

## Now, buy travel insurance at airports at the tap of your phone

**KR SRIVATS**

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You now have a convenient and hassle-free way to buy last-minute travel insurance at airports.

Reliance General Insurance, a subsidiary of Reliance Capital, has introduced a new way to buy travel insurance by tapping NFC-enabled smartphones at select display screens at airports.

To begin with, this facility of buying travel insurance in less than 60 seconds through 'Tap and Buy' has been introduced in Delhi international Airport. This has gone operational from April 8 and more than 46 display screens are in place for this facility.

Based on the experience gained, this is expected to be rolled out at airports in other major cities as well, it is learnt.

All that an air passenger has to do is simply tap his/her NFC-enabled smartphones on the airport display screen. As soon as he/she does that, the phone is prompted to open Whatsapp and the individual can buy travel insurance in less than a minute.

The whole process relies on Near Field Communication (NFC) which is a short-range communication signal.

Rakesh Jain, Executive Director & CEO, Reliance General Insurance, said, "We always aim to focus on leveraging technological advancements to improve the customer experience. Using NFC communication technology, we have aimed to capture last-minute travellers' problem at ease with our TAP & BUY solution, making it possible in just under 60 seconds."