

# Liberty Videocon set to launch telematics

TIMES NEWS NETWORK

**Chennai:** Liberty Videocon General Insurance said that it will be launch a new telematics project to track user behaviour. In a pay-as-you-drive concept, this will allow policyholders to get better pricing on their insurance policy if they exhibit good driving skills. In 2013, Liberty Videocon launched a telematics project, which failed.

“I think we were a little ahead of our time. We failed earlier, as many people were reluctant to insert a device into their car and risk losing their warranty. But this time around, we will be using RFID stickers on the windscreen and mobile-app based tracker to monitor driving patterns. By tracking driver behaviour, we can give better deals to clients who are more,” said Roopam Asthana, CEO, Liberty Videocon.

Liberty Videocon said it has improved on every front. “We have seen our capital grow from Rs 350 crore to Rs 984 crore, premiums surge to Rs 520 crore from Rs 136 crore.,” said the CEO.