



PCA Pulse

Global solutions delivered locally... ..

CEO SPEAK

We are at the fag end of the year and soon we will enter into a new year with new resolution and promises. The year 2011 was mix of good and bad but yet our team pulled off very well despite adversity and loss of few senior members. Our strength lies in team of dedicated adjusters who are emotionally connected and believe in servicing the industry 24x7.

The last month saw the cabinet approving FDI in multi-brand retail which was wholeheartedly welcomed by the industry. But before it could take off, it was opposed tooth and nail by the allies of Congress and opposition party so much so that the Government was forced to retreat and put the proposal on back burner. This also would lead to delay in increasing the FDI cap in Insurance industry which is anxiously waiting for change since last couple of years.

The General Insurance industry despite unprecedented drop in premium rate witnessed growth of 25% during last six months ending September 2011 over corresponding period of previous year. At the current rate of growth the premium in General Insurance Industry would be over USD 25 Billion by the end of this decade. The growth in General Insurance business should have propelled growth in adjusting business but unfortunately it is nowhere near it. In fact, the Adjusting business is dwindling with no growth. We do not find fresh Adjusters coming in this profession.

As a step forward, we have inducted a qualified Human Resource Manager who can plan and make a road map for us for the future. Her arrival shall bring a change in our organization in the development of our Human Capital Resource both in respect of personal and technical development. I am confident that she will be valuable instrument for our growth in the next five years.

PCA also held its strategy committee meeting in the first week of December 2011 which was attended by CEO, Regional Heads, Branch Heads, HR Manager and CFO. There were free and frank discussions where the delegates put their valuable suggestion to improve upon our functioning and deliverability of our services to our clients in line with our vision and mission.

Wish you all a very Happy and Prosperous New Year 2012.



G. Srinivasan
CEO

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For feedback, please reply at. :-
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NEWS ROUND-UP

PCA Success - Through People

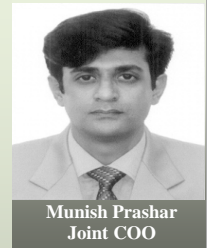
Despite of growth in the General Insurance business, it is also a fact that Surveying and Loss Adjusting profession is not growing with the same pace. In the recent past, you would have observed that number of surveyors have left the profession and joined either the insurance companies or the broking firms due to several reasons. Moreover, surveying and loss adjusting profession is also not attracting the young professionals. It appears from the trend that the General Insurance Industry would feel the pinch of scarcity of surveyors & loss adjusters in near future.

Though we, PCA as a company, are committed to provide more productive, innovative & efficient services to our Insurers under their constant pressure for improvisation with growing needs of the General Insurance Industry; but in current scenario, you would appreciate that it is really challenging for us.

We discussed this issue very seriously within our organization and Introduction of Human Capital Division in the company which is a step forward from our side to improve the present scenario in the Surveying & Loss Adjusting sector and show our commitment to provide our best of professional services to our clients.

The Division, headed by qualified HR Manager Ms. Rashmi Malhotra, is set up to work with the management as "Strategic Partner" and help the organization in Improvising the System & Processes, Recruitment of Fresh Talent, Retention of Existing Talent, Developing Experienced & Professional Adjusters by Training & Development Programs, Increasing Satisfaction Levels of Employees by providing Career & Succession Planning to them etc. I am personally involved in this project with Ms. Malhotra since last few days and would be happy to inform that we are working on various policies, procedures & schemes to improve our system & processes to meet the growing needs of our clients & simultaneously make PCA "BEST PLACE TO WORK FOR" in the Surveying & Loss Adjusting sector.

In this regard, we will continuously strive to apprise through our subsequent editions about the various developments in this project, which are meant to not only strengthen our organization; but also help the Industry to remove the present stagnancy from Surveying and Loss Adjusting Sector, which is presently a very alarming sign for insurance industry as well.



Mumish Prashar
Joint COO

Experience on "Emerging Leadership Program" at Crawford University, Atlanta, USA

I got an opportunity to participate in training program on "Emerging Leaders" organized by Crawford & Co. at their Headquarters, Atlanta, Georgia, USA in September 2011.

This program is conducted every year since 2005 wherein potential employees from various locations around the globe are nominated as participants. This year 36 employees participated for week long training. Asia Pacific (APAC) Region was represented by 3 participants including myself from India.

The entire Training Program had a very well designed curriculum with training sessions on Insight into Crawford and their global business Leadership Strategy, Finance & Accounting, Communication, Technology, etc.

The presenters/trainers comprised of CEO; Mr. Jeffrey T. Bowman, member of Global Executive Management (GEM) Team of Crawford, external experts from specialized fields. Each participant had undergone a 360 Degree Review before commencement of program, which included a feedback survey conducted by an independent agency for the participants from their superior, their peers and direct reports.

The program also included various tasks at individual/group/team level. The entire group of 36 was divided into 4 teams & each team was given a project/problem title on the very first day of program and they had to present a practical solution/strategy to resolve the problem/situation in the project given to them in front of entire senior management of Crawford including the President and CEO.

The program was designed to sharpen/cultivate soft skills of the participants with a foresight to enhance the leadership pool of the organization. The program also provided a good platform to all the participants to meet, share their views/ideas, discuss business peculiarities within their own countries and develop interpersonal relations so as to grow Company's Business globally.

A detailed analysis report for each member based on the 360 Degree Review Survey conducted was also developed and discussed with him & his superior over a conference call for working on the areas of their strengths.

Overall, the entire training program was a good learning and wonderful experience and provided a platform to develop the leadership skills among the attendees.



Ashutosh Shukla
Joint COO

The other day my house caught fire. The insurance agent said, "Shouldn't be a problem. What kind of coverage do you have?"

I said, "Fire and theft."

Insurance agent frowned. "Uh oh, wrong kind. It should be fire OR theft."

Apparently, the only way I can make a claim with this coverage is if the house is robbed WHILE it's burning down.

FUNNY BONE



INTERNATIONAL NEWS

2011 Thailand Floods

Huge areas of Thailand have been affected by the worst floods in decades. More than 500 people have been killed with hundreds of businesses and industrial areas affected. Early estimates are that US\$10 billion of insured damage has been caused by the floods. Crawford & Company is monitoring the situation and its potential effect on our clients.

Many areas of Thailand remain flooded, especially those to the west and east of Bangkok, and it is still expected to take many weeks for all water to reach the Gulf of Thailand. The government estimates that it will take as long as two months for the floodwaters to fully recede. Access to some areas is possible as the flood water is now receding particularly around the country's industrial region, Ayutthaya Province, north of Bangkok. Crawford & Company is monitoring the situation closely and where access is possible they have commenced their attendance at various insured locations assisting the recovery process.

"Crawford's local adjusters are able to meet current demand for site inspections and claims handling but as policyholders return to their properties and businesses, we expect to see an influx of additional claims. To meet this increased demand, our local team will be supplemented by senior adjusters from Crawford Global Technical Services (GTSSM) and we expect to have these additional adjusters in place by 21 November" said Richard Martin, CEO Asia Pacific at Crawford & Company.

The team in Crawford Thailand will be strengthened with the appointment of Stuart Mintz who has more than 30 years of management and adjusting experience. He joined Crawford in the United States in 2004 as an Executive General Adjuster in GTSSM and has worked on large, complex losses worldwide. Stuart A. Mintz has joined Crawford's Asia-Pacific team in Thailand as International Executive General Adjuster for the Indochina Zone incorporating Thailand, Vietnam, Cambodia, Laos and Burma.

Richard Martin said, "Stuart has expertise to manage claims resulting from a number of catastrophes, including earthquake losses in Christchurch, New Zealand. He also will be part of our team handling claims from the recent floods in Thailand. Stuart is a great addition to our team in the region and we are looking forward to his continued work on behalf of our clients."



BRIGHT SPOT

Global Day of Service 2011 – "Disha – Way to Life" at Palna, New Delhi

The most awaited "Global Day of Service", a day for a social cause was organized by PCA on 1 October 2011, at Palna, an organization for child welfare and growth, operated by DCCW's (Delhi Council for Child Welfare). The event was a full day affair from 11 A.M. to 6 P.M.

On behalf of PCA, all Delhi employees dedicatedly engaged in preparing for the event. They worked tirelessly to do all the arrangements that were planned for PCA's contribution to the children's organization.

The event was planned in consultation with the management of 'Palna' who were initially reluctant about the activity as all the children at Palna are brought up in very protective atmosphere & are not exposed to the glare of the outside world. However, after knowing about our plan that included organizing of activities like Electric Train Rides, Bouncies, balloons, Lunch, snacks and music for the children who remain deprived of it, they supported us to the fullest. PCA completely gelled with the children, by making them recite poems, telling stories, distributing chocolates, toffees, ice cream cones.

The children were happy and their joy reflected through the broad smile on their faces. To be a part of the children, few of our employees wore dresses of Mickey Mouse and Donald Duck and distributed toffees and candies to them. The entire event brought in a feeling of completeness and success on seeing the little hands clapping with joy and excitement.

Our Chairman, Mr. Antuj Puri hugely bolstered with a large monetary contribution to the Palna trust along with an equal contribution been collected by all the employees of PCA PAN India.

Double Surface Phototherapy Machine was a very significant contribution by PCA to Palna as communicated by Mrs. Tarini Bahadur, member - Executive Committee of Delhi Council of Child Welfare, which was very much appreciated as that was required by them for quite a long time.

Besides the other important contributions made by PCA, the day to day consumed medicines, some provisions like baby food, cleaning powders, disinfectants (Like Phenyl, Dettol and Savlon Liquids), diapers for children, soaps, oils, cooking oils, grocery items and stationary items were also handed over to the management as per their requirement. PCA has also confirmed to procure a standing frame and balancing board for children which will help in treating neurological and motor function problems.

This event was a great success and could not have happened without the support and efforts of all employees of PCA.



VALUE ADDITION

Hazardous Chemical Data: ACETIC ANHYDRIDE (CH₃ CO)₂O

Description: Clear, Colorless liquid with strong pungent acetic odor

Fire and Explosion Hazard: Flammable liquid. Vapor forms explosive mixture with Air. Flammable limits 2.9% and 10.3%. Flash Point -129°F. Ignition Temperature -734°F, Liquid is heavier than water (Specific Gravity 1.08). Vapor is heavier than Air (Vapor density 3.5)

Life Hazard: Eye, skin and respiratory irritant. Threshold value 5 parts per million.

Fire fighting phases: Use water spray, carbon di-oxide, dry chemical or 'alcohol' foam

Usual Shipping Containers: Glass jugs with Aluminum screw caps, Carboys, Aluminum or stainless steel drums, Aluminum tank cars or tank barges

Storage: Protect against physical damage. Outside or detached storage is preferred. Store in cool, well ventilate, away from source of ignition or heat. Avoid pits, depressions and basements. Separate from other storage. Inside storage should be in standard flammable liquids storage room or cabinet.

Source: Fire Protection Association, London