



Mobility Solutions

About Bajaj Allianz

Bajaj Allianz Life Insurance and General Insurance (hereafter referred to as Bajaj Allianz) is a union between Allianz SE, one of the largest Insurance Company and Bajaj Finserv.

Business Benefits

- Improved intelligence for vehicle users
- Improved brand impact
- Greater accessibility

Platform and Technologies

- OS: Android
- Server scripting language: PHP

Project Description

Bajaj Allianz wanted to track user behavior for current and prospective vehicle insurance customers. They wanted to develop an intelligence which would allow them to pitch an appropriate insurance scheme depending upon the usage behavior of customer e.g. Car used, frequency of refueling, etc. Bajaj Allianz also wanted to develop a brand relationship with their customers and thus decided to develop an easy mobile application for their customers with a view to provide day to day value added functionality and hence approached Nihilent.

Nihilent's Role

Nihilent developed the required application 'MobiFuel' using Android Software Development Kit (SDK). The installable for MobiFuel could be installed by "Download It" from Bajaj Allianz network or, from storage media. Nihilent also hosted MobiFuel on the Android Market (as asked by Bajaj Allianz) which benefited a wide range of users. The MobiFuel application was published on Android market and could be downloaded for free.

Nihilent was responsible for developing the following 3 mobile applications to meet the requirement:

- Car Assistance Application
- Travel Assistance Application
- Map Locator

About Nihilent

Nihilent is a global consulting and solutions integration company using a holistic and systems approach to problem solving. Headquartered in Pune, India, Nihilent's executive team has over 500 person-years of experience in international consulting, IT outsourcing and IT services. Nihilent's operations span North America, Europe, Africa, Australia, Middle East and Asia. Nihilent's mission 'Change for Performance' encapsulates our commitment to make change happen systemically in terms of people, process, technology and knowledge for achieving sustained performance for our clients.