

Now, insure in peace

When most of us think about insurance, it is with a sense of dread. How do you choose the best policy when you can't wrap your head around the terms and conditions? Usually, the solution is to simply let your agent make the decision for you. But one website wants to simplify the process – and place the onus of choosing the best insurance policy in your own hands.

The website — www.myinsuranceclub.com — compares the features and benefits of plans. For instance, if you are looking to buy a life insurance policy, the website shows you a list of choices based on your age, the amount you wish to be covered for and the type of plan that you prefer.

“We do not provide rocket science analysis of policies,” says Deepak Yohannan, CEO of the company. “We com-

pare policies on the basis of ten basic parameters. If you want to actually buy a policy, we put you in touch with the agent.”

According to Yohannan, what distinguishes the website is the fact that it provides a completely free service for customers, and therefore provides an unbiased view of what's available in the market.

“I don't need to sell the product that gives me a better commission,” he says. The website provides details on health, travel, auto, home, personal accident and corporate insurance apart from life insurance.

— HTC



For more info, log on to www.myinsuranceclub.com

The screenshot shows the homepage of My Insurance Club. At the top, it says "Insurance Club .Com" and "You are at the RIGHT place!". Below this is a navigation bar with "Insurance Comparison" and "in 3 easy steps" (Input Requirements, Compare Policies, Apply). A central section titled "Oh Start Now" lists "Life Insurance", "Health Insurance", "Auto Insurance", and "Travel Insurance". On the right, there are sections for "My Insurance", "Product Links", and "Quick Links". At the bottom, there are three columns of text providing more details about the service.

The My Insurance Club website

