

## **Mahindra Insurance Brokers and Tata 1mg form strategic partnership for wellness solutions**

*Finance*

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- To offer customised health solutions for the wellbeing of corporate employees and their families
- Partnership to design holistic wellness solutions for corporate India
- Facilities include 24x7 tele-doctor access, health check-ups, medical devices, and more

**Mumbai, January 27, 2022:** Mahindra Insurance Brokers (MIBL), a subsidiary of Mahindra & Mahindra Financial Services (Mahindra Finance), today announced its partnership with Tata 1mg, India's trusted healthcare company. **The partnership is designed to provide corporate India with a holistic and complete wellness solution, offering customised health solutions for the wellbeing of corporate employees and their families.**

Through this partnership, Mahindra Insurance Brokers and Tata 1mg will design programs around health and wellness, and customise packages for corporates, their employees as well as their families, addressing their unique health needs. A few of the benefits include 24X7 tele-doctor access, 1-1 counselling support, home sample collection, discounts on pharmacy, health check-ups, medical devices, personal care, supplements, and other facilities. The partnership will also extend to Tata 1mg's mobile app facility providing users access to a curated list of programs and offers from the

comfort of their homes.

Speaking on the association, **Vedanarayanan Seshadri, MD & Principal Officer, MIBL** said, "During these times, companies are focusing on employees' individual needs and wellness requirements as core of the organisation. We have taken several initiatives and our tie-up with Tata 1mg is another step in the direction to make a discerning change in the field of wellness. We are also looking to leverage technology for providing health solutions to corporates, focussing on their employee health and mental well-being".

Speaking on this new partnership, **Dr. Varun Gupta, Sr. Vice President, Tata 1mg**, said, "We are extremely proud to be partnering with Mahindra Insurance Brokers to extend our healthcare services to their corporate clients' employee base, and amplify their efforts to help organizations keep their employees healthy, happy and productive. Healthcare and insurance for many families go hand in hand, with this integrated partnership, corporate clients of Mahindra Insurance Brokers Limited will be able to provide access to healthcare services pan India to their respective employees."

Mahindra Insurance Brokers has been able to create an appealing stature of its own by the virtue of its superior customer experience through unbiased insurance solutions and innovations over the past 17 years. With an endeavour to provide value to its customers by means of wellness and healthy lifestyle, the Company has launched WellthyU initiative, a wellness program that prioritise physical and mental well-being of workforce of clients, contributing to productivity and positivity. WellthyU has a host of offerings and services that are meticulously structured to enhance employees' lifestyle.

Tata 1mg has played a pivotal role in making healthcare accessible, affordable & understandable to all. The company enables consumers to learn more about their medicines in addition to finding more cost-effective substitutes. Its doctor platform aims to revolutionize how a consumer finds the right healthcare professional, and its diagnostics service brings transparency and price-effectiveness to lab tests. The company embodies the spirit of public service with a vision to empower Indian consumers and caregivers to select the most appropriate healthcare service at the best possible price. Tata 1mg has made its mark across the country for being a pioneer and leader in the digital healthcare space.

Mahindra Insurance Brokers and Tata 1mg will together promote health and wellbeing for consumers across India.

### **About Mahindra Insurance Brokers Limited (MIBL)**

Mahindra Insurance Brokers Limited (MIBL), licensed in 2004, is a subsidiary of Mahindra & Mahindra Financial Services Limited and part of the USD 19.4 billion Mahindra Group. A licensed Composite Broker (Direct and Reinsurance), Mahindra Insurance Brokers is a one-stop shop for insurance solutions.

The Company provides direct insurance broking for Corporates, Small & Medium Enterprises, Retail customers, and a range of products for Life and Non-Life Insurance. It also offers risk management services, portfolio management and claims management services. Mahindra Insurance Brokers helps in protection of health, wealth and life in the under-served markets, by providing innovative insurance solutions to over 3,00,000 villages. Mahindra Insurance Brokers also provides Reinsurance broking services, with relationships with insurers and reinsurers spread across 40 countries.

Mahindra Insurance Brokers is the World's First Company in the BFSI sector to be appraised and rated at Maturity Level 5 of the People-Capability Maturity Model (P-CMM®), demonstrating its focus on implementing world-class best practices with respect to the management and development of its workforce. Mahindra Insurance Brokers has been ranked at #10 in "India's Top 100 Best Companies to Work For - 2020" and "Best in Insurance" by Great Place to Work® Institute. Visit us at: [www.mahindrainsurance.com](http://www.mahindrainsurance.com)

## **About Mahindra**

Founded in 1945, the Mahindra Group is one of the largest and most admired multinational federation of companies with 260,000 employees in over 100 countries. It enjoys a leadership position in farm equipment, utility vehicles, information technology and financial services in India and is the world's largest tractor company by volume. It has a strong presence in renewable energy, agriculture, logistics, hospitality and real estate.

The Mahindra Group has a clear focus on leading ESG globally, enabling rural prosperity and enhancing urban living, with a goal to drive positive change in the lives of communities and stakeholders to enable them to Rise.

Learn more about Mahindra on [www.mahindra.com](http://www.mahindra.com) / Twitter and Facebook: @MahindraRise/ For updates subscribe to <https://www.mahindra.com/news-room>

## **About Tata 1mg**

Tata 1mg is India's leading healthcare platform, that enables easy and affordable access to a wide range of products like medicines, health & wellness products, diagnostics services & teleconsultation to customers.

The company operates state-of-the-art diagnostics labs, has a supply chain covering over 20,000 pin codes across the country, and through its subsidiaries is also engaged in the business of B2B distribution of

medicines and other healthcare products. 1mg was incorporated in 2015. In 2021, Tata Digital acquired a majority stake in 1mg, and the company was rebranded as Tata 1mg. For more information, please visit <https://www.1mg.com/>

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