

AccelTree Expands Operations to East Africa with AI-Powered Insurance Solutions



Strengthening digital insurance distribution across one of the world's fastest-growing insurance markets

Pune, India - 2026 - AccelTree Software has announced the expansion of its operations into **East Africa** with the successful deployment of its **AI-powered insurance solutions**, reinforcing the company's commitment to accelerating digital transformation in emerging insurance markets.

The deployment enables insurance advisors to manage the complete sales journey digitally, from customer onboarding and proposal creation to document capture and policy issuance, using a single intelligent platform. Designed for both connected and low-connectivity environments, the solution helps insurers improve operational efficiency while delivering a faster and more seamless customer experience.

Supporting a Rapidly Evolving Insurance Market

East Africa is witnessing steady growth in insurance adoption, driven by increasing financial inclusion, expanding mobile connectivity, supportive regulatory initiatives, and growing demand for digital financial services. Governments and insurers across the region are actively investing in technology-led modernization to improve accessibility, reduce operational costs, and extend insurance services to underserved communities.

With mobile-first digital adoption and ongoing automation initiatives, insurers are increasingly embracing technologies such as digital onboarding, e-KYC, AI-powered customer engagement, workflow automation, and paperless sales processes to enhance operational efficiency and customer reach.

A Strategic Milestone

The East Africa expansion represents another important milestone in AccelTree's global growth strategy and reflects the company's vision of empowering insurers with intelligent, scalable technology solutions tailored to regional market needs.

As insurance providers across Africa continue their digital transformation journey, AccelTree remains committed to delivering innovative AI-powered platforms that simplify operations, strengthen distribution networks, and make insurance more accessible to millions of customers.