

Sources/citation

- Source 1: Business Today (Jan 2024)
 - Link: <https://www.businesstoday.in/magazine/companies/story/how-acko-revolutionised-the-already-cluttered-insurance-sector-413054-2024-01-09>
 - Relevance: Confirms Acko's 78 million unique customers and digital-only model, supporting the focus on tech-savvy ICPs (e.g., Young Urban Professionals).
- Source 2: Acko Website – Insurance Sector in India
 - Link: <https://www.acko.com/insurance-sector-in-india/>
 - Relevance: Provides insights into India's insurance market and digital trends (73% prefer online modes), justifying the emphasis on digital channels (e.g., Instagram, YouTube) for ICPs.
- Source 3: LiveMint (Aug 2024)
 - Link: <https://www.livemint.com/companies/news/auto-and-health-insurer-acko-s-next-big-bet-is-a-370-billion-industry-11723114175961.html>
 - Relevance: Details Acko's customer demographics (43-44% motor, 48% health premiums) and partnerships (Ola, Zomato), informing ICPs like Gig Economy Workers.