

People's Insurance offers Medical Insurance coverage

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Flight Sergeant M.R. Devapriya receives medical insurance cover from Peoples Leasing CEO Shamindra Marcellin.

In an unprecedented effort to enhance its product offerings to customers across Sri Lanka, People's Insurance PLC recently announced its plans to diversify into the health insurance space of the country.

This strategic move to establish its presence as a health insurance provider builds on the well-established public image of People's Insurance as the insurer who cares with love.

As the market is already heavily saturated with health insurance products offered by the competition, Peoples Insurance had the strategic objective of offering a product to make them stand out from the rest. Following a customer-first approach, the insurer has decided to be a step above its competitors by offering a highly comprehensive medical insurance cover available in the country.

Citizens of Sri Lanka and those individuals who currently reside in the country are eligible to obtain a medical insurance cover from People's Insurance. Individuals can be covered from their 5th birthday onwards. However, infants from the age of 3 months can also be protected by these covers provided that their parents have a medical cover from People's Insurance.

People's Insurance Head of Operations Jeevani Kariyawasam, commented on this new development, "When People's Insurance PLC began to contemplate our entry into the health insurance sector, we knew we had to be different. As we are known as the only insurer who cares with love, our health insurance product had to reflect this strongly. Due to this, we decided to position ourselves as an insurance provider with a highly comprehensive product in the health insurance space. With affordable premiums, we have made every effort to ensure that Sri Lankans can enjoy the peace of mind that health insurance brings about."

Medical schemes will vary and premiums will depend on the sum insured, along with the customer's age band. It is also noteworthy that the geographical scope of treatment extends beyond Sri Lanka and into India as well.

Costs related to ambulance call-outs, inpatient proceedings, surgical treatments, pharmaceuticals, diagnostics and pre and post hospitalization expenses are just a few of the areas that this comprehensive product covers.

As People's Insurance PLC has a trusted and well-established name in the minds of Sri Lankan customers, it is expected that their entrance into the medical insurance sector will be welcomed by citizens across the island.