

Max Bupa wins the 'The Economic Times Best Brands 2019' award

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Max Bupa, one of India's leading standalone health insurance players, has been recognized with the prestigious 'Economic Times Best Brands 2019' award, at a ceremony in Mumbai on March 29. The recognition was conferred upon Max Bupa basis the results of an independent consumer survey, conducted by The Economic Times in association with research agency 'Nielsen', across 15 industries in 12 Tier 1 and Tier 2 cities with a sample size of 7500+ consumers in the age group of 21–50 years. Max Bupa emerged as the only health insurance brand among the 50 most preferred brands of the Indian consumers to be felicitated with the honour.

The Economic Times Best Brands, now in its third year, is a prestigious and credible forum that recognizes brands across various sectors including FMCG, Lifestyle, BFSI, Healthcare, Education, Technology and Luxury. The key brand attributes against which the brands were rated included thrust on innovation, uniqueness, brand engagement, heritage and trustworthiness.

Over the last few years, Max Bupa has worked incessantly towards introducing many innovative and technologically advanced offerings that cater to the evolving health needs of various customer segments across India. These include introduction of first of its kind service offerings like AnyTimeHealth (ATH) machines – a completely automated, technology-based model with a simple interface that offers a comprehensive awareness-to-purchase journey, 30 minutes cashless claims promise.

In addition, initiatives such as Point of Care - a first-of-its-kind physical set-up of the company's dedicated 'hospitalization assistance cum claim assistance personnel', InstaInsure and SARAL for bancassurance tie-ups, along with the launch of a dedicated 'Health App' for consumers have helped Max Bupa become a 'brand with a purpose' to help Indians lead healthier, more successful lives.