



Allianz Global Assistance India



Director: Mr. Rajesh Sethi

Established: Allianz Global Assistance India formerly known as Mondial Assistance started in November 2007. We were one of the first assistance companies in India to setup a quality best-in-class service delivery system.

Products: Allianz Global Assistance is the leading provider of premium automotive assistance services and we currently work with many recognized brands in the automotive and financial services sectors. We also provide Travel and Medical Assistance services for people travelling overseas and managing the claims intimation process for some of the leading insurance companies in India.

History: Post 2007 we have grown steadily, building our competence around our core services including automotive assistance and customer management, all delivered in the name of our clients' brand. At Allianz Global Assistance India, our focus is the customer. Our goal is to provide a consistently high standard of customer service by creating value for our customers through our unique value delivery systems. Our team has a strong track record in customer service in the automotive and financial industries. Currently we service most of the leading automotive manufacturers in India. Our clients list also includes many leading insurance and leading leasing companies in India.

Achievements: We believe we have changed the face of the assistance industry in India by contributing many firsts including:

- Introducing professional Emergency Roadside Assistance with clientele comprising of leading Automotive Manufacturers, Leasing and Insurance Companies
- Our client base comprises of more than 1.5 million vehicles

- Acquiring market leadership in Roadside Assistance for the last 4 years
- Hydraulically operated flat bed trucks
- State-of-the-art Global Positioning Systems and Mapping Systems
- ISO 9001:2008 certification towards assistance centre processes
- 24x7x365 hassle free assistance across the length and breadth of the country
- Service Delivery Network spread across 750+ cities in India

Market: Allianz Global Assistance operates in India in the Emergency Automotive Assistance space. The target market comprises of Automotive Vehicles in India and customers travelling abroad and within India. The size of the market can be estimated from the fact that approximately 2.5 million vehicles are sold per annum. The primary players in the market apart from Allianz Global Assistance comprise of a few multi-national players and regional city-level players.



Recent Developments: Allianz Global Assistance is an innovation driven organization – focusing on introducing India specific solutions to the local challenges that arise in the Indian context. Some of the key developments over the last 12 months include:

- Completion of 4 business cycles in Roadside Assistance assisting over 200,000+ customers
- Crossing 50,000 assistance cases mark in a single year for the first time
- Increase in Network Distribution spread to over 750+ cities in India
- Recertification of processes as per ISO 9001:2008 standards by an independent body.
- We have also recently launched a new line of business – Travel and Medical Assistance targeted at Indians flying overseas.

Brand Value: At Allianz Global Assistance India, our focus is the customer. Our goal is to provide a consistently high standard of customer service by creating value for our customers through our unique value delivery systems.



Expansion Plans: Our future plans include:

- Maintaining our market leadership in Emergency Roadside Assistance by continuing to introduce new innovations in Automotive Assistance.
- Increase our Network Distribution to serve customers across 1000+ cities by 2013
- Become the number one player in Travel and Medical Assistance field in India

Facilities for Staff: It is our constant endeavour to engage our employees and we are focused towards improved work-life balance. Our Human Resources Team organizes different activities throughout the year in the form of:

- Cultural Events (Kite Flying, Best Dressed Employee)
- Team Building Exercises
- Competition Events (Sewing and Stitching Competition, Painting Competition for Family)
- Fitness Programs (Stepathalon)

Mantras (secrets) to become a successful entrepreneur: We attribute our success to an innovative proposition, efficient processes and our people. It is our customer-centric approach and ability to detect underlying customer trends that helps us to continuously innovate and stay ahead of the competition. The most important ingredient is People – having the right people, with the right skills and attitude ensures that we will be able to overcome complex challenges when they arise. We continually push ourselves to reach even greater heights.

Our USP: The key difference between us and other brands is our customer centricity. All our processes are designed keeping the requirements of the end customer in mind. Our primary goal is to ensure the highest levels of satisfaction among our customers through a superior service delivery system. At Allianz Global Assistance India, we take a lot of pride in being a professional and reliable service provider who is available 24x7x365 for our customers. Our brand USP lies in the fact that we take care of the customer at the time of Emergency and ensure that our customer's problems are alleviated at the earliest.