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Cover-More sees growth in India double, to focus on India travel assistance

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Travel insurance provider, Cover-More, part of Zurich Insurance Group, has reaffirmed a strong commitment to driving growth and differentiation for their TrawellTag Cover-More business in India. Dev Karvat, Founder & CEO, TrawellTag Cover-More, India & Emerging Markets, said being part of a global player allowed the business in India to intelligently apply Cover-More's travel insurance capabilities to de-commoditise the product offering and grow the share of the traveller wallet. "In recent years, we have also become the partner of choice for airlines and leading online travel agencies including GoAir, IndiGo and Goibibo which underlines the strength of our integrated travel insurance offer and our ability to deliver differentiated solutions for our distribution partners. The next step for us is a deeper dive into the e-commerce sector with enhanced technological know-how and support from the Cover-More and aligning that with the changing business scenarios in India." Visiting Mumbai recently, Cover-More CEO, Asia Pacific, Judith Crompton said India remains one of the most exciting economies in Asia with growth in travel insurance uptake almost double that of more mature markets. "Cover-More remains very positive about the outlook for travel in India, especially international travel. In recent years, we have also seen significant growth in the number of outbound travellers understanding the importance of quality travel insurance," Crompton said. She was in India as part of Cover-More's new global growth strategy roll-out. She was appointed as Cover-More's CEO, Asia Pacific in October 2018.

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