



Amazon Pay launches Car and Bike Insurance with easy online purchase

July 23, 2020

Partners with Acko to offer insurance at low prices. Exclusive benefits for Prime members

Bangalore, 23 July 2020: Amazon Pay marked its foray in the insurance space by offering two and four-wheeler insurance policies, in partnership with Acko General Insurance Ltd. Customers can now purchase insurance in less than two minutes with no paperwork. Prime members get extra benefits including additional discounts.

The experience of buying insurance has been made easy by Amazon Pay in partnership with Acko, by providing simple and easy to understand purchase journey that facilitates customers to buy insurance effortlessly in a few easy steps. This coupled with services like hassle-free claims with zero paperwork, one-hour pick-up, 3-day assured claim servicing and 1 year repair warranty - in select cities, as well as an option for instant cash settlements for low value claims, making it beneficial for customers.

Customers can buy Auto Insurance from the Amazon Pay page or just search for it. They can get a quote for their car or bike's insurance in a few simple steps by providing basic details. Additionally, they can select from a list of add-ons like zero-depreciation, engine protection, and more. Customers can pay using Amazon Pay balance, UPI, or any saved card and the policy will be in their email inbox in less than 2-minutes. A copy of the policy can also be downloaded from Your Orders page.

Commenting on the launch **Vikas Bansal, Director & Head of Financial Services Amazon Pay India** said *"Our vision is to make Amazon Pay the most, trusted, convenient and rewarding way to pay for our customers. Delighted by this experience, there has been a growing demand for more services. In line with this need, we are excited to launch an auto insurance product that is affordable, convenient, and provides a seamless claims experience".*

Varun Dua, CEO, Acko General Insurance said *"We are happy to partner with Amazon Pay to offer an auto insurance proposition that has been designed with the customer at the centre. Through this product we aim to deliver a superior consumer experience right from purchase to claims by making it more affordable, accessible and seamless. This launch also marks an important milestone in our successful partnership with Amazon and we are excited about the journey ahead."*

Customers can now visit the Amazon Pay page or search on the Amazon mobile app or the mobile website to buy car and bike insurance in a few easy steps. [Click here](#) for more information on Auto Insurance.

For more information, please contact:

Amazon.in

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| Ambica Kaul | AvianWE | ambica@avianwe.com | +91 9868982248 |
| Michelle Kumar | Amazon India | michkuma@amazon.com | |

About Amazon Pay

Amazon Pay is a trusted, convenient and rewarding way to pay for anything, anywhere on and off Amazon.in. Amazon continues to extend the convenience of Amazon Pay by making it possible for millions of cash customers to start making digital transactions and support the Government's vision of encouraging electronic payment leading to a less-cash society in India. Amazon Pay also smoothenes the customer experience of online payments at the time of placing orders with the benefit of 'one-click' payments leading to a faster and smoother check out process. With its cash-load feature, Amazon Pay also solves the pain point of tendering exact amount of cash at the time of delivery. For more information, visit www.amazonpay.in

About Amazon

Amazon is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. Customer reviews, 1-Click shopping, personalized recommendations, Prime, Fulfilment by Amazon, AWS, Kindle Direct Publishing, Kindle, Fire tablets, Fire TV, Amazon Echo, and Alexa are some of the products and services pioneered by Amazon. For more information, visit www.amazon.com/about

About Acko

Acko is India's first and fastest growing InsurTech company which makes buying and using insurance effortless. Acko executes primarily through a digital platform with no offline hassles - zero paperwork from purchase, claims to renewals. The company uses a direct-to-consumer approach for distributing traditional products, allowing for favourable risk selection and superior underwriting. Acko also offers innovative and bite-sized insurance products etc in partnership with 15+ leading players in the internet ecosystem such as Amazon, Ola, Oyo, redBus, Zomato, HDB Financial Services and UrbanClap. Over the last 24 months, Acko has catered to 55 Mn+ unique customers

For more information, visit www.acko.com