

Health insurance industry saw 50% rise in demand after GST cut: Star CEO

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HEALTH insurance industry has seen 50% growth in demand after the GST rate cut in September 2025, said Star Health & Allied Insurance MD & CEO Anand Roy on Monday here.

While addressing reporters, Roy said, "The government has given significant tailwind to the sector by reducing the GST on health insurance from 18% to 0% in last year. By rationalis-

ing the GST for health insurance products, the government is likening it to basic needs of people. This is considered to be structural change. After COVID-19, there was a rise in the demand for health insurance, but that dropped recent time. However, we expect the demand will remain very high for health insurance." He further said due to removal of input tax credit (ITC) in September 2025, the company is absorbing the ITC

cost, and for distribution-related expenses, it has spoken to its agents and the cost is being adjusted to the distribution margin. Roy was speaking to the reporters after the Star Health launched 32 Arogya Seva

Kendra across nine states. The ASK health clinics, being implemented in partnership with Piramal Swasthya, part of Piramal Foundation, will provide structured primary care services at Zero Cost.