

Date: July 11, 2022

Place: Chennai

Ref: SHAI/B & S/SE/68/2022-23

To,
The Secretary,
Listing Department
BSE Limited
Phiroze Jeejeebhoy Tower
Dalal Street
Mumbai – 400001
Scrip Code: 543412

To,
The Manager
Listing Department
National Stock Exchange of India Limited
Exchange Plaza, 5th Floor, Plot C/1,
G Block, Bandra-Kurla Complex
Mumbai – 400051.
Scrip Code: STARHEALTH

Dear Sir/ Madam,

Sub: Press Release -Intimation

Please find enclosed the Press Release titled *Star Health and CSC partner to make health insurance accessible in rural India* dated July 11, 2022.

The above disclosure will also be made available on the on the Company's website at www.starhealth.in

Kindly take the same on record.

Thanking you,

For Star Health and Allied Insurance Company Limited,



Jayashree Sethuraman,
Company Secretary & Compliance Officer



Star Health and CSC partner to make health insurance accessible in rural India

- First standalone health insurance company in the country to partner with CSC
- Initiative to help increase India's health insurance penetration in rural India

11 July 2022, India: Star Health and Allied Insurance Co. Ltd., one of the leading standalone health insurance companies in the country, and **Common Services Centers (CSC)**, under Ministry of Electronics & Information Technology, have partnered to provide over 5 lakh CSCs access to a select range of Star Health insurance products, specially designed to meet the needs of rural customers, across tier-II, tier-III cities and rural markets pan India.

The CSCs will provide a host of special features to the rural customers, including a large bouquet of e-services through a single delivery platform, localized help-desk support, and sustainability of VLEs through a maximum commission sharing model of operation.

A self-sustaining network of over 5 lakh CSCs in Gram Panchayats that are managed by Village Level Entrepreneurs (VLEs) will enable easy access to health insurance products at the last mile. Through its network, CSC will offer a series of beneficial products for the rural markets like Family Health Optima Insurance Plan, Accidental Care Individual Policy, Star Micro Rural and Farmers Care, and other such products to meet the health insurance needs in these regions.

Anand Roy, Managing Director at Star Health and Allied Insurance Co. Ltd., said *"As health insurance specialists, we've always been at the forefront in identifying opportunities and designing health insurance products that benefit the masses. This tie - up with CSC is a huge step towards our endeavour of providing easy access and more choice of health insurance products that meet specific needs of the people in rural India. CSC's robust network and presence across India makes them an ideal distribution partner for this initiative."*

Commenting on the tie-up, **Mr. Sanjay Kumar Rakesh, CEO, CSC SPV** said, *"In rural and underserved areas, there is lack of awareness on health insurance products. Large number of Indians are not covered by any government or private health insurance schemes. Out of pocket expenditure on health is a major reason for relapsing into poverty for many families in the country. Through our partnership with Star Health, we will work towards increasing insurance awareness and penetration by encouraging rural communities to invest in health insurance for their financial security."*

This tie-up is a step towards increasing health insurance penetration in rural India. Concurrently, the added distribution network will help Star Health expand its market share and strengthen its presence across the country.



About Star Health Insurance:

Star Health and Allied Insurance Co Ltd ([BSE:543412](#) | [NSE:STARHEALTH](#)) commenced its operations in 2006 as India's first Standalone Health Insurance Company with business interests in Health, Personal Accident and Overseas Travel Insurance. The company uses its vast resources to focus on service excellence and product innovation to deliver the best to its customers. Star Health has been providing innovative health insurance products to individuals, families and corporates, directly and through various channels – agents, brokers, online and digital channels like web aggregators, fintech, etc. Star Health is also a prominent Bancassurance player with long standing relationship with various banks.

Star Health currently has 14000+ employees with 807 branch offices spread across 26 states and 4 union territories in India. These existing branches are also supplemented by an extensive network of over 355 Sales Managers Stations (“SMS”), which are small individual service centres, located across India. In FY 2022, Star Health had a gross written premium of Rs. 11,463 crores and a net worth of Rs. 4,513 crores.

Star Health and Allied Insurance Company Limited is listed on both the National Stock Exchange (NSE) and the Bombay Stock Exchange (BSE)

For more information, please visit www.starhealth.in

About CSC:

The Common Services Centers (CSC) is one of the mission mode projects under the Digital India Programme. CSCs offer assisted access to essential government and public utility services, social welfare schemes, financial services, and healthcare, education, and skill development courses, apart from a host of B2C services. There are over 5 lakh CSCs functioning across the country as delivery points of government and public services for the rural population in rural, semi-urban and urban areas.

For more information, please visit <https://csc.gov.in/>

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