandi Towns and processing & trading units. The number of members societies has expanded to around 3101.
- Markfed has emerged as a very solid and stable organization committed to the service of the farmer community of the State of Punjab.
- Markfed has been awarded National Productivity Awards in various fields like co-operative marketing activities, food processing, cattle feed production etc.
- Several innovative incentive schemes have been introduced for the benefit of the farmers and the member co-operative societies.
- Having tie-ups with Life and General Insurance Companies as a corporate agent.



# Health Insurance Distribution



- Looking for Health insurance partnership with Health Insurance players as per the provisions of the IRDAI.
- Centralised driving of insurance business through the organization for insurance company selection, Product & Process finalisation and compliance
- Insurance business broadly emanating from the following:-



# Our Captive Business



- Markfed has own business through around 107 branches.
- Business through around 3101 PACS.
- Business through private distributors.
- Business through Jails deptt. and Social Welfare deptt. in the state of Punjab.
- Business in association with MILKFED at their booths.
- Business through two Cattlefeed plants, one Agro chemical unit, one Vanaspati & allied industries, one Canneries and Honey processing unit and one Markfed Modern Rice Mill.

# Required Products for Health Insurance Distribution



- Products required :-

- ✓ *Health Insurance:- Low cost health policy, Low cost Critical illness cover, IPA, GPA, Group health, POS Products.*
- ❖ *Companies can suggest any other products also in addition to above.*

# Health Insurance Distribution



## Retail Business @ Branches/PACS

- Pre-underwritten OTC products
- Low cost Protection & Savings products

## Bulk Business

- Attachment with accounts & loans
- Existing & New customers

## PO/SP Distribution

- Extending Insurance distribution through PO/SPs empanelled by the Markfed

# Health Insurance Distribution



## Retail Business @ Branches/PACS

- Pre-underwritten Health products
- Fixed benefit, Indemnity, family floater options
- Policy issuance from branches

## Bulk Business

- Group Medi claim Policy at Co-operative and different departments.

## PO/SP Distribution

- Extending Insurance distribution through PO/SPs
- Micro Health Insurance
- Senior citizen plans
- Women health plans
- Cancer/Cardiac plans



# Our Expectations



- Strategic partnership approach through investment of resources to build a mutually sustainable business in the allotted locations.
- Helping the organization to grow the health insurance business through ideation and execution.
- Innovative product range suitable to customer segments, ability to create products and offer at competitive prices
- Presence in Punjab and nearby states for Policy servicing & Claims management.
- Dedicated manpower across the organization (Head Office, District Offices and Branches) for facilitation of insurance business through periodic training, sales support, customer service and claims support.
- Facilitation of PO/SP enrolment.

# Presentation flow



**Slide 1** – Brief Introduction of your company, Performance highlights and experience of managing Marketing Federations in India.

**Slide 2** – Product suitability for Individual & Business customers of the federation (New Product pipeline)

**Slide 3** – Tie-up with top notch Hospitals

**Slide 4** – Partnership Management Plan & Manpower

**Slide 5** – Policy issuance, Claims support including IT capabilities

**Slide 6** – POS - Approved products, Training & Management

**Slide 7** – Premium collection process, Commission payment cycle & reconciliation

**Slide 8** – Claim settlement ratio

**Slide 9** – Pre-existing diseases and cashless facility



THANK  
YOU