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TrawellTag Cover-More gears up to achieve unprecedented growth in India

Looking at the size of the market, Cover-More has reaffirmed a strong commitment to driving growth and differentiation for their TrawellTag Cover-More business in India.

By News Desk - March 12, 2019



According to Cover-More CEO, Asia Pacific, **Judith Crompton**, CEO Cover-More – a leading travel insurance provider, India remains one of the most exciting economies in Asia with growth in travel insurance uptake almost double that of more mature markets. Looking at the size of the market, Cover-More has reaffirmed a strong commitment to driving growth and differentiation for their TrawellTag Cover-More business in India.

"Cover-More remains very positive about the outlook for travel in India, especially international travel. And in recent years, we have also seen significant growth in the number of outbound travellers understanding the importance of quality travel insurance," Crompton said.

Dev Karvat, Founder & CEO, Trawell Tag 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 (OTAs) 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," informed Karvat.

Crompton is 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; previously she was based in Zurich, Switzerland as Cover-More's CEO for Europe, Middle East and Africa.

TrawellTag Cover-More is one of the leading travel assistance and insurance providers in India. Cover-More acquired TrawellTag in 2012 and subsequently Cover-More's global business became part of Zurich in 2017, making the combined business the third largest travel insurance business in the world.

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