

MEDIA RELEASE

RELIANCE NIPPON LIFE INSURANCE LAUNCHES 'DIGI DAFTAR' - A UNIQUE APP TO EMPOWER FINANCIAL ADVISORS

Mumbai, 19 April 2023 -

With an aim to professionalise the work-tooling of financial advisors, Reliance Nippon Life Insurance Company has unveiled its latest digital app: 'Digi Daftar' - a wide range mobile app tailored exclusively for financial advisors. This groundbreaking innovation, aptly dubbed "Aapka Apna Digital Office," promises to revolutionize the very fabric of how sales advisors operate, setting a new benchmark for efficiency, productivity, and success.

In the beta phase of its launch, the app found its appeal in its design keeping minimal tech savviness of a smartphone user at its core. This design approach has helped users self-discover over 90% of the features without any need for assistance or guidance during the pre-launch phase.

A Paradigm Shift in Financial Advisory:

Advisors are often handicapped by disjointed legacy systems in generating Return On Time Invested (ROTI). Further, they are limited by the lack of real-time insights in offering superior service experience and are thus perceived as 'sellers' instead of 'service providers'. Digi Daftar is RNLIC's endeavour to solve these ROTI and perception challenges of its financial advisors.

Before 'Digi Daftar,' financial advisors often grappled with outdated processes and a lack of real-time insights. Now, with 'Digi Daftar' advisors wield a powerful tool at their fingertips, empowering them to navigate the complexities of their profession with unprecedented ease and precision.

Key Features Redefining the Game:

- A dynamic glimpse into the performance metrics of an Advisor, such as customer base, policy count, and AUM through Digi Daftar to guide informed decision-making.
- Seamlessly monitor commission incomes and incentives in real-time with Digi Daftar, fostering transparency and accountability.
- Employ Digi Daftar's goal planner to set and track monthly earnings targets precisely and clearly for proactive success planning.
- Monitor Month-to-Date (MTD) to Year-to-Date (YTD) performance trends and leverage advanced analytics to optimize strategies and maximize incomes.
- Leverage predictive analytics capabilities of the app to identify and nurture promising leads, boosting efficiency and conversion rates.
- Elevate customer experience by sending personalized greetings on special occasions directly from the app.

- Access to a treasure trove of training materials and product resources such as leaderboard rankings, exclusive clubs and councils, real-time branch activities updates, and training resources.

Reflecting on the launch, Mr. Ashish Vohra, Executive Director & CEO, expressed his unwavering belief in the transformative power of 'Digi Daftar.' He remarked, "The launch marks a pivotal moment in our journey towards empowering our advisors to achieve unparalleled success. With 'Digi Daftar,' we are not merely providing a tool – we are ushering in a new era of empowerment, innovation, and limitless possibilities. In addition to its practical features, 'Digi Daftar' embodies our company's ethos of innovation and continuous improvement. It represents a significant milestone in our journey towards leveraging technology to empower our advisors and elevate their professional capabilities."

About Reliance Nippon Life Insurance

Reliance Nippon Life Insurance Company Limited is amongst the leading private sector life insurance companies in India in terms of individual WRP (weighted received premium) and new business WRP. The company is one of the largest non-banks-supported private life insurers with over 10 million lives covered, a strong distribution network of 713 offices and 54,013 advisors as on March 31, 2023. The company holds a Claim Settlement Ratio of 98.6% as on March 31, 2023. In FY23, Brand Finance recognized the company as India's 5th Most Valuable Insurance Brand.

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For media queries, please reach out to us at:

rnlic.media@relianceada.com



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