

23<sup>rd</sup> March 2022

<b>BSE Limited,</b> Phiroze Jeejeebhoy Towers, Dalal Street Mumbai 400 001  <b>Scrip Code: 543232</b>	<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  <b>Trading Symbol: CAMS</b>
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Dear Sirs / Madam,

**Sub: Press Release – CAMSRep unveils an inventive policyholder traceability solution for the insurance market**

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, enclosed herewith is a Press Release issued by CAMS Insurance Repository Services Limited (CAMSRep), a wholly owned subsidiary of CAMS on the cited subject, content of which is self-explanatory.

We request to take the above on records.

Thanking you,

**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 unveils an inventive policyholder traceability solution for the insurance market

*The algorithm-based solution aims at reducing unclaimed amount quantum by reaching the unreachable policyholders.*

**Chennai, March 23, 2022:** India's leading insurance repository, CAMS Insurance Repository Services Ltd (CAMSRep), has announced the launch of Deep Contact Tracing. This new offering assists Insurance companies in addressing their Unclaimed amounts, a long-standing problem of the Insurance industry.

Insurance companies have been grappling with the problem of contact tracing spanning over several years unable to deliver the claim amount to policyholders. As a result, the number of policies and the unclaimed amounts in the Life Insurance Industry continues to rise year after year. Insurers also are diligent in ensuring that such unclaimed amounts are paid out only to the rightful claimants which involve painstaking efforts often through in-person visits and tracing. The entire delay in tracing policyholders or their claimants, contacting them, validating their identity and bank account details are onerous processes. While Insurance companies continue to find different means to locate long-lost clients, CAMSRep's has launched industry first PolicyGenie Deep Contact Tracing product, an efficient and cost-effective solution leveraging emerging digital technologies.

Explaining the launch of PolicyGenie Deep Contact Tracing Mr. Ravi Kiran, Director, CAMSRep said, "The Unclaimed amount of the Life Insurance Industry has crossed Rs. 25,000 Crores and growing. Using a combination of proprietary algorithms and advanced digital search, we assist Insurance companies to find the rightful claimants of these unclaimed amounts. We have seen initial success rates of 11-25% in tracing policyholders with policies issued 5 to 20 years earlier."

Using the proprietary contact engine, PolicyGenie Deep Contact Tracing tracks the untraceable policyholders and updates their contact information. Contact search, NRI contact tracing, interactive communication, and adaptive phygital engagement with policyholders are part of this comprehensive offering. The multi-layered phygital traceability begins with digital contact tracing and progresses to feet on the street agents, among other things. The service scans multiple data sources and updates policy holders' contact information within minutes.

The inventive system is finding quick acceptance among insurance companies and is likely to change the way the Insurance industry tracks and connects with their customers, while decreasing the quantum of unclaimed amount.

**About CAMSRep Limited ([www.camsrepository.com](http://www.camsrepository.com))**

CAMSRep, an Insurance Repository Licensed by the Insurance Regulatory Development Authority of India (IRDAI) of India has been providing exceptional Insurance business outsourcing services for multiple large insurance companies across various functions since 2008. Among the first of its kind to be launched by IRDAI (Insurance Regulatory Development Authority of India), CAMSRep introduced electronic insurance policies and acted as a single point of services for e-policies held by policyholders making it convenient for policyholders to get service on demand.

CAMSRep is a wholly owned subsidiary of CAMS (Computer Age Management Services Ltd.) the leading financial infrastructure provider and India's largest registrar and transfer agent of mutual funds with an aggregate market share of approximately 70%. The Company is the market-leading service partner to Alternative Investment Funds and Portfolio Managers with full-stack digital and fund administration services. CAMS is the primary payments aggregator for Mutual Funds, large NBFCs & Insurers. The company has recently launched CAMSfinserv Account Aggregator and Central Record-keeping services for National Pension System.