

Star Health expands North-East footprint, business grows 11% in FY26



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Star Health and Allied Insurance Company Limited has expanded its wellness and digital healthcare footprint across Assam and the North-East, reporting an 11% growth in gross written premium to around ₹150 crore in FY26, while covering over 2.2 lakh lives in the region. The company said it has strengthened its regional presence through 20+ branches, 14,300 advisors, 22 Star Gramin Bima Kendras and 130+ network hospitals, covering 868 pin codes. In Assam alone, services now extend across 151 pin codes, with over one million customers using digital health offerings such as telemedicine, wellness programmes, Face Scan and a treatment cost calculator. Telemedicine consultations crossed 1 lakh, up 68% year-on-year, with an 88% satisfaction rate.

Claims servicing remained a key focus, with over 10,400 claims worth nearly ₹45 crore settled in the North-East during 9MFY26, marking a 60% rise in claims settled and a 37% increase in payouts compared to last year. The company added that 96% of cashless claims are processed within three hours, while the regional claims NPS stood at 65.

Guwahati is emerging as a key growth hub for health insurance, driven by rising awareness, expanding healthcare infrastructure and increased adoption of digital health services. Star Health's deeper penetration, supported by advisors and hospital networks, reflects growing demand for preventive care and financial protection products in the city and surrounding markets.