

AAR Health Services (U) Ltd secures IRA License as a Non-Life Insurer, transforming Uganda's Insurance Landscape



Nassuna Christine, Managing Director, AAR General Insurance Uganda Limited

In a significant development for Uganda's insurance sector, AAR Health Services Uganda Limited (AAR) has officially transitioned into a fully licensed non-life insurer, following official licensing

by the Insurance Regulatory Authority of Uganda (IRA) as a General Insurance Company. This development marks a pivotal achievement for AAR as it evolves from a renowned medical insurance provider into AAR General Insurance Uganda Limited, now offering

a full suite of both medical and general insurance solutions. This evolution not only diversifies AAR's portfolio, but also aligns with the growing demand for comprehensive risk management solutions in Uganda's dynamic economy. AAR Uganda's roots trace back to 1984, when the company, part of the broader AAR Holdings Limited began operations as a pioneer in medical evacuation and air rescue services across East Africa. In Uganda specifically, AAR has established itself as a leader in health insurance, earning a reputation for excellence through its customer-focused approach and dedication to enhancing lives. With this new license, AAR broadens its portfolio to provide medical insurance, motor insurance, home insurance, travel insurance amongst other general insurance solutions. As part of this transformation, AAR promises to continue to deliver digital-fast solutions, including easier online on boarding,

mobile claims submission, and 24/7 customer support. This ensures clients benefit from even more accessible, convenient, and reliable insurance services.

"As we transition into general insurance, we uphold our vision of protecting the health and wealth of our customers. With a wider range of protection and risk management solutions, our purpose remains to be Uganda's most trusted insurance partner, providing quality and affordable products." Nassuna Christine, AAR Managing Director.

The Insurance Regulatory Authority of Uganda is the primary regulator tasked with ensuring a sound, efficient, and stable sector while protecting policyholders and promoting inclusive markets. Therefore, all entities conducting insurance, reinsurance, or HMO business must secure a valid license from the IRA. For non-life (general) insurance, this involves rigorous compliance with capital requirements,

solvency margins, and operational standards.

For AAR, this transition is more than just a name change, reflecting AAR's comprehensive approach and future-forward mindset. Environmental, Social, and Governance (ESG) principles are central to AAR's strategy, with investments in sustainable operations, community development, and robust governance practices to ensure lasting value for all stakeholders.

Industry observers note that the license also enables AAR to further participate in bancassurance and intermediary services, further embedding it in Uganda's financial services ecosystem. This licensing breakthrough represents more than regulatory compliance, it's a catalyst for growth as AAR can now deliver holistic non-life insurance solutions.

On the consumer front, AAR's expansion democratizes non-life coverage. Affordable plans like those in its existing portfolio suggest

upcoming general products will prioritize accessibility, potentially integrating with digital tools such as the popular AAR Insurance app for real-time claims and policy management. AAR's transformation into a non-life insurer injects fresh competition into a market dominated by a handful of players. By emphasizing innovation, such as cashless hospital access and CSR-driven initiatives, AAR could accelerate adoption, particularly among underserved rural and informal sectors.

AAR Uganda's receipt of a non-life insurance license is a testament to its enduring commitment to protection and innovation. From humble beginnings in medical rescue to a multi-faceted insurer, the company is redefining risk management in Uganda. As it rolls out new products, AAR not only safeguards more lives and livelihoods but also contributes to a more secure, inclusive economy.