



June 24, 2025

To,

Listing Department
National Stock Exchange of India Limited
Exchange Plaza
Bandra-Kurla Complex, Bandra (East)
Mumbai – 400 051

Department of Corporate Services
BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street
Mumbai – 400 001

Symbol: MEDIASSIST

Scrip Code: 544088

Subject: Intimation under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

Dear Sir/ Madam,

In compliance with Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we inform you that Star Health and Allied Insurance Company Ltd ("Star Health") has signed a Master Services Agreement with the Company on June 24, 2025 to adopt the Company's advanced AI-powered claims platform - Matrix.

Please find enclosed Press Release titled "**Star Health Insurance partners with Medi Assist to Transform Claims through AI and Digital Innovation**" issued in this regard. You are requested to take the same on records.

The said intimation shall also be made available on Company's website at www.mediassist.in

Yours faithfully,

For Medi Assist Healthcare Services Limited

Rashmi B V
Interim Company Secretary & Compliance Officer
ICSI Membership No. A38729

Encl: As above

Medi Assist Healthcare Services Limited

CIN - L74900MH2000PLC437885

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Star Health Insurance partners with Medi Assist to Transform Claims through AI and Digital Innovation

Bangalore 24th June 2025: Star Health and Allied Insurance Company Ltd. ("Star Health") India's largest retail health insurer, has entered into a strategic partnership with Medi Assist Healthcare Services Limited ("Medi Assist"), to adopt MAtrix platform, an advanced AI-powered claims platform. This collaboration is a significant step in Star Health's ongoing claims transformation journey, focused on delivering faster settlements, better customer engagement, and technology-led service excellence. The partnership will help in identification and elimination of fraud and reduction in waste and abuse through AI tools.

Through the partnership Star Health Insurance is modernising its claims ecosystem to be future-ready. The platform will help the Company strengthen its ability to manage rising claim volumes while maintaining speed, consistency, and transparency in its operations. As part of this transformation, Star Health Insurance is scaling up its digital capabilities to meet growing service expectations from hospitals, policyholders and regulators. The use of the platform introduces intelligent automation, reduces manual steps, and streamlines workflows, enabling stronger turnaround performance across the network.

Anand Roy, MD & CEO, Star Health and Allied Insurance said, "This marks a major step forward in strengthening our in-house claim management capabilities. This partnership is a key milestone in our journey to build a more agile and technology-driven claims ecosystem. Claims are at the heart of the insurance experience, and with Medi Assist's platform, we are enhancing speed, accuracy, and consistency, while keeping a keen eye on fraud, waste and abuse. By reducing manual interventions and standardising processes, we aim to strengthen efficiency and reinforce trust with our policyholders. This along with other initiatives being undertaken at Star Health Insurance will ensure our focus remains on delivering transparent, reliable, and customer-first claims service that meets the evolving needs of the health insurance and healthcare landscape."

Echoing this sentiment, **Satish Gidugu, CEO, Medi Assist said,** "We are excited to collaborate on this transformative journey. This partnership is set to redefine industry standards in technology-driven insurance operations, ensuring an exceptional Policyholder experience."

A key advantage from the partnership for Star Health Insurance is its rules and configuration-based engine, which ensures consistent and standardised claims adjudication. This reduces subjectivity and improves process accuracy. The platform also enables co-working and AI co-pilot support, allowing Star Health Insurance's claims teams to make faster and more informed decisions. Additionally, it strengthens the Company's ability to detect and prevent fraud through advanced AI and machine learning tools, helping reduce waste and protect the integrity of the claims process.

The partnership also strengthens customer engagement, with AI-powered chatbots, virtual assistants, and omnichannel support available across mobile apps and WhatsApp. A unified API architecture ensures secure, real-time data exchange among insurers, healthcare providers, and the National Health Claims Exchange (NHCE), enhancing overall stakeholder connectivity.

This integration represents a critical advancement in India's digital health insurance landscape combining innovation, operational readiness, and a sharper focus on policyholder outcomes.

About MATrix:

The MATrix platform, developed by Medi Assist, is a proprietary and advanced digital claims management solution that leverages AI and configurable workflows to streamline claim operations and prevent health insurance fraud. The platform's AI-enabled claims management capabilities makes the claims process faster, more transparent, and more efficient.

About Medi Assist Healthcare Services:

Medi Assist Healthcare Services provides health benefits administration services, technology platform and innovative offerings to the health insurance ecosystem. Through its wholly owned subsidiary, Medi Assist TPA, the Company acts as a facilitator between (a) insurance companies and their policyholders, (b) insurance companies and healthcare providers (such as hospitals), and (c) the Government and beneficiaries of public health schemes. The Company, through Mayfair We Care, provides benefits administration services to Indian corporates & insurers outside India as well as services global insurers and beneficiaries.

Medi Assist is listed on both the National Stock Exchange (NSE) and the Bombay Stock Exchange (BSE). For more information, please visit: www.mediassist.in. For further press queries, please get in touch with sharmistha.roy@mediassist.in. For investor queries, please get in touch with Mr. Niraj Didwania at investor.relations@mediassist.in.

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This document may contain forward-looking statements about Medi Assist Healthcare Services Limited and its Subsidiaries, which are based on the beliefs, opinions, and expectations of the company's management as the date of this Investor release and the companies do not assume any obligation to update their forward-looking statements if those beliefs, opinions, expectations, or other circumstances should change. These statements are not the guarantees of future performance and involve risks and uncertainties that are difficult to predict. Consequently, readers should not place any undue reliance on such forward-looking statements.