

Liberty Videocon Conferred with Multiple Awards for Digital Technology Transformation in Insurance sector

- ~ Awarded for Operational excellence, digital transformation and best insurer website in India

Mumbai, October 16, 2017: Liberty Videocon General Insurance (LVGI), one of India's fastest growing general insurance company today announced that it has received four awards in the area of digital technology where the company has transformed its operations and Omni-channel capabilities.

The various awards include:

- ~ Celent Model Insurer Asia Award 2017 - Digital & Omnichannel Technologies
- ~ IDC Digital Transformation Awards 2017 - Digital Operational Transformation
- ~ Asia Insurance Technology Awards 2017 - Digital Transformation Award
- ~ Globe Premium Awards 2017 - Best Website in Insurance India Category

LVGI prides itself in being one of the first movers to understand and address its customers' and partners' requirements, especially for those who are constantly on the move. LVGI has for long been rolling out digital services for their customers, right from availability of online policies, services and renewals through LivMobile app, digital claims assessment through LiVClaim App, Telematics services for car drivers and web engagements.

Commenting on the number of awards, Mr Roopam Asthana, CEO & Whole Time Director, LVGI said, "Having digital technology at the core of our business always helps in thinking digital at the time of designing our products and processes. The awards validate the successful adoption of technology in transforming our business processes to the optimum. At LVGI we have been investing in digital technology at every level and ensure that our customers and partners can experience simplicity, speed and quality at every instance. We take pride in being honoured and recognized as a leader of our industry in India and at global level."

Mr.Sriram Naganathan, President IT & Digital Initiatives adds "Digital technology initiatives at LVGI are centered around meeting customers expectations in the platform of her choice and being available Anytime / Anywhere. The IT team has been working since last few years on digital enablement and has developed a robust framework which now permits easy rollout of front end digitization.

LVGI's Puneet Pasricha, President – Institutional Business & Corporate strategy received the IDC Digital Transformation Award for our digital initiatives. The other awards received include Celent Model Insurer Asia Award for our OEM integration platform for achieving excellence in operational transformation, Celent Asia Insurance Technology Award, under digital transformation category for Business Rules Management System implementation. LVGI also received the Globe Premium Award for Best Website in the Insurance domain in India. The award was given by the jury comprising of the editorial team of the World of Business magazine followed by a review by Deloitte Touche Tohmatsu India LLP.