

## VARUN DUA



Varun Dua is the Co-Founder of Coverfox Insurance Broking Pvt. Ltd. that runs the website [www.coverfox.com](http://www.coverfox.com). Varun has extensive and diverse experience in the insurance industry spanning over 10 years. He's worked on Sales, ROI based marketing, built tech solutions for insurance companies amongst other things.

Varun started his career as an advertising and marketing professional and worked with leading insurance and financial services firms including Tata AIG and Franklin Templeton. He led marketing analytics efforts for direct business acquisition and led technology efforts for efficient servicing of customers.

Prior to Coverfox, he has co-founded 2 firms Enser Communications and Glitterbug Technologies which have brought in good technology and practices to the Insurance Industry in India. Enser was set up in 2008 and was the fastest growing customer support and contact center for financial services firms and grew to 500 people in two years of its inception. Glitterbug is a technology services firm and has serviced top insurance brands including ICICI Prudential, HDFC Life and Aviva to integrate their online business with core applications and cloud based voice record storage, management and retrieval.

Varun is passionate about technology, consumer internet and financial services. He is a graduate of MICA (Mudra Institute of Communications, Ahmedabad) where he pursued the flagship course in communication management with a specialisation in Brand Management.

