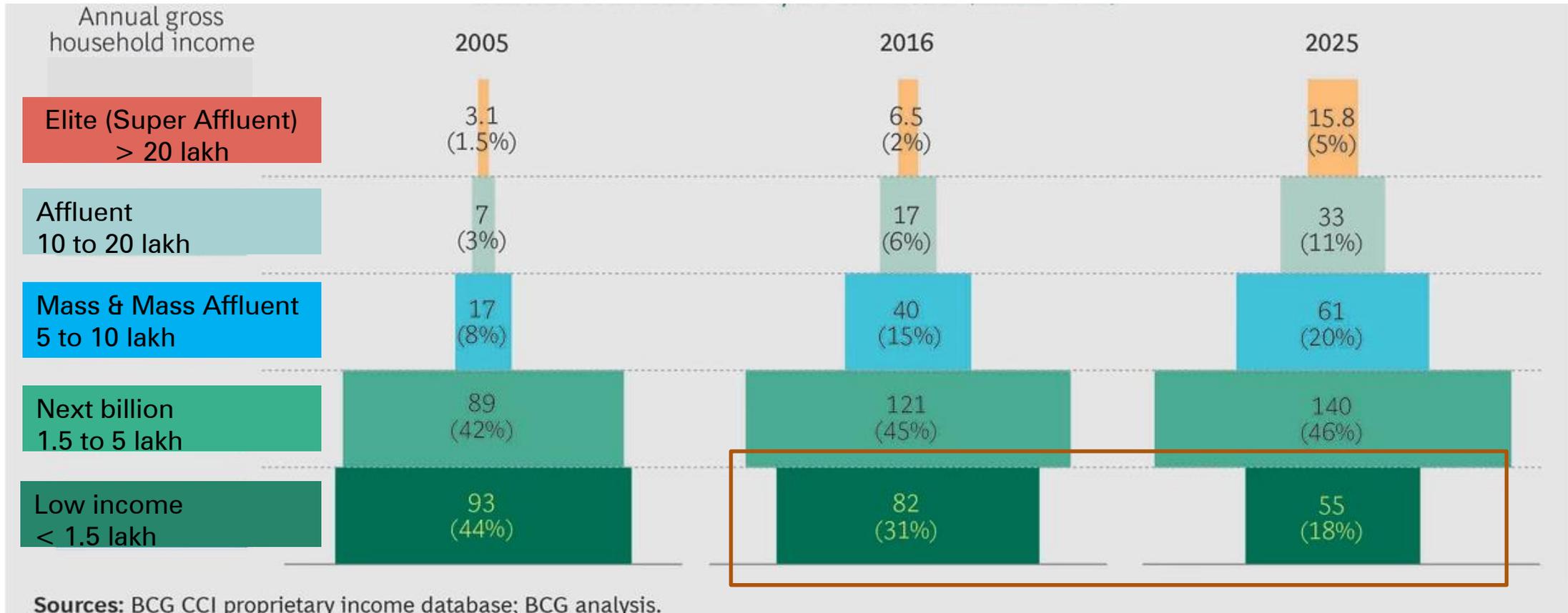




Team
INDIA

Embracing Inclusion

Indian Households by Income



Households in millions

Urban/ mass affluent

Business owners



Organized sector

Millennials raring to go



Rural, low income population

Rising aspirations



Farming – The rural
mainstay

Women empowerment
through SHGs



Interviews done with...



Drivers



Household workers



Anganwadi workers



Farmers

Meet Sunil...

Happy, recently married
staying in joint family

Completed high school

Monthly income Rs. 6,000

Mom's health – biggest worry

Driver



Touchpoint for financial matters
– Bank

Support system
– family and friends

Interested to know
more about insurance

Ready to save 5% of monthly
income towards insurance

Key needs: health insurance for family; personal accident cover; life insurance
Awareness and knowledge of government schemes: medium

Meet Savita...

Lives with husband and her daughter

Completed high school

Monthly income Rs. 20,000

Uncertainty of income
– biggest worry

Farmer



Insurance agent in the locality;
SHG – Block office

Support system
– family and friends

Interested to know
more about insurance

Ready to save Rs. 500 every
Month towards insurance

Key needs: health insurance for family; life insurance; crop insurance

Meet Suman...

Lives with her aged father

Completed middle school

Monthly income Rs. 3,000

Her and father's health
– biggest worry

**Household
worker**



Touchpoint for financial matters
– Bank

Support system
– family and community

Keen to know
more about insurance

Ready to save 10% every
Month towards insurance

Key needs: health insurance for family; income during old age

Challenges

- **Low awareness**
 - Government schemes
 - Private schemes
- **Access to reliable information**
 - High dependence on community/ family

Opportunities

- **Improving technology penetration**
- **Network of banks/ other recognized financial institutions**