

13<sup>th</sup> January 2025

<b>BSE Limited,</b> Phiroze Jeejeebhoy Towers, Dalal Street Mumbai 400 001 Scrip Code: 543232	<b>National Stock Exchange of India Limited</b> Exchange Plaza, 5th floor, Plot No. C/1, G Block, Bandra Kurla Complex, Bandra (East), Mumbai 400 051 Trading Symbol: CAMS
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Dear Sir / Madam,

**Sub: Revised Press Release titled - CAMSRep accelerates digital transformation of insurance benefits realisation journey, crosses 1 crore e-policies**

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, enclosed herewith is a revised Press Release issued by the Company on 09<sup>th</sup> January 2024 for its wholly owned Subsidiary Company – CAMS Insurance Repository Services Limited on the cited subject, content of which is self-explanatory.

We request you to take the same on records.

**Yours faithfully,**  
**For Computer Age Management Services Limited**

**G Manikandan**  
**Company Secretary and Compliance Officer**

**Computer Age Management Services Limited**

**Member of the Registrars Association of India (RAIN)**

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## **CAMSRep accelerates digital transformation of insurance benefits realisation journey, crosses 1 crore e-policies**

- CAMSRep now has 1 Crore e-Policies held in 80 lakh e-Insurance Accounts (eIA), making it the largest insurance repository in the country
- More than 90% insurers are now issuing electronic policies through CAMS Repository and are supporting conversion of old paper-policies into digital form
- CAMSRep has further enhanced the eIA proposition by introducing Bima Central – an integrated benefit realisation platform, for its fast-growing 80lac eIA holder's base

**Chennai, 13<sup>th</sup> January 2025** – CAMSRep (CAMS Insurance Repository Services Limited), a leading insurance repository regulated by the Insurance Regulatory Development Authority of India (IRDAI) today announced servicing over 1 crore policies in the electronic format, underlining the decisive shift towards digital by policyholders to manage their insurance portfolio.

Recent initiatives and directions by IRDAI mandating electronic issuance of policies and introduction of KYC across all insurance purchase has increased awareness, acceptance and feasibility of electronic policies. All private insurers now offer e-Insurance account options to their policyholders to receive their policies, electronically.

CAMSRep has been at the forefront of the digital drive in insurance industry and was one of the first repositories to start operations. The fact that the first 1 million policies for CAMSRep took nearly five years to aggregate, the last million came in just 4 months, is strong evidence to the accelerated adoption of digital conveniences offered by CAMSRep.

“Only about 15% of our eIA holders come from Top 10 cities, indicating that the digital participation is much deeper than just urban area and Indian consumer is much at ease with digital channels” said Vivek Bengani, CEO, CAMSRep. NRIs, particularly professionals working abroad, find eIA most convenient way to manage their insurance portfolio.

Maintaining insurance policies in eIA eliminates the risk of missing policies, offers increased convenience through single interface and facilitates prompt claim settlements. Through electronic issuance, insurers have reduced their policy delivery cost by 90% and seen manifold improvement to customer contactability.

Commenting on the milestone, Amish Banker, Chief Operations Officer, ICICI PRUDENTIAL Life Insurance Company Limited said “We would like to congratulate CAMSRep on the outstanding achievement of aggregating over 1 Crore policies. Both CAMSRep and ICICI Prudential Life have been leveraging new-age technology solutions to provide convenience to customers. We look forward to deepening this collaboration to drive innovation and customer-centric solutions in the insurance ecosystem.”

In the run-up to achieving one crore e-policies, CAMSRep has worked with multiple leading insurers, TATA AIA, Aditya Birla Sun Life, SUD Life, Edelweiss Tokio and helped their policyholders enjoy the benefits of eInsurance Account. The collaboration with non-life insurers like SBI General and Bajaj Allianz Gen as well as health insurers like Aditya Birla Health and Niva Bupa to move to electronic issuance through eIA has begun as this helps in improving customer contactability and maintaining KYC.

Presently 50 out of 55 insurers issue electronic policies through eIA route, facility to open eIA as part of the policyholder on-boarding journey as well as supporting conversion of existing insurance policies to digital form.

CAMSRep is further investing in digital transformation opportunity and has now built the first ever integrated industry benefit realisation platform for policyholders – Bima Central for its eIA holders. Bima Central enables eIA holders to maintain their insurance portfolio as well as avail services from insurers like renewal payment, updation of personal details and raise policy servicing requests. Bima Central is available in Hindi & Telegu, apart from English and can be accessed via Web, Android & iOS applications. Within few quarters of launch, it has garnered 4.5 lakh active users and now processing close to 1 lakh service requests per month on this platform.

Vivek Bengani, CEO CAMS Rep, added “Through Bima Central we are building an industry utility which will help transform policyholder experience and improve the value of insurance product. It is a long journey and with the active support of insurers and other stakeholders we hope to make a difference.”

#### **About CAMS Insurance Repository Services Limited ([www.camsrepository.com](http://www.camsrepository.com))**

CAMSRep is an IRDAI licensed Insurance Repository transforming policyholder experience and enhancing insurer capabilities. It manages over 8 million eIA and 10 million e-Policies and is partnered with 50 insurers. It offers a complete suite of services to augment the capacity and capability of insurers to service their policyholders. CAMSRep is a wholly owned subsidiary of CAMS.

#### **About CAMS Limited ([www.camsonline.com](http://www.camsonline.com)) BSE: 543232; NSE: CAMS**

CAMS is a financial infrastructure and service partner to the asset management industry and provides platform-based services to the BFSI segment. The Company is India's largest registrar and transfer agent of mutual funds with an aggregate market share of ~68% based on mutual fund average assets under management (“AAUM”). The Company has grown its market share from approximately 61% in March 2015 to ~68 %, based on AAUM serviced. Its mutual fund clients include ten of the fifteen largest mutual funds. The Company is the market-leading platform and service partner to alternative investment funds and portfolio managers serving over 460 mandates of 200 funds with full-stack digital and fund administration services. CAMSKRA is a fast-growing KYC repository for the capital markets, offering unique solutions leveraging new age technologies. CAMSPay specializes in providing secure, seamless and innovative payment solutions for Mutual funds, BFSI sector and Ed Techs. Services to insurance companies and eInsurance services are provided via the subsidiary CAMSRep. The company has also forayed into new areas like Account Aggregator and Central Record-Keeping Agency (“CRA”) services for National Pension Scheme. CAMS acquired a majority stake in Think360.ai, a full-stack Data Science and AI-focused firm and in Fintuple Technologies, a digital transformation partner for capital market entities.