

Probus Insurance Brokers Pvt. Ltd.

Insuring India – With...



Technology

Trust

And A Personal Touch



Policy dilaane se Claim dilaane tak



Company Overview

PROBUS INSURANCE BROKERS PVT. LTD., HEADQUARTERED IN MUMBAI, IS ONE OF INDIA'S LEADING INSURANCE BROKING FIRMS.



Nationwide Partner Network

1,300+ cities. ONE CONNECTED NETWORK



Business at Scale

₹1550 Cr. OVERAL PREMIUM COLLECTION ACROSS ALL LOBs (FY 2024-2025)
18+ LAKH POLICIES ISSUED LAST YEAR



Workforce and Reach

WORKFORCE IN **130** CITIES. POLICIES ISSUED IN **19,000 PIN CODES**



Rural Focus

1.3 LAKH CROP INSURANCE POLICIES (FY 24-25)
EMPOWERING RURAL INDIA

AI-Powered Policy Analysis

Transforming Insurance Through AI and Advanced Automation

Key Benefits



Instant Gap Analysis

Highlights missing covers and exclusions

Uncovers cost inefficiencies in existing policies



Simplified Insights

Converts complex insurance jargon

Enhances customer understanding



Auto-Generated Comparisons

Instantly compares policies with alternatives

Recommends optimal products

Ensures best fit for customers



Smarter Insurance Solutions

Showcases value through transparent data

Delivers insight-driven reports for better decisions

Technology & Innovation



Probus24 WhatsApp Bot

Instant access to quotes, policy PDFs, renewals, claims & more - powered by AI, available 24x7



Cloud-Native Infrastructure on AWS

Real-time MIS dashboards, policy tracking, and decision support systems for ops excellence



CRM & Workflow Automation

Smart lead routing, real-time notifications for superior engagement



Omnichannel Experience

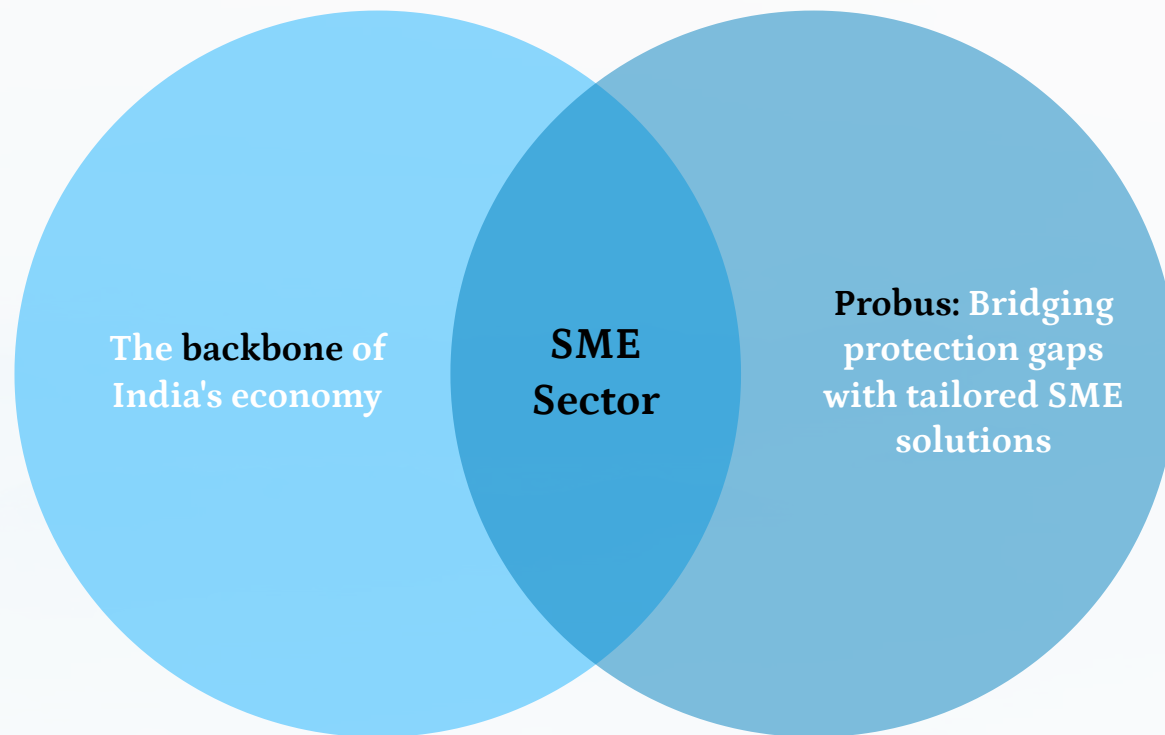
Seamless service across WhatsApp, email, and web platforms

Our Vision



To democratize insurance access across Bharat by combining cutting-edge **technology** with last-mile **delivery** and **customer-first** service.

Insurance beyond individuals → safeguarding businesses



Why SME Insurance Can't Wait

6.3Cr+

SMEs in India

Powering the nation's
economy

30%

GDP Contribution

Significant economic
impact

<15%

Adequately Insured

Massive protection gap

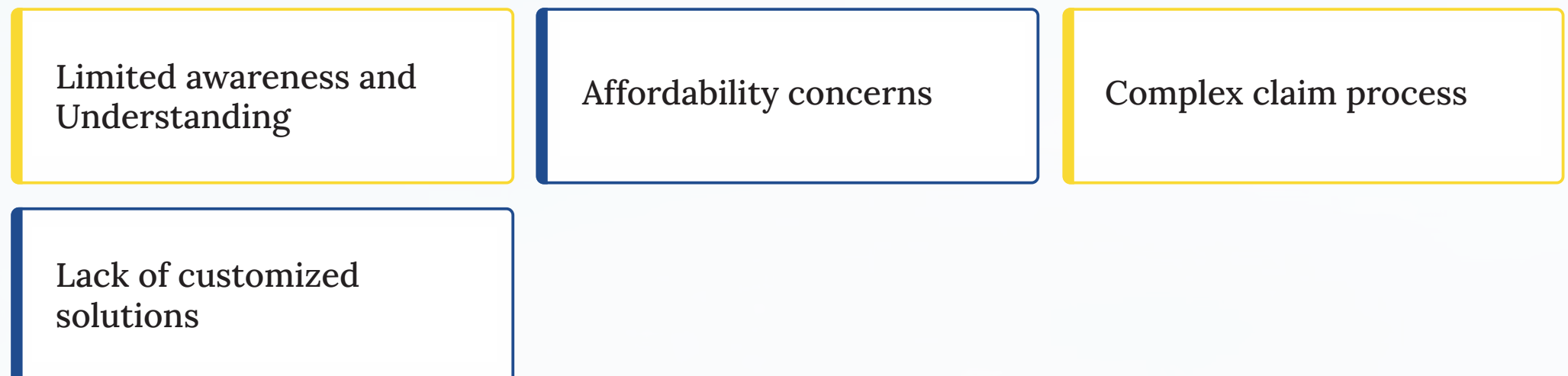


SME: Risks and Barriers

Major Risks



Challenges Faced



Our Solution: Process and Approach

Tailored insurance
products for SMEs

Efficient claims
support with
handholding
throughout



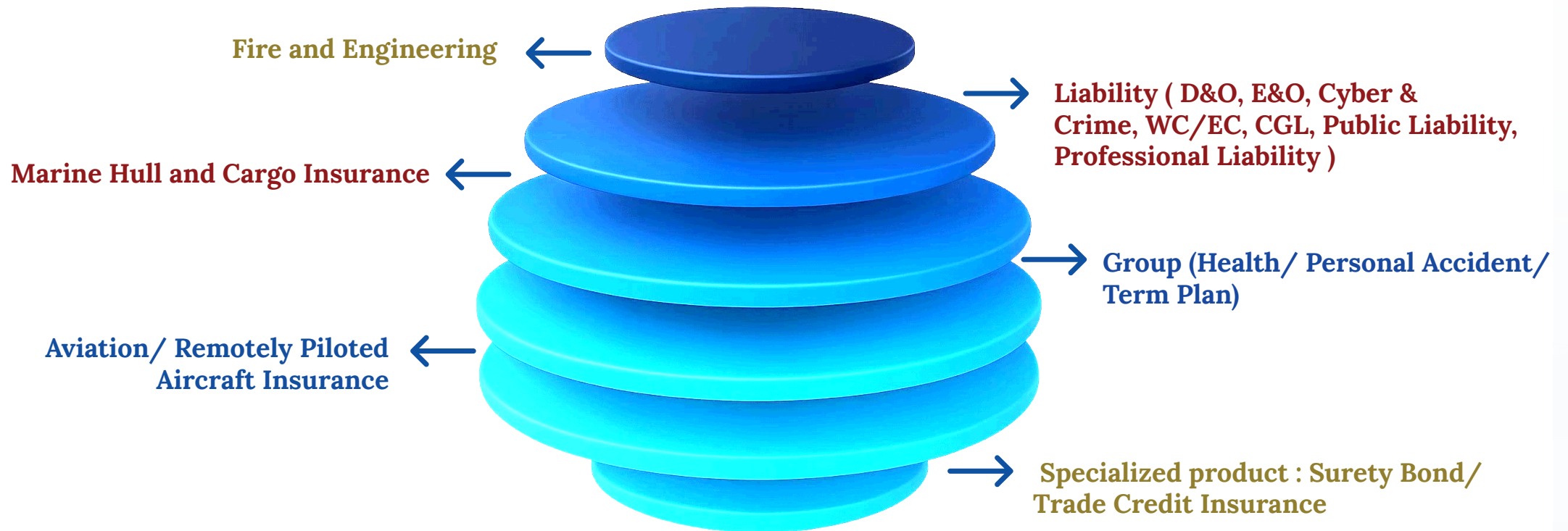
Tech enabled
seamless onboarding
& policy issuance

Advisory-driven
approach (partners as
growth enablers)



Outcome: Risk protection + business continuity + peace of mind

Our Product Suite



Beyond Broking: A Trusted Ally in Business Growth

A Deep Dive Into Our SME Insurance Solutions and Partnerships

1

Tailored SME Insurance Solutions

Customized policies designed specifically for the unique needs of small and medium enterprises across diverse sectors

2

Pan-India Network

Extensive network of insurance advisors and support teams providing dedicated assistance nationwide

3

Deep Industry Expertise

Specialized knowledge across multiple sectors enabling precise risk assessment and coverage recommendations





Achievements So Far

Key Milestones in the SME Journey

132%

YoY Growth

In SME Insurance
Premium collection
(FY 24-25)

18.2L+

Policies Sold

Company-wide in FY
2025

38,000+

SME Clients

SME Protection drive
already scaling towards
38K+ Clients

83%

TaT Resolution

For routine SME
servicing within 10
mins

Our Growing SME Clientele

**TRUSTED BY
BUSINESSES
ACROSS INDIA**



Why Probus: Key Benefits & Differentiators

Our unique approach combines **technological innovation** with **deep market understanding** to deliver insurance solutions specifically designed for India's diverse business landscape.



Hyper-local Presence

Extensive network in **43+** cities, reaching underserved Tier 2/3 markets for unparalleled local support.



Specialized Expertise

Access to **subject matter specialists** delivering tailored, industry-specific insurance solutions.



Unified AI Platform

Single digital interface for **instant quotes**, **application processing**, and **policy management**.



Dedicated Claims Desk

Our post-sale **support team** ensures clients receive timely guidance and assistance throughout their claims process.



Continuous Education

Weekly product **workshops** keeping our PoSPs updated with the latest industry knowledge.



Seamless Technology

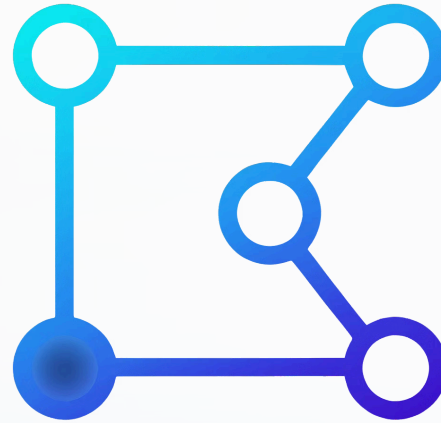
Integrated **CRM**, **AI chatbots**, and **API** connectivity for rapid query resolution and efficient service.

Probus Partner Advantage



Higher Retention

SMEs value trust and long term protection



Cross Sell Opportunities

Multiple product lines for scale



Claims Support

Dedicated assistance for faster settlements



Wider Product Access

Pan industry offerings under one umbrella



Knowledge Support

Weekly sessions for sharper selling skills

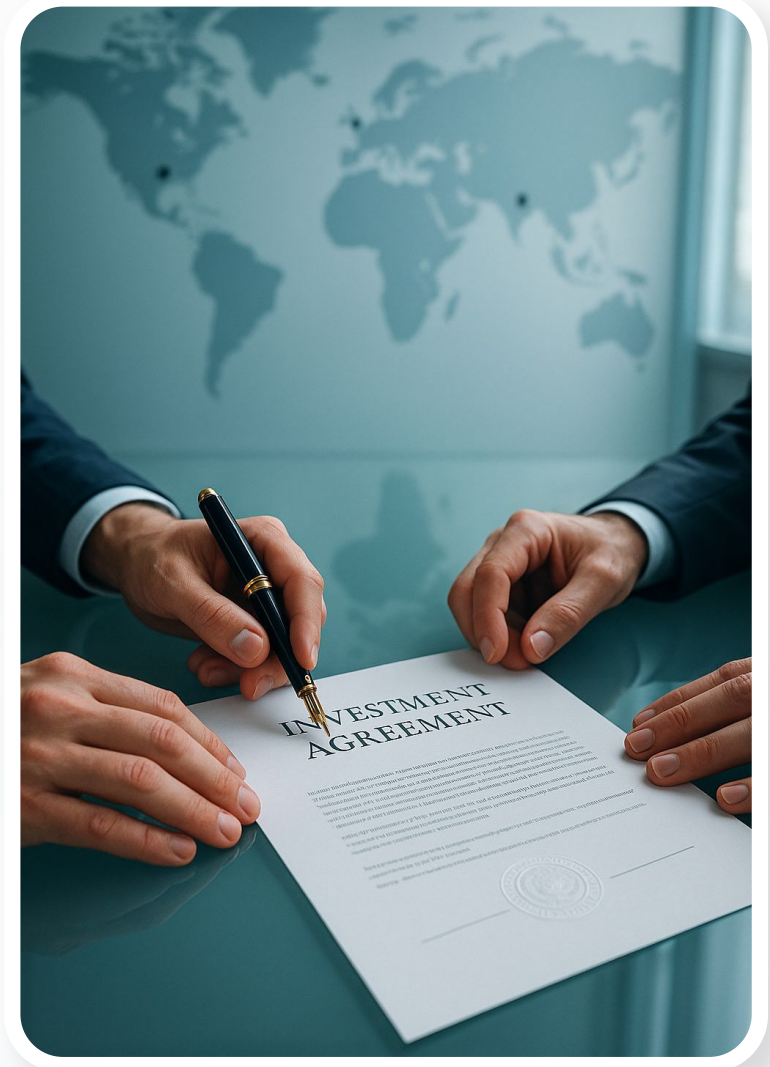
Investor Backing

Blue Orchard Investment Advisor

Backed by Blue Orchard Investment Advisor, a Swiss impact fund part of a **\$980 billion** global group

KfW & German Ministry Support

Supported by **KfW** and **Germany's Ministry of Economic Cooperation & Development**



Our Nationwide Footprint

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