

**Media Release**

## **GOQii ties up with Kotak Life and Kotak General Insurance for Insurance Cover**

**Mumbai, 03 August, 2022:** GOQii Smart Vital today announced that it has tied up with Kotak Mahindra Life Insurance Company Limited (KLI) and Kotak Mahindra General Insurance Company Limited (KGI) to offer life and health insurance, respectively, to GOQii's new and existing customers.

Customers who buy GOQii Smart Vital 2.0 wearable are eligible for a health insurance cover of up to Rs 5 lakh depending on the active lifestyle & Monthly Health Score and a life insurance cover of Rs 1 lakh. GOQii Smart Vital is a Central Drugs Standard Control Organisation (CDSCO) registered medical device designed to measure the vitals of its users. GOQii ecosystem is designed to reduce the health risk of that individual by guiding them to lead a healthy lifestyle.

The insurance plan will be valid for 12 months from the date of activation of the GOQii app. Post expiry of the insurance cover, if the customer wishes to renew their insurance, they will have to renew their GOQii Personal Care subscription directly from the GOQii App. To activate the insurance cover, the customer has to download the GOQii App and follow the signup/activation process in the GOQii App.

Vishal Gondal, Founder & CEO, GOQii said, "We have been a pioneer in bringing evolutionary technologies in the field of preventive healthcare. With our outcome-based health insurance we are looking at a different approach of fundamental healthcare. We have gathered data around the same for over seven years with a present paid active user base of over 5 million. We are thrilled to offer insurance to our users over the app in association with Kotak Mahindra."

Mahesh Balasubramanian, MD & CEO, Kotak Mahindra Life Insurance Co. Ltd. said, "We at Kotak have always emphasised on customers wellbeing and our tie up with GOQii is a part of our initiative to prioritise health and encourage healthy lifestyle. Through the personal wellness plan the customer can view their Insurance details in the GOQii App and also track their wellness tiers basis the health activities done by them."

Suresh Agarwal, MD & CEO, Kotak Mahindra General Insurance Co. Ltd. said, "The tie-up aims to incentivise customers to maintain good health and health practices and at the same time get themselves covered with health insurance. It is also one of the many Kotak Group's endeavours in co-branding with smart beneficial ideas enabled by tech advantage."

Click here for the video release: [https://youtu.be/hY8xpZD3Y\\_8](https://youtu.be/hY8xpZD3Y_8)

### **About GOQii**

Founded in 2014 by serial entrepreneur and gaming guru, Vishal Gondal, GOQii is empowering consumers globally to lead healthier and better lives. GOQii's smart-tech-enabled healthcare platform brings together the entire preventive healthcare ecosystem. Its Smart Health Ecosystem integrates tools for real-time personalized coaching, an explosive high-growth health e-commerce store, scheduling health check-ups, a health locker, and a unique 'GOQii Cash' program where healthy behavior is rewarded with cash discounts and insurance discounts based on health management data. Given the state of 'Sickcare' delivery infrastructure in India, the company strongly believes that preventive healthcare is the only viable, long-term, mass-market solution. As one of the official partners of the 'Fit India Movement' GOQii is a strong supporter of Prime Minister Mr. Narendra Modi's vision of making 130 crore Indians fit and healthy. GOQii counts marquee investors like Sumeru Ventures, Modality, Mitsui, Megadelta, DSG Consumer Partners, Galaxy Digital, Denlow Investment Trust, Edelweiss, Cheetah Mobile, GWC, Mr. Ratan Tata, and Mr. Vijay Shekhar Sharma.

### **About Kotak Mahindra Life Insurance Company Limited**

Kotak Mahindra Life Insurance Company Limited (Kotak Life) is a 100% subsidiary of Kotak Mahindra Bank Limited (Kotak). Kotak Life provides world-class life insurance products with high customer empathy. Its product suite leverages the combined prowess of protection and long-term savings. Kotak Life is one of the fastest growing insurance companies in India and has covered over 37 million active lives as on 31<sup>st</sup> March 2022.

For further information, please visit <https://insurance.kotak.com/>

### **About Kotak General Insurance Company Limited**

Kotak Mahindra General Insurance Company Limited (Kotak General Insurance) is a 100% subsidiary of Kotak Mahindra Bank Ltd. Kotak General Insurance was established to service the growing non-life insurance segment in India. The company aims to cater to a wide range of customer segment & geographies offering an array of non-life insurance products like Motor, Health, Home etc. As a practice, the company seeks to provide a differentiated value proposition through customised products and services leveraging state of art technology and digital infrastructure.

For further information visit <https://www.kotakgeneralinsurance.com/>

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