Internship at
Aditya Birla Health, Mumbai

By

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The standalone health insurance arm under the brand Aditya Birla Health Insurance (ABHI). The new business segment is a joint venture between the Aditya Birla Group and MMI Holdings Ltd (MMI), a diversified financial services company in South Africa.

Ajay Srinivasan, Chief Executive - Financial Services, ABFSG, said the company's new health business vertical enters the Indian market with a differentiated business model. It offers not just health insurance to a wider set of customers but also encourages them to change their attitudes towards lifestyle and health.

The Aditya Birla Group and MMI are in a 51:49 joint venture with Rs.250 core of initial capitalization. MayankBathwal, CEO, ABHI, said in a press conference announcing the launch that the new insurer’s philosophy will be to reward healthy behavior with incentives, safeguard health by guiding customers to manage chronic lifestyle conditions better, and provide easy, cost-efficient access to healthcare through digitized processes.

Aditya Birla Health Insurance Company (ABHIC) is joint venture between Aditya Birla Group (ABG) and MMI Holdings.

- Aditya Birla Group (ABG), a Fortune 500 company, is a diversified conglomerate widely recognized across India and overseas for quality consumer products and services with operations that include financial services, manufacturing, telecom, fashion and lifestyle.

- Aditya Birla Group companies in India

- Aditya Birla Ultra Tech Cement
- Aditya Birla Communications- Cement
- Aditya Birla Financial Services
- Aditya Birla More- Retail
- Aditya Birla- Hindalco
- Aditya Birla –Pantaloons
- Aditya Birla Insurance Brokers
- Aditya Birla Money
- Aditya Birla Novelis
- Aditya Birla Grasim
- Aditya Birla Sun Life Insurance
- AdityaBirla Private Equity

2.1 **Aditya Birla Health Insurance: Introduction**

- MMI Holdings Limited (MMI) is a leading insurance based financial services company with a legacy of 122 years, created from merger of Metropolitan Holdings and the Momentum Group. MMI is one of the largest insurers in South Africa with businesses in 12 countries outside South Africa and United Kingdom.
- The core businesses of MMI are long and short-term insurance, asset management, savings, investment, and healthcare administration and employee benefits. These product and service solutions are provided to all market segments through operating brands Metropolitan and Momentum.
- MMI brands include the following global companies

2.2Mission: To be a leader and role model in health insurance industry, with a reputation for innovation and trustworthiness.

2.3Vision: *"Empowering and motivating families to prioritize health and lead fulfilling lives"*

2.4Values Definition: The essence of what the Value means in the ABG context Group Standards –the ABG's operating standards in relation to its key stake holders Individual Behavior – the ABG's expectations from its employees to meet its Group Standards Examples of Conformance / Non-Conformance - the ordinary day-to-day actions to help individual understand what are acceptable / not acceptable norms in the context of the defined Value. Our Chairman, Mr. Kumar Mangalam Birla has said, "People contribute when they relate to an Organization and they relate when they understand the Organization. People understand an Organization through its Values, by experiencing the culture that Values create and by using the systems and processes that Values define". The first steptherefore is to ensure that all the employees of an Organization understand its Values thoroughly so that they are able to experience & appreciate the culture and use the existing systems & processes for the overall benefit of all concerned. This short, interactive and interesting course (based on the handbook) will help you to understand the importance of Values for Organizations, get familiar with the ABG Values, Discover personal Values and its alignment with those of ABG and realize how Values can act as enablers in day-to-day working.

The Aditya Birla Group (ABG) Values are:

- Integrity
- Commitment
- Passion
- Seamlessness
- Speed

2.5 **<u>Quality Standards: -</u>**Quality Management" is one of the effective tools and methods to help in assessing the current capability of processes to deliver the desired quality of output, analyzing causes of variation in quality including measurement error and initiating actions to improve output quality.

.The Aditya Birla health Insurance works with a Motive of not only providing affordable health insurance coverage to all, but also rewards an individual for maintaining healthy life style.

The Prime objective of Aditya Birla Health Insurance is to Enhance & Ensure Customer's Satisfaction

The health insurance product of Aditya Birla has various featured benefits like wellness plan, health returns, Active days etc.which not only influences customers in health insurance market but also make them to utilize benefits of remaining healthy.

As per the study this product is very new in the market of Health Insurance where an individual is rewarded for being healthy and active.

At the time of launch of this product by Aditya Birla there was huge excitement with a lot of queries n the mind of customers with this product.

Company started its new business operations in retail sector on 1^{st} November and is doing extremely good.

NEW BUSINESS OPERATIONS

New Business operations take care of all the activities or manage relation with the customer before Policy issuance or at the time of policy issuance. The issues like hard copies not received, details of refund etc. are looked after by the NB team.

It works on following Domains-

- Data Entry Process
- Portability process
- Refunds and Cancellation
- Dispatch of Policy Kit
- RTO Management
- IT Enhancement
- New System Management
- System UAT

- Vendor management
- EIA management
- Archival Management
- Finance Re-conciliation
- MIS & Analytics
- Day to Day Activities