



## **Onsurity launches brand campaign “#GiftofSurity” focuses on affordable healthcare for SME work-family**

Bengaluru January 06, 2022: Onsurity, India’s first tech led monthly subscription-based employee health benefits platform, has launched its first digital campaign that focuses on the ‘#GiftOfSurity’ for SME work families. The campaign demonstrates that expansion of health benefits is a vital step for SME and start-ups to pave the way in India’s effort to achieve Universal Health Coverage.

The campaign focuses on democratizing healthcare of SMEs to care and protect the health and life of their employees & contractual workforce. Delivering on the promise of “Healthcare, ab sabke liye”, Onsurity aims is to change the way companies experience health benefits by making it affordable, easy to understand and accessible at one click.

Commenting on the campaign, **Samar Kagalwalla, Head Growth & Marketing, Onsurity** said, *“We believe our colleagues are like family...a ‘work family’, the **GiftOfSurity** campaign has captured various perspectives and stories that further strengthen the sense of building trust around healthcare benefits to employees. With our vision of “Healthcare for All” we aim to enable and empower 330 mn SME workforce which contributes almost 29% of India’s GDP.”*

He further added, *“With low financial health protection for a large middle segment of the working population, the campaign encourages SMEs to pause and realise the importance of employee healthcare. Brand Onsurity, has always enjoyed the trust of its customers, and now with the “GiftofSurity” campaign we want to motivate more SMEs to look at affordable healthcare programs for their work family as well.”*

### Onsurity brand campaign highlights:

- *Affordable monthly healthcare program starting at Rs. 49 per employee*
- *Tool for businesses to attract & retain talent*
- *Instant Purchase, enroll and onboarding*
- *Employee mobile app for all healthcare needs*
- *Dedicated “Good-Doctor’s” Team to facilitate hospitalization and claims support*

Launched in 2020, Onsurity has created a flexible infrastructure to simplify employer-led healthcare and started a movement that prioritizes the human experience within health benefits to bridge the gap for India’s largest workforce. It has built a smarter technology that’s

easy to use, gives people an advocate in their health journey, and helps employers unblock working capital by managing cost.

You can view the campaign here:

- Instagram:<https://www.instagram.com/onsurity/>
- Youtube:<https://www.youtube.com/watch?v=c8WGyGDzwro>
- Facebook:<https://www.facebook.com/onsurity/videos/612684213128614/>
- LinkedIn : [https://www.linkedin.com/posts/onsurity\\_giftofsurity-activity-6884734779040772096-zrQ2/](https://www.linkedin.com/posts/onsurity_giftofsurity-activity-6884734779040772096-zrQ2/)

**About Onsurity:**

Founded in 2020, Onsurity simplifies employee healthcare with technology solutions that make healthcare work for everyone. With 1,50,000 members and over 1500 companies and partners including WhiteHat Jr, Visa, Jupiter Money, Pantaloons, MagicPin, DealShare, among others—Onsurity is democratising the healthcare experience for SME and their workforce across India. Onsurity is India's top 10 Innovative Fintech Start-up recognised by The Digital Fifth, has built smarter technology that's easy to use, gives people an advocate in their health journey, and helps employers unblock working capital by managing cost.

Onsurity, headquartered in Bengaluru is backed by Quona Capital, Nexus Venture Partners and Whiteboard Capital and other leading healthcare and technology investors and advisors. For more information, please visit [www.onsurity.com](http://www.onsurity.com)

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