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Bajaj Finserv sets up health-tech venture

23 September 2020 | News

A health-tech solutions business, aimed at improving the health outcomes of consumers



Pune based Bajaj Finserv has recently announced the launch of its fully owned subsidiary Bajaj Finserv Health Ltd., (BFHL), a health-tech solutions business, aimed at improving the health outcomes of Indian consumers through smarter, connected and holistic care plans.

With this new venture, the company has now forayed into the healthcare ecosystem, aiming to disrupt the health segment and make the healthcare experience convenient and all-inclusive for consumers.

The new venture, Bajaj Finserv Health, brings to the market its core offering - ‘Aarogya Care’, an industry-first product, providing Preventive, Personalized, Prepaid health care packages to consumers.

With a mobile-first approach, ‘Aarogya Care’ integrates the various complementary components of the health ecosystem, to provide ease of access to quality and affordable healthcare, anytime, anywhere. The Bajaj Finserv Health App is like a personalized health manager, offering consumers a one-stop destination to avail convenient, connected and cost-effective health solutions, right at their fingertips.

The company has already empanelled 112 hospital partners, operating 200 hospitals in India, 3 diagnostic and laboratory centres having 671 consumer touchpoints and over 9,000 doctors registered on the platform.

With the combined strength and capability of the group businesses, a large pool of over 120 MM consumer franchise, the largest Health EMI financing and industry best claim pay-out experiences, Bajaj Finserv is uniquely positioned to service the needs of consumers with differentiated solutions.