

InsuringIndia.com has launched India's first mobile application for health and term insurance comparisons.

"Health and Term Insurance are the most popular online insurance products. With over 30 million smart phone users and 50 million mobile internet users, Indians are finding it increasingly convenient to access the web over their mobile devices. With a smart phone available for Rs.5000 and the world's lowest tariff plans, it is becoming the preferred mode of internet access for rural India as well. We wanted the benefits of insurance to reach out to this population". Bhavesh Sharma, MD, InsuringIndia.com was speaking at the launch of InsuringIndia.com's mobile application.

"The application is accessible from any mobile device which supports a browser. The mobile application provides simple and fast insurance comparisons to everyone with a data enabled mobile device. In later versions we will introduce more products. With this application we are hoping to reach out to the rural and semi urban parts of the country".

The application can be used by just typing m.insuringindia.com on a device browser or scanning the QRCODE on InsuringIndia.com website.

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