

## **NPCI Bharat BillPay onboards ICICI Prudential Life Insurance as the first Insurance Category Biller on ClickPay**

- *This initiative will enable more household customers of **ICICI Prudential Life Insurance** to pay their insurance premium seamlessly using ClickPay*
- *The ClickPay link by ICICI Prudential Life Insurance will redirect its customers straight to the payment page ensuring a convenient and automated premium payment experience*

**Mumbai – 11 November 2021: NPCI Bharat BillPay Ltd.**, the wholly-owned subsidiary of National Payments Corporation of India has tied up with ICICI Prudential Life Insurance to provide its marquee offering – ClickPay to the insurer’s customers. ICICI Prudential Life Insurance is the first insurance company to offer this facility of ClickPay to its customers empowering them to make renewal premium payments with ease.

To offer an automated and valuable insurance premium payment experience, ICICI Prudential Life Insurance will generate the ClickPay link and share it with the customers which will redirect them to the payment page comprising payment details. This convenient and secure two-step process will help customers pay the bills without the hassle of putting in the premium amount, remembering premium payment dates, and going through arduous steps to make the payment.

Commenting on the announcement **Mr. Ashish Rao, Chief – Customer Experience and Operations, ICICI Prudential Life Insurance**, said, “We are delighted to partner with NPCI and make ClickPay, a payment link, live for our customers. As a customer-centric organisation it has been our endeavour to provide our customers with easy-to-use interfaces that offer a hassle-free and seamless premium payment experience. We strive to keep improving customer experience and have been leveraging new-age technology and digital platforms to provide our customers with an immersive experience across the policy lifecycle.”

**Noopur Chaturvedi, CEO, NPCI Bharat BillPay Ltd.** said, “We are happy to onboard **ICICI Prudential Life Insurance** on the ClickPay platform. We believe that this unique payment mechanism will offer a seamless insurance premium payment experience to all customers across the country. It is our constant endeavour to add an extra layer of convenience for all our users for their recurring bill payments. We are currently working on integrations with various service providers as well as Consumer Apps for enabling ClickPay, and are confident that this will be a ubiquitous mode of payment in times to come.”

### **About NPCI**

**National Payments Corporation of India (NPCI)** was incorporated in 2008 as an umbrella organisation for operating retail payments and settlement systems in India. An initiative of RBI and IBA under the provisions of the Payment and Settlement Systems Act, 2007, NPCI has changed the way payments are made in India through a bouquet of retail payment products such as [Bharat BillPay](#), [RuPay card](#), [Immediate Payment Service \(IMPS\)](#), [Unified Payments Interface \(UPI\)](#), [National Electronic Toll Collection \(NETC\)](#) and others. NPCI is focused on bringing innovations in the retail payment systems through use of technology and is relentlessly working to transform India into a digital economy. It is facilitating secure payments solutions with nationwide accessibility at minimal cost in furtherance of India’s aspiration to be a fully digital society.

### **About NPCI Bharat BillPay Ltd.**

NPCI Bharat BillPay Ltd. is a wholly-owned subsidiary of National Payments Corporation of India. Came into effect from April 1, 2021, NBBL is growing rapidly on account of the ease and accessibility it offers to

the customers and the one-stop solution to Billers for low-cost collections. The platform offers 20,000+ billers across multiple bank and non-bank channels.

For more information on NPCI, visit: <https://www.npci.org.in/>

For more information on NBBL, visit <https://www.bharatbillpay.com/>

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**About ICICI Prudential Life Insurance**

ICICI Prudential Life is promoted by ICICI Bank Limited and Prudential Corporation Holdings Limited. The Company began operations in fiscal 2001 and has consistently been amongst the top private sector life insurance companies in India on a Retail Weighted Received Premium (RWRP) basis. The Company offers an array of products in the Protection and Savings category which match the different life stage requirements of customers, enabling them to provide a financial safety net to their families as well as achieve their long-term financial goals. The digital platform of the Company provides a paperless onboarding experience to customers, empowers them to conduct an assortment of self-service transactions, provides a convenient route to make digital payments for purchasing and making renewal premium payments, and facilitates a hassle-free claims settlement process. On September 30, 2021 the Company had an AUM of Rs 2,370.87 billion and a Total Sum Assured of Rs 21.67 trillion. ICICI Prudential Life is listed on both the National Stock Exchange (NSE) Limited and the BSE Limited.