



How Young India is Driving the Digital Health Insurance Revolution

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Health insurance, traditionally seen as a product to be bought later in life or with the help of an intermediary, is now finding a younger and digitally confident audience. New data from Star Health and Allied Insurance's FY26 direct-to-consumer (D2C) channel shows a big shift in how young Indians research, buy and engage with health insurance.

Around 66% of customers purchasing fresh health insurance policies through Star Health's direct digital channel in FY26 were below 40 years of age. Nearly 60% were salaried professionals, suggesting that health insurance is fast becoming part of financial planning among India's working population.

The shift is not just about buying insurance earlier. "Young, digitally connected consumers are not only buying health insurance earlier, but are also choosing higher levels of protection," said Deepakh Himmatsinghka, Chief Business Officer, D2C Vertical, Star Health and Allied Insurance.

The average Sum Insured among customers buying through the digital channel stood at ₹14 lakh, compared with ₹12 lakh across the company. Close to 10% of fresh policies also opted for higher-benefit products such as Critical Illness Benefit and Hospital Cash.

The trend extends beyond India's major metros. Only 22% of fresh growth Gross Written Premium (GWP) generated through Star Health's D2C channel came from the top six metros, indicating that digital adoption and awareness of health insurance are spreading across non-metros and tier-2 cities as well.

As consumer behaviour changes, insurers are also investing in making digital journeys more accessible without eliminating the human element. Star Health's digital purchase ecosystem supports online payments, multilingual engagement, AI-enabled assistance and personalised human support. All premium collections through the digital journey are completed online, while nearly 1,600 tele-calling and customer care professionals provide assistance across the country. Customers can access support in nine Indian languages, with AI-powered voice bots already in use and AI-enabled chatbots being introduced soon.

“Young Indians are changing the way health insurance is researched, bought and serviced. They expect a digital-first experience, but they also want trust, clarity and expert support when making an important financial decision. We are investing in technology, AI, multilingual access and human guidance to make health insurance simpler, more accessible and more relevant for the next generation of policyholders,” said Himanshu Walia, Whole Time Director and Chief Marketing Officer, Star Health and Allied Insurance.

The momentum is visible in the channel's growth as well. Star Health's direct digital channel recorded 38% year-on-year growth in fresh health insurance policies in FY26. As India's digital economy continues to expand, the company's continued investments in technology-enabled health insurance experiences are helping make financial protection more accessible, intuitive and personalised for millions of young Indians.

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