

10:46 AM: Wildfires push Californians to high-risk insurance ma...

10:45 AM: Done deal for Iran nuclear agreement, but debate stil...

10:44 AM: Central European foreign ministers to discuss migran...

*Pitches for greater voter turnout, pats EC*

Narendra Modi



## FMCG

[Home](#) | [Industry](#) | [Auto](#) | [Banking/Finance](#) | [Cons. Products](#) | [Energy](#) | [Ind'l Goods/Svs](#) | [Healthcare/Biotech](#) | [Services](#)
[Durables](#) | [Electronics](#) | [Fashion / Cosmetics / Jewellery](#) | [FMCG](#) | [Food](#) | [Garments / Textiles](#) | [Liquor](#) | [Paints](#) | [Tobacco](#)
11:01 AM | 21 SEP **LIVE**  
MARKET STATSSENSEX  
26,124.29 ▼ -94.62NIFTY  
7,956.05 ▼ -25.85GOLD (MCX) (Rs/10g.)  
26,544.00 ▲ 75.00USD/INR  
65.82 ▲ 0.14

MARKET DASHBOARD

CREATE PORTFOLIO

You are here: [Home](#) > [Collections](#) > [Real Estate](#)

**LifeCell**

Expecting a Baby?

Stem Cell Banking Now  
At Just ₹ 9,990\*

[Know More](#)

**CISCO**

The next wave of the Internet is bringing the next wave of competition.

[Are you ready?](#)

### RELATED ARTICLES

[Burman Family Office to ramp up pace of investing; will look to spend Rs 250-300 cr in FY 2015-16](#)

April 2, 2015

[Real estate takes the FDI route](#)

August 22, 2007

[Future Capital mulls Rs 2,000 cr Berkshire-like investment arm](#)

October 24, 2007

### IN-DEPTH COVERAGE

[Real Estate](#)[Insurance](#)[Family Offices](#)

## Dabur promoters in advanced talks to invest in EasyPolicy.com

Biswarup Gooptu, ET Bureau Mar 12, 2015, 04.00AM IST

Tags: [EasyPolicy.com](#) | [Dabur](#)

New Delhi: The Burman Family Office, the investment arm of the Burman family, promoters of fast-moving consumer group conglomerate [Dabur India](#), is in the final stages of negotiations to invest an undisclosed amount in online insurance policy aggregator [EasyPolicy.com](#).

The investment, if successful, will be the first round of institutional funding for Noida-based EasyPolicy, which competes with market leader and Tiger Global-backed [PolicyBazaar.com](#), which, reportedly, is also in the midst of closing a Rs 300-crore round of funding, led by [PremjiInvest](#), the personal investment arm of Wipro chairman [Azim Premji](#).



0 0

[Tweet](#) [Recommend](#)

## Submit Resume Now

[monsterindia.com](#)

Immediate Requirement. Sign up to Apply &amp; Find Jobs

An email sent to Gaurav Burman, director at Dabur International, did not receive any response at the time of going to press, while Alok Bhatnagar, founder of EasyPolicy, also declined to speak on the developments.

Founded in 2011 by former Thomson Reuters executive Bhatnagar, Neeraj Aggarwala and Divyanshu Tripathi, a founding member of PolicyBazaar, Easy-Policy compares and sells insurance plans in life and non-life categories across insurers.

The Burman Family Office manages the Burman family's investment across asset classes, including real estate, and both, public and private investments in industries, ranging from financial services and insurance, to healthcare.

Unlike in the West, family offices in India, until recently, have largely tended to have a more conventional and asset-heavy investment approach, and have usually parked their money in assets such as real estate, gold and equities. "These investments work very well for family offices, since the multiple kickers tend to be very high in the segments, especially when you compared them to core sectors. There is a lot of upside at the time of exits," said Jeetendra Bhandari, partner, MGB & Co, a tax, audit and regulatory services firm.

Apart from PremjiInvest and Catamaran Ventures, the investment arm of Infosys Technologies co-founder NR Narayana Murthy, the last couple of years have also seen the emergence of the likes of Nirvana Ventures and RAA Global investments, the early-stage venture capital firm and family office, respectively, of the Patni family that have increasingly focused on technology and consumer internet ventures.

"For the investee companies, getting family offices on board as investors is a very comfortable proposition, because they're long-term investors. There is also the added advantage of bringing a reputed brand name on board," said Bhandari.

According to industry data, India's insurance sector is estimated at Rs 1.60 lakh crore, of which the online insurance aggregation players currently contribute just between 1% and 1.5%. The online insurance space is, however, growing at about 200% year-on-year

SPOTLIGHT

Culture Shocker



Why BJP's cultural hygiene project is futile

BJP is innovative, proactive in realising its ideas. If Bosnia and Rwanda saw ethnic cleansing, the party came up with a new project of civic cleaning.

- [Youngsters fleeing Panipat in droves for freedom](#)
- [Why there is a clamour to learn English in Allahabad](#)



Calculate Your Premium

[bajajcapitalinsurance.com/Insurance](http://bajajcapitalinsurance.com/Insurance)

Let our Insurance Advisors help you to find right policy as per needs.

Top SIP Investment plans

[myuniverse.co.in/ZipSIP](http://myuniverse.co.in/ZipSIP)

Compare & invest in best Funds. 0 paper work. Start today.

FEATURED ARTICLES



Top 10 companies that pay more than 25% dividend



10 best tax-saving investments



What central government employees can expect from the 7th Pay Commission

More:

- India's first e-reader Wink unveiled, supporting 15 languages
- Fed warns of catastrophe if \$14.3-trn debt limit not raised
- Tableau Software, Atlassian prepare for IPO amid market woes

- Hyundai: Price war under way in US car market
- Step-by-step guide to file your income tax return online
- BF Utilities rise on court verdict report

Readers' opinions (6)

Sort by: [Newest](#) | [Oldest](#)


**Shabbir Patanwala** (Dubai, United Arab Emira)  
12 Mar, 2015 06:18 PM  
More companies going for the Insurance business.

**chirag cspx** (surat)  
12 Mar, 2015 03:39 PM  
Its really nice idea

**chirag cspx** (surat)  
12 Mar, 2015 03:38 PM  
ok

**Manish** (Unknown)  
12 Mar, 2015 10:24 AM  
gud investment idea

**Ajit Rengaswamy** (mas)  
12 Mar, 2015 09:05 AM  
gud investment idea

 **chirag cspx** (surat) replies to Manish  
12 Mar, 2015 03:37 PM  
hmm

» [READ ALL COMMENTS](#)