

Shanai Ghosh Appointed as CEO & Executive Director of Edelweiss General Insurance

Mumbai, October 17th 2019: Edelweiss Group announces the appointment of Shanai Ghosh as **Executive Director & Chief Executive Officer (CEO)** of Edelweiss General Insurance (EGI). Shanai has been with Edelweiss General Insurance for two years, spearheading Strategy, Marketing and Commercial Business and has been closely involved in the setting up and launching of the business. Shanai has been **Executive Director & CEO-Designate** of EGI since May 2019 and the appointment has been formally confirmed, post Board and Regulatory approvals.

An alumnus of IIM Bangalore, Shanai has over two decades of experience in Banking, Financial Services and Insurance. Her career graph is unique for the sheer diversity and breadth of roles comprising assignments in strategy, marketing, operations and sales. She has previously worked with Citi Bank, Tata AIG Life Insurance, Reliance Nippon Life Insurance and AU Small Finance Bank, before joining the General Insurance business in Edelweiss.

Edelweiss General Insurance completed its first full year of operations in FY19 and has crossed the Rs 100 Cr premium mark in the very first year itself. A new age Insurer with a digital operating platform, EGI is India's 1st 'cloud-native' Insurer.

EGI is structured as a technology driven platform offering various General Insurance solutions as services. With a modular architecture, the API based protocol consisting of a large stack of micro services, allows for easy integration with existing and new digital ecosystems. The Company is also the first to implement the entire SAP suite of Insurance in the country and the first to host SAP suite and other digital assets on the cloud in South East Asia. The company is at the forefront of exploring new technologies like voice-based User Interface (UI), Artificial Intelligence (AI), Robotic Process Automation (RPA), Chatbots etc. with a focus on simplifying customer experience.

Welcoming Shanai, **Rujan Panjwani, Executive Director at Edelweiss and Head of the Insurance Business Group said**, "Shanai has been with the organisation since the inception of our General Insurance business and has showcased exemplary leadership capabilities. She is well entrenched with the nuances of the business and I am confident that she will build another quality business vertical within the Edelweiss Group."

Speaking on her role, **Shanai said**, "General Insurance is highly commoditised. While product innovation does provide a window of advantage, customer experience is what drives customer stickiness. I believe the Non-Life landscape of the country offers a unique opportunity combining growth and transformational potential. The way technology has transformed consumer journeys across industries in the last few years, we aspire to do the same in Insurance."

Shanai's appointment to the senior leadership at Edelweiss exemplifies the Group's philosophy of ensuring diversity and meritocracy go hand in hand. Over 20% of Edelweiss' employee strength and over 14% of the Company's senior leadership are women. The Group fosters inclusion and mentors high potential women employees, enabling them to meet professional aspirations in leadership positions and contribute to the growth of the organisation. The company aims to increase these numbers in the years to come.

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