

[New products and channels -- AXA Mansard](#) [1]



Country of Operation: Nigeria

Region: Africa

Sub Topics: Product development, Partnerships, Health, Composite products

Organizational Overview

AXA Mansard is a member of the AXA Group, a worldwide leader in insurance and asset management in 59 countries. The group is a conglomerate of independently run businesses, operated according to the laws and regulations of many different countries.

Project Description

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AXA Mansard was incorporated in 1989 as a private limited liability company and is registered as a composite company with the National Insurance Commission of Nigeria (NAICOM). The Company offers life and non-life insurance products and services to individuals and institutions across Nigeria whilst also offering asset/investment management services, medical insurance solutions and pension fund administration through its three subsidiaries AXA Mansard Health Limited, AXA Mansard Investments Limited and AXA Mansard Pensions limited. The company was listed on the Nigeria Stock Exchange in November 2009.

Activities Overview

The project will support the setup up a new unit that will operate fully independent from the rest of the business. New capacities are needed to build a team that would work in different elements of the value chain, from research and product design, to operations and marketing. The project will support AXA to develop a broad product portfolio and distribution strategy.

Learning Agenda

- What internal processes, governance and other functions need to be put in place to complete the microinsurance team to ensure optimal functioning of the microinsurance business?
- Is the proposed life and health microinsurance product viable?
- What is the best way to digitally or otherwise distribute the new product?

Latest Updates

The project is expected to begin in 2016 Q4.

Date of last update: September 2016

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Links:

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