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CPPGroup Plc
Business Update

CPP Group celebrates prestigious award win in India following period of exceptional growth

CPP Group Plc (“CPP” or “the Group”) has today announced that its Indian team has won the prestigious title of ‘Best Risk Management Framework and Systems’ award in the Emerging Companies category at the annual CNBC-TV18 India Risk Management Awards for 2020.

CPP India was selected by the judging panel as the standout winners due to its substantial investment into building a robust risk management culture within the organisation. Every employee takes personal responsibility of risk management, alongside a dedicated risk management team which sits within the business. Altogether, this has helped our Indian business instil the culture of risk management to its partners and vendors, which made it stand out amongst its competitors.

Since its launch in 2008, CPP India has grown to become a multi-product, multi-channel, diverse business, offering customer centric assistance products and services in categories such as card & device protection and warranties. It has made a significant contribution to the success of the wider group, with the fastest growth of customer numbers across the business, going from 1 million customers in 2016 to over 8 million customers in 2020. These impressive levels of growth were made possible through strong partnerships with some of India’s largest financial brands.

Deepak Matai, CEO CPP India said:

“As we now exist in a digitally-dominated world, with all new compliance risks such as data theft and privacy becoming a key consideration, it is more important than ever for businesses to invest in a strong risk management framework.

“We are very proud to have been named winners in the ICICI Lombard - CNBC-TV18 awards as it recognises the exceptional work done by CPP India towards building and implementing the best practice around risk management. We are focussed on tackling potential risks pro-actively and we will continue to do so in the growth curve as we scale to become a leading Indian B2B2C assistance services business through our diverse product range consisting of card protection, device protection and warranties.”

Jason Walsh, Group CEO at CPP said:

“CPP India is well positioned to pursue a continued growth strategy by focusing on extending and enhancing existing partner relationships and continued product development. With an excellent risk management strategy in place these plans will be set to succeed over the coming years, and we are proud that it has been recognised by such a prestigious body.

“We expect to see the market go from strength to strength as it continues to be one of our key revenue drivers across the Group.”

Enquiries:

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About CPP:

CPP Group is a partner focused, global product and services company, specialising in the financial services and insurance markets. We use our local knowledge from 12 country markets within Asia, Europe and Central America to provide our business partners with technology-led product, marketing and distribution expertise that deliver commercial benefits and bring meaningful solutions to over 10 million end customers worldwide.

CPP's diverse range of insurance and assistance products can be designed to suit the bespoke needs of our business partners through providing their customers with peace of mind by reducing the stresses of everyday life, ranging from protection of mobile phones, payment cards and household belongings to keeping travel plans moving and the monitoring of compromised personal data.

For more information on CPP visit <https://international.cppgroup.com>

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