

Insurance Wise. Be Wise.

InsurWise

BEHAVIORAL INSURANCE

How Your Habits Shape Your Premiums

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Star of SMC
Meet the achievers of the month from the SMC family

YOUR HOME, FULLY COVERED

for Your Home with Comprehensive

HOME INSURANCE

We recommend the best plans tailored to your specific requirements.

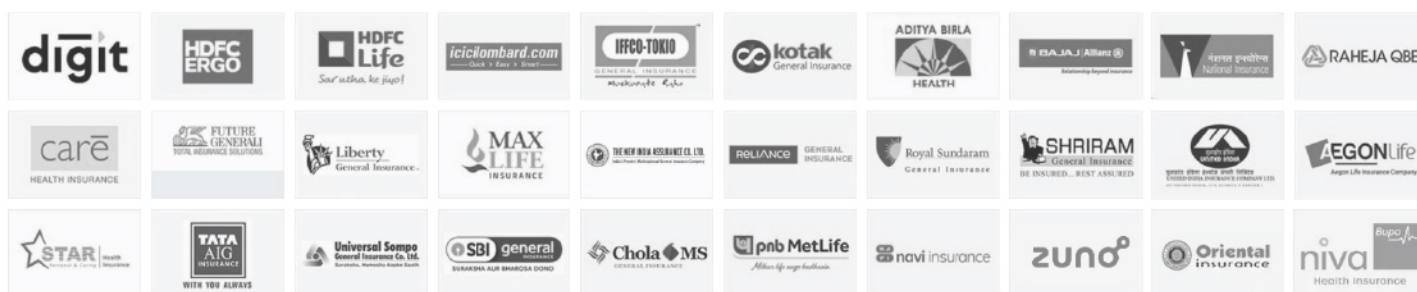


PLAN
STARTING @ ₹15/-
per month*

* Conditions Applied

Partners We Are Proud To Have

We have over 30+ insurance partners on our back. Rest assured, you won't be short of choices.



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Heartfelt Appreciation for Exceptional Service

Editor-in-Chief

"InsurWise" Magazine



Dr. Kavindra K. Singh

CTO, SMC Insurance Brokers Pvt. Ltd.

Greetings, esteemed readers, I am thrilled to introduce to you the inaugural edition of "Insure Wise," a monthly magazine curated to be your ultimate guide through the dynamic landscape of the insurance industry. As the Editor-in-Chief, it's my privilege to welcome you to a platform that will unravel the latest buzz, unveil innovative products, and provide insightful perspectives on the ever-evolving world of insurance.

In each edition of "Insure Wise," we embark on a journey to empower you with knowledge. Our pages are dedicated to translating the complexities of insurance into understandable insights, enabling you to make informed decisions.

We navigate through trends, market shifts, and regulatory updates, ensuring you stay ahead in an industry that touches every aspect of our lives.

Beyond being a source of information, "Insure Wise" is a space for voices to be heard. We are committed to sharing the experiences of our valued customers.

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**When you have
insurance you know
that you are secured
against any unforeseen
events in life, and this
gives you complete
peace of mind.**

Excerpts on Motor Insurance By One of The Industry Leaders:

Pravin K. Agarwal



Choosing the right car insurance can be challenging. Opting for the lowest premiums may seem tempting, but it's crucial to understand that the cheapest option may not be the wisest. When selecting car insurance, carefully evaluate plans based on key criteria. While lower premium plans may appear attractive, they may fall short when filing a claim, leading to financial difficulties. Comprehensive coverage is essential as car insurance serves as a safeguard against unforeseen circumstances. Consider your specific needs, including liability coverage, comprehensive and collision coverage, deductible amounts, driving history, and vehicle value,

assess the insurer's reputation for customer service and claim settlement efficiency. Remember, the true value of insurance becomes evident when you rely on it.

Follow these guidelines to ensure your chosen car insurance aligns with your requirements, offering necessary protection when needed.

In the complex car insurance landscape, the peace of mind from comprehensive coverage and a reputable insurer outweighs slightly higher premiums. Prioritize long-term benefits and security over initial costs for both you and your vehicle.

Pravin K Agarwal

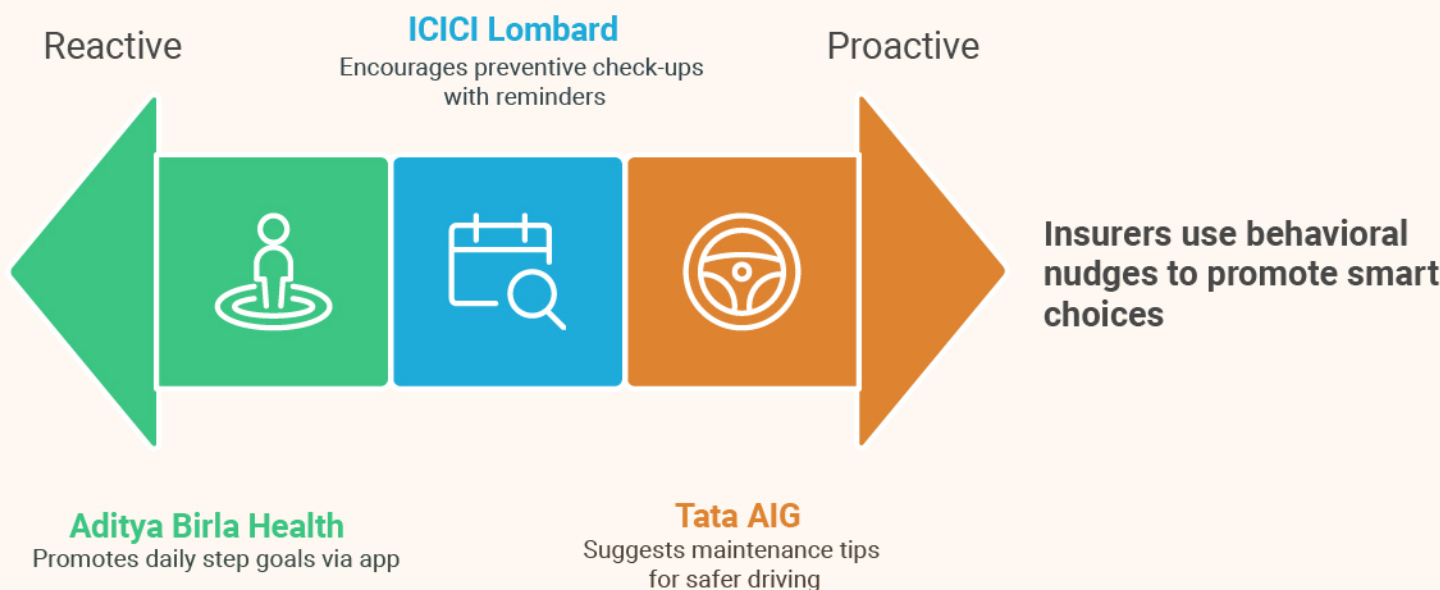
Director SMC Insurance Brokers Pvt. Ltd.

Behavioral Nudges : How Insurers Use Psychology to Promote Smart Choices

Insurance companies are increasingly adopting behavioral science techniques—called nudges—to encourage healthier, safer, and more financially responsible decisions among policyholders.

A nudge is a subtle prompt that guides people toward better choices without restricting options. For example, Indian health insurers like **Aditya Birla Health** and **ICICI Lombard** send app notifications encouraging users to complete daily step goals or book preventive check-ups. These nudges, paired with reward points or discounts, drive healthier habits, reducing claims over time.

In motor insurance, companies such as **Tata AIG** use reminders to promote safer driving or suggest maintenance tips, leading to improved vehicle care and fewer accidents. These psychological cues often increase customer engagement and retention.



According to a **2023 study by NITI Aayog**, behavioral nudges can increase preventive health action by **over 40% among urban Indians**.

As insurers shift from being reactive to proactive partners in wellness and safety, behavioral nudges have emerged as a cost-effective and human-centric tool- benefiting both the insurer and the insured.

Drive Smart, Pay Less : Telematics is Redefining Car Insurance in India

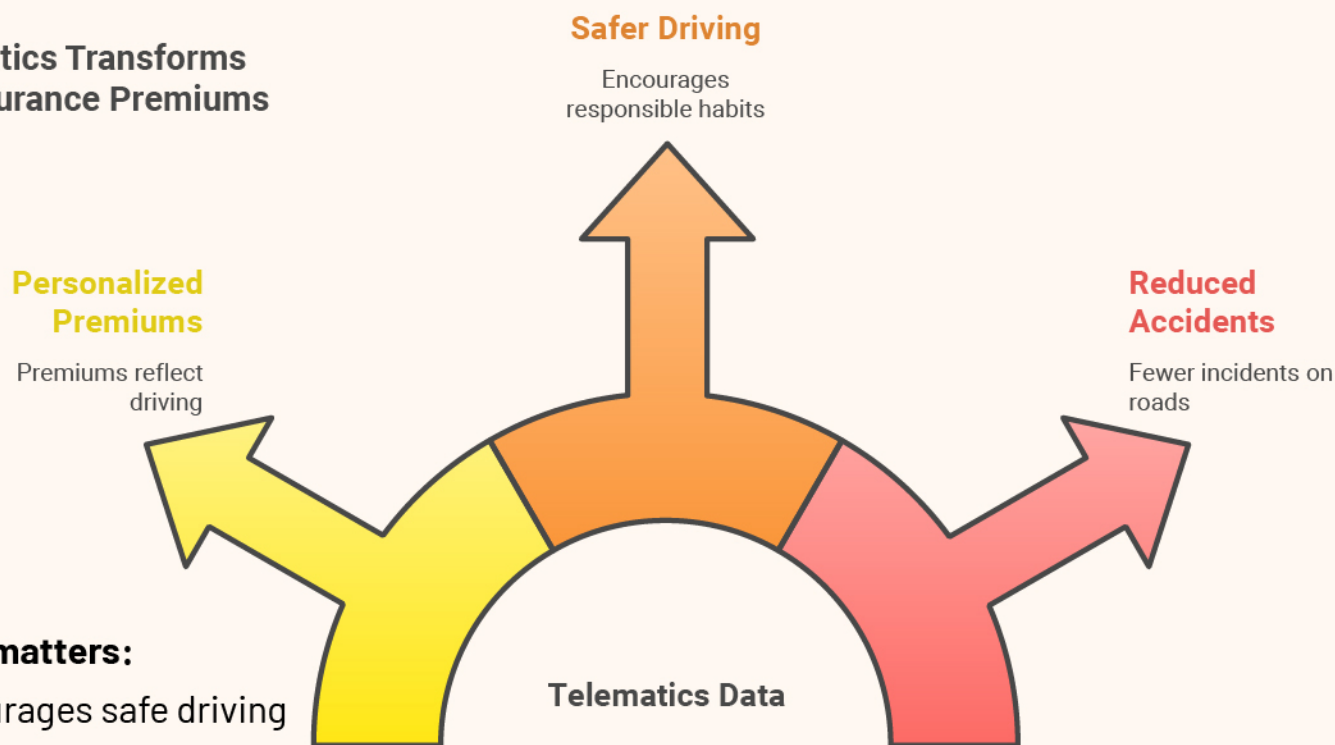
Gone are the days when your car insurance premium was fixed regardless of how safely you drive. Thanks to telematics technology, Indian insurers are now offering personalized premiums based on real driving behavior.

What is telematics?

It uses a small device or mobile app to monitor your driving habits, like speed, braking, mileage, and cornering. **Safer drivers can save up to 30% on premiums**, making insurance both fair and rewarding.

In 2022, the IRDAI approved "**Pay-As-You-Drive**" and "**Pay-How-You-Drive**" models, leading insurers like **HDFC ERGO** and **Tata AIG** to launch telematics-based motor policies.

Telematics Transforms Car Insurance Premiums



Why it matters:

- Encourages safe driving
- Reduces road accidents
- Offers cost-saving benefits to responsible drivers

Global trend: Over **100 million telematics** policies are expected globally by 2025. In India, adoption is growing, especially among young and urban drivers.

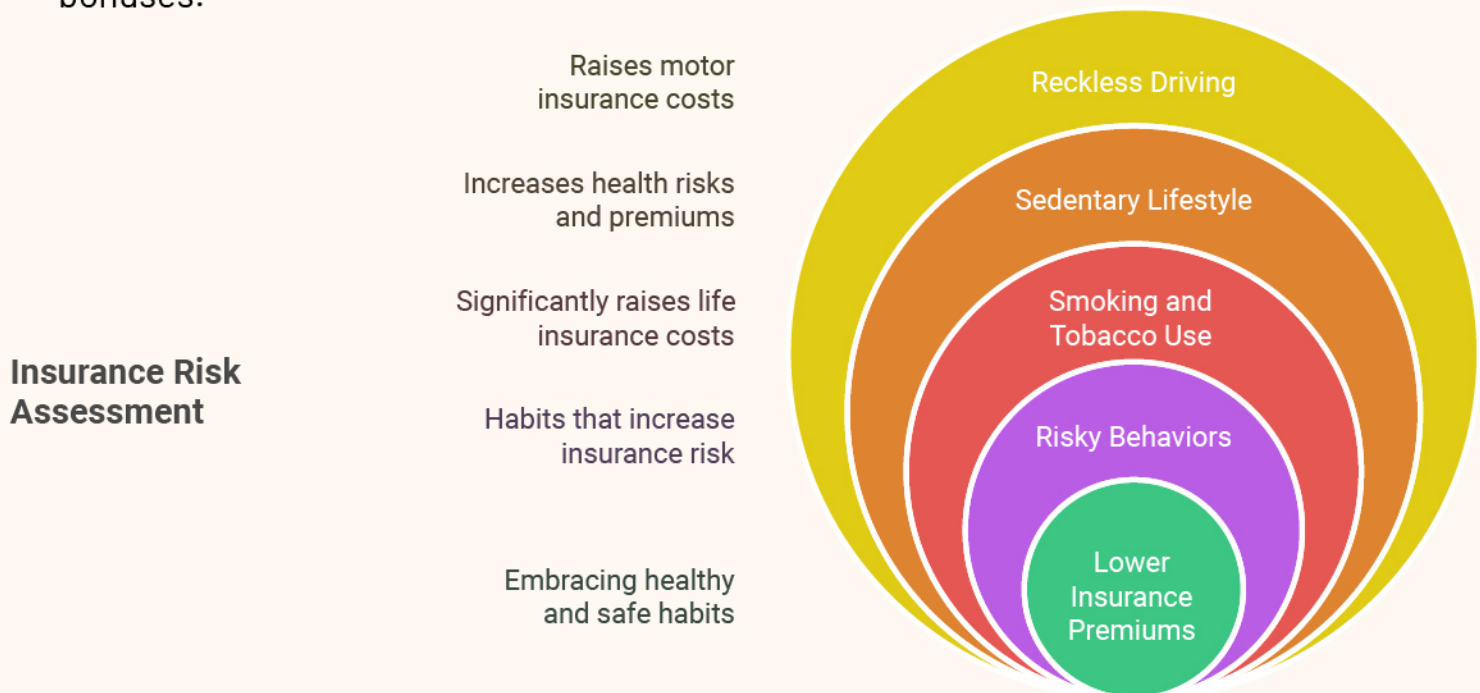
Telematics is not just insurance—it's smart mobility with a safety-first mindset.

Bad Habits, Higher Premiums : What Insurers Are Really Looking At

Your insurance premium isn't just about age or vehicle type—your habits matter too. Insurers are increasingly using behavioral data to assess risk and determine how much you pay.

What counts as risky behavior?

- **Smoking and tobacco use** – Life insurers often charge up to 40–60% higher premiums for smokers.
- **Sedentary lifestyle** – Lack of physical activity increases the risk of lifestyle diseases, impacting health coverage rates.
- **Reckless driving** – Speeding, hard braking, and frequent claims can raise your motor insurance premium by 20–30%.
- **Late premium payments** – Poor payment history may result in policy loading or lower bonuses.



Tech is tightening the lens

With **wearables and telematics**, insurers now get real-time data on your health and driving—making habits more transparent than ever.

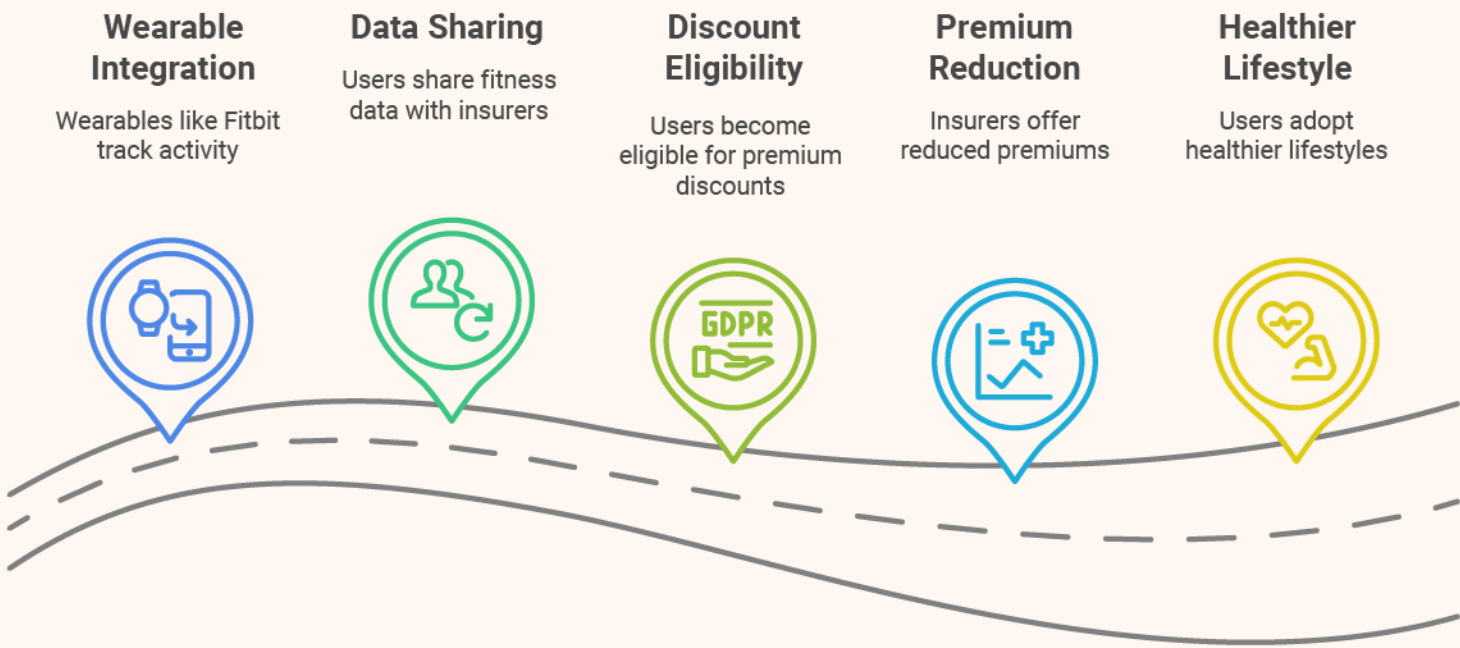
By embracing healthier and safer routines, you not only improve your life but also save on premiums.

From Fitbits to Premium Cuts : How Your Steps Can Lower Insurance Costs

Health insurance in India is no longer just about hospital bills—it’s evolving into a wellness-driven ecosystem. Thanks to wearables like GOQii, Fitbit, and Apple Watch, your everyday activity now plays a role in how much you pay for coverage.

Indian insurers such as Aditya Birla Health Insurance offer programs like “Activ Health” where policyholders can earn up to 30% discount on premiums by meeting step-count and fitness goals. Similarly, ICICI Prudential Life have launched wellness-linked policies to encourage healthier lifestyles.

Wearable-Driven Insurance Discounts



According to a **2023 Deloitte report**, **nearly 60% of urban Indians** are willing to share fitness data with insurers if it helps reduce their premiums.

These programs track your **steps, sleep, heart rate**, and physical activity via connected devices. The result? Healthier policyholders, fewer claims, and **personalized pricing**. By walking 10,000 steps a day, you’re not just boosting your fitness—you’re also stepping **toward lower premiums and greater financial well-being**.

So, your next walk isn’t just good for your heart—it could be good for your wallet too.

Meet the achievers of the month from the SMC family, who have stood out for their outstanding work

Muskan Rajput

Business Analyst,
SMC Insurance Brokers Pvt. Ltd.

I am truly honored to be considered for the Employee of the Month award at SMC Insurance. This recognition inspires me to continue contributing my best as a Business Analyst—driving clarity, enabling informed decisions, and supporting our shared goals. I'm incredibly grateful for the milestones we've achieved as a team; they reflect the dedication, collaboration, and passion we bring to our work every day. A heartfelt thank you to my amazing colleagues for your constant support and encouragement. Together, we're creating something truly impactful!

Internal appreciation

A big round of applause for Muskan for earning this well-deserved recognition! Her outstanding contributions to process improvement and efforts in building a positive workplace culture truly set her apart. Your dedication and impact don't go unnoticed — keep up the great work, Muskan!

Wishing you continued success on your journey.



That's a wrap on our Communication Skills Training at Noida Sec-2!

What a fantastic journey it's been – filled with learning and lively discussion. A big thank you to everyone who brought their enthusiasm and openness to the sessions. Your participation truly made the difference! A special mention goes to Mona Khanna, our brilliant facilitator, for bringing the sessions to life with her practical insights and engaging approach.

Here's to communicating with more clarity, confidence, and connection – both inside and outside the workplace



Gyaan Path Challenge - A Celebration of Learning!

We recently launched an exciting challenge where participants deep-dived into the Basics of Insurance through fun, bite-sized learning modules. Not only did they sharpen their knowledge and gain practical insights—but they also competed for the top spot! And now, it's time to celebrate our champs!

Winners of the Gyaan Path Challenge:



Prabal Jain

General Insurance - Corporate



S. M. Saif Haider

IT & Software Development



Isha Sharma

Financial Accounting & Taxation

Gyaan Path Challenge 2.0 – Another Round of Fun & Learning! We just wrapped up the second edition of our much-loved challenge where our teammates dived into the Basics of Insurance through short, interactive modules! This time too, the enthusiasm was sky-high—and so was the competition! And now, let's hear it for our winners!

Gyaan Path Challenge 2.0 Champions:



Prabal Jain

General Insurance - Corporate



Anushka

General Insurance - Corporate



Priyank Choudhary

Administration

Big congratulations to the winners and a huge thank you to everyone who participated with so much enthusiasm! Keep learning, keep growing—this is just the beginning!

Meet Our Newest Team Member

We're pleased to welcome to our SMC family!

We are thrilled to welcome Mr. Pradeep Kumar Sharma to the SMC Insurance Brokers Pvt. Ltd. family as Deputy General Manager – General Insurance (Corporate).



**Pradeep Kumar
Sharma**

Deputy General manager

Pradeep brings with him over 14 years of rich experience in Corporate Business, with a proven track record in strategic planning and team leadership to drive complex objectives to success. His career journey includes associations with renowned insurance players like Bharti AXA General Insurance, Royal Sundaram, L&T General Insurance, HDFC ERGO, and Zuno General Insurance. He will play a pivotal role in driving our corporate insurance vertical forward.

Please join us in welcoming Pradeep to the team and wishing him great success in this new chapter!

My QA internship at SMC Insurance Brokers Pvt. Ltd. was a transformative experience that deepened my understanding of software quality and the insurance tech space. I learned to write test cases, identify bugs, and ensure systems met business requirements, all while working closely with developers and analysts. The collaborative environment and mentorship helped me grow in confidence, sharpen my attention to detail, and strengthen my problem-solving skills. More than just technical growth, the experience taught me the importance of accountability and teamwork, and reaffirmed my interest in a career in technology and quality assurance.

Deepti Nayak

QA Intern



Grateful Acknowledgment for Your Outstanding Service

A Hassle-Free Experience with SMC Insurance!

I recently secured a life insurance policy with SMC Insurance, and the experience was truly exceptional. Right from the beginning, everything was handled with clarity and care. The team guided me through the different plans and helped me choose the one that best suited my needs and long-term goals. Their honesty, support, and professionalism gave me complete confidence in my decision. Thank you, SMC, for making life insurance simple, transparent, and stress-free!

Pankaj Kumar



I recently opted for a term insurance plan through SMC Insurance, and I'm thoroughly impressed with the entire experience. The process was smooth, quick, and completely hassle-free. The team explained everything in a clear and simple manner, helping me choose the right plan that offers solid protection for my family's future. I truly appreciate their transparency and guidance. Thank you, SMC, for making term insurance so easy and accessible!

Deepak Rai

Empowering Global Trade with Robust **Marine Insurance** Solutions

Protecting Your Cargo,
Profits, and Peace of Mind
Across Every Voyage



Popular Corporate Insurances



MARINE
INSURANCE



FIRE &
BURGLARY



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Policies Sold
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Claims Assisted
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