



HDFC ERGO LAUNCHES 'HEALTH MATTERS' IN ASSOCIATION WITH NDTV

Mumbai, 17 March 2017: HDFC ERGO General Insurance Company, India's third-largest non-life insurance company, launched 'Health Matters', an initiative in association with NDTV, with the aim of building the awareness about health check-ups and promote the importance of having a [Health Insurance policy](#). This new campaign will also aid in simplifying the underlining nuances of a Health Insurance policy.

There is low awareness about Health Insurance and common concerns related to Health Insurance such as the right age to buy, the right amount of coverage, parameters to consider before selecting a policy etc.. With the increasing instances of hospitalization – especially due to lifestyle related medical conditions and rising cost of healthcare, it is not advisable to not have a Health Insurance cover. The 'Health Matters' initiative is aimed to address these concerns. As a part of this initiative, certain facts & figures and snippets will be aired on NDTV Prime/Profit, NDTV 24X7 and NDTV India, sharing crucial information related to Health Insurance in the form of questions which will be answered by **Mr. Anurag Rastogi - Head - Retail Underwriting & Claims, HDFC ERGO General Insurance Company**.

Talking about the 'Health Matters' initiative, **Mr. Mukesh Kumar, Executive Director, HDFC ERGO General Insurance** said, *"Health Matters smartly builds the awareness on the importance of having a Health Insurance policy and encourages viewers to undergo health check-ups regularly and lead a healthy lifestyle. This initiative will also address the fundamental queries related to the nuances of Health Insurance. The intent is to spread awareness about necessity of Health Insurance.*

'Health Matters' has a universal appeal and will be presented in a creative way with snippets of information on basic questions as well as factoids on basics of Health Insurance like portability, claim settlements, policy coverage, exclusions and the common mistakes made by first-time buyers.

To generate interest, HDFC ERGO would also run a parallel "Health Matters" promo and a contest on the NDTV network. The contest would entail answering simple questions that a participant can post on a dedicated microsite (www.ndtv.com/healthmatters) and stand a chance to win free Health Check-Up vouchers. This enables HDFC ERGO to further build on the awareness and increases their reach. The campaign will go live on NDTV Profit/Prime from 17th March 2017 with high frequency burst on NDTV.

About HDFC ERGO:

[HDFC ERGO General Insurance Company](#) is a 51:49 joint venture between HDFC Ltd.; India's premier Housing Finance Institution and ERGO International AG; the primary insurance entity of the Munich Re Group of Germany. HDFC ERGO is India's third largest non-life insurance provider in the private sector. The company offers complete range of general insurance products ranging from Motor, Health, Travel, Home and Personal Accident in the retail space and customized products like Property, Marine and Liability Insurance in the corporate space. HDFCERGO is expanding its network across the country and is today present in 108 branches spread across 91 cities with an employee base of over 2000 professionals. The Company also has a wide distribution network besides its own direct sales force.



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