

RMSI's PIER bags 'Technology Initiative of the Year' Award at the 15th Asia Insurance Industry Awards, 2011

Awarded for a breakthrough technology initiative that innovatively addresses a significant need of the industry and allows for higher efficiency or greater profitability in insurance business.

RMSI was awarded 'Technology Initiative of the Year' award at the 15th Asia Insurance Industry Awards for its innovative product 'PIER' (Profiler for Insurance Exposure and Risk). PIER was adjudged the winner as a breakthrough technology

initiative that innovatively addresses a significant need of the industry and allows for higher efficiency or greater profitability in insurance business.



PIER is India's first GIS Based Comprehensive Risk Assessment Tool at Pincode Resolution. PIER is a web based application that uses latest geographic information system (GIS) technologies to help insurance companies improve identification, assessment, pricing and management of risk across various lines of business.

About Asia Insurance Industry Awards

The 15th Asia Insurance Industry Awards were jointly organized by Singapore-based Asia Insurance Review and London-based The Review Worldwide Reinsurance magazines.

The prestigious annual Awards are keenly contested by players in the Asian insurance markets in the region each year. The winners were selected by a very distinguished panel of 29 sterling industry leaders, practitioners and regulators from the markets in Asia and around the globe.