

ET Panache

Your insurance needs now have an 'efficient' solution

Insurance broking firm, InsureEFFICIENT, aims to provide a dynamic advisory and services platform to its institutional and individual clients
etpanache@timesgroup.com

TV actress Jennifer Winget recently launched EFFICIENT Insurance Brokers mobile app in Mumbai, spearheaded by founder of Parthiv Group's 'EFFICIENT Insurance Brokers' — Rakesh Rathl.

'Efficient', as InsureEFFICIENT is fondly called, is one of the fastest growing insurance brokers in the country. Since July 2017 the company is present in seven states and nine cities across India.

The insurance broking firm offers a unique combination of online purchase along with offline support. It has a focused approach with dedicated team offering innovative, comprehensive and 'efficient' solutions to customers. Its tagline is, 'your needs, EFFICIENT solutions'.

Mentor Director Rakesh Rathl, who has been a CFO of various companies ranging from service, FMCG, manufacturing to infrastructure, says, "During my tenure of over 20 years as CFO, I experienced that the insurance subject was always given least priority, even though it is a crucial part of a company. I have also experienced many insurance advisors act just as broker and provide faulty advices. This encouraged us to embark on an insurance advisory venture in the year 2017 through Efficient Insurance Brokers Private Limited with an aim to provide dynamic advisory and services platform to our clients."

According to Manish Rathl, principal officer and director of InsureEFFICIENT, there used to be a gap in the process how the corporate insurance was purchased, which exist even today at many MSME, SME and mid-size corporates. "That's when we decided to



Actress Jennifer Winget with Rakesh Rathl at the launch of InsureEFFICIENT mobile app

provide a comprehensive solution to the corporates, of course keeping the cost at the centre of our process. We came with an idea where we say, do look at the cost which should be the best, but surely look at the best coverages available in the industry," he says.

CEO and Director Nitin Pandey says, "Taking the cue from Rakesh Rathl, we came up with a thought-process on similar lines of advisory for individuals too. We have developed a unique combination of online purchase along with offline support. Hence, we are now present in about seven states and nine cities across India, be it Tier-