

ICICI BANK CUSTOMER EDUCATION SERIES

TIMES BUSINESS ASSOCIATE COMMUNICATION

Did You Know?

All insurance companies in India are regulated by Insurance Regulatory and Development Authority (IRDA) to safeguard the consumer.



Risk And Insurance

Anand has dreams for his family. He has estimated his savings and made his plans. But what he may not have considered is the risk to his plans. If any unforeseen event occurs, all his plans will come to nought. Anand should consider insurance, before anything else.

Future expenses can be estimated reasonably; but not the future income. Anand may suffer a disability; he could face events like fire, theft or accidents; or in the worst case, he could be no more. Such events cannot be foreseen, but they impact Anand's dreams directly.

Insurance protects Anand from the impact of unexpected events. He can insure his cars from accidents; his house from fire and theft; and his life from disabilities and death. Insurance can be bought for any future need that can come under risk. Anand can buy insurance to provide for his child's education and his retirement annuities.

Insurance companies cover several people like Anand from risks. They operate on the premise that only a small number of those who buy insurance will actually need to claim it. So, insurance companies charge a lower premium to offer a higher cover. Anand needs to fence his sapling before he waters and nurtures it.

Centre for Investment Education and Learning

We welcome your questions, suggestions and feedback on this column. Please use the 'Email Us' link at www.icicibank.com or send us an SMS to 53030. Please include your full name, address and phone number. Your comments may be edited for clarity and space.

Look out for our next article on 'Bonds' on November 24.



SMS CONTEST

Question: The premium charged by insurance companies is compared to the cover. _____

Answer: A. small
B. large
C. very large

To answer SMS DISHA A, B or C to 53030 and win a 2N 3D holiday.*
Contest open for the day of publication.

*Terms and conditions apply. Visit www.dishac.org for details and winners.



Always keep your insurance policy document in safe custody.