

IntrCity RailYatri partners with SBI General to provide complimentary travel insurance to inter-city bus travelers

New Delhi, December 16, 2020: India's leading intercity mobility platform, IntrCity RailYatri, has partnered with SBI General Insurance to provide complimentary travel Insurance worth INR 5 Lacs, to every SmartBus traveler. This would will cover accidental death, disability, and medical (evacuation hospitalization) insurance to the beneficiaries.

This is in keeping with IntrCity RailYatri's ethos to deliver – safe, time bound, secure and hassle-free travel. The brand is taking several new initiatives to offer comfortable, convenient and reliable experience to travelers of IntrCity SmartBus. The passenger safety initiatives taken by the brand include 24x7 command centre to track buses real-time, CCTV camera, and driver performance tracking to name a few.

Commenting on the new initiatives, **Mr Manish Rathi, CEO & Co-founder, IntrCity RailYatri** said, *"The safety of our passengers is and always will be of utmost to us. SBI General's Insurance solution matches our commitment of providing a safe, convenient, and reliable journey experience and it complements our other initiatives to create comprehensive solution. Through our partnership, we have waived off travel premium charges which means every IntrCity SmartBus traveler gets complementary travel insurance cover with the bus ticket. This in true sense will make their journey safer."*

According to **Mr PC Kandpal, MD & CEO, SBI General Insurance**, *"Today, the impact of digitization has reached every aspect and every segment of economy. This has also seen penetration in domestic travel bookings. Today, domestic travelers are extensively using the smartphones to make travel bookings. Excluding lockdown timeframe, this is very much in line with the projections of one of the marketing research firms (Criteo), which had estimated that between 2017 to 2020, the mobile travel sales in India will rise at 67.1% compound annual growth rate."*

"It is important to secure any kind of journey, and with insurance being plugged-in at the point of travel booking, ensures a complete safer travel package. At SBI General Insurance, we believe this partnership will also help increase the insurance penetration in India and ensure a safe travel experience for customers" he added.

IntrCity RailYatri is the most preferred branded bus fleet, helping travelers reach their destinations in a safe and secure with 100% Hygienic, convenient and comfortable bus journey. It is currently operating on all existing pre-COVID routes from its hubs in Delhi, Bangalore, Hyderabad, Chennai, Mumbai, Ahmedabad and Lucknow - connecting more than 200 cities.



About IntrCity RailYatri

IntrCity RailYatri is a multi-modal intercity mobility platform, based in Delhi NCR, India. The company operates "IntrCity SmartBus" fleet connecting major routes in India, integrated with their platform RailYatri, India's top online destination for inter-city train and bus travelers.

For more information –

Official Website: www.intrcity.com , www.railyatri.in

Facebook: <https://www.facebook.com/intrcity/>

LinkedIn: <https://www.linkedin.com/company/intrcity/>

Twitter- [@IntrCity](https://twitter.com/IntrCity)

About SBI General Insurance

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