

Chola MS launches first of its kind Partners Portal to Transact, Track and Train

Chennai, September 05, 2011: Cholamandalam MS General Insurance Company Limited, a joint venture between the Murugappa Group and Mitsui Sumitomo Insurance Group Japan, today announced the launch of the first-of-its kind Partners Portal in the General Insurance industry in India partner.cholainsurance.com. The Portal enables partners to **T**ransact business, **T**rack business progress and **T**rain themselves for business development.

partner.cholainsurance.com has been designed to significantly increase engagement levels between the Company and its Partners thereby facilitating better knowledge and information flow, quicker response levels and a greater ownership with the agents resulting in improved customer service.

Partners can issue Travel and Motor policies; track the policies, claims and commissions online. Partners can view and follow up on policy renewals and send personalized Greeting messages to customers. Partners can enhance their knowledge through the Learning center in the portal. The top performers and achievers would be recognized on the portal.

Speaking on the launch of the Portal in Chennai, **Mr. S S Gopalarathnam, Managing Director Chola MS** said "Our Partners form an integral part of our business and our new partners portal will strengthen our connect with them. This will be a one stop solution that will empower them to transact policies, track their business and commission and also seek self help to get trained on new products, processes and industry trends. This is a testimony to our brand theme of T3 wherein technology has been used to empower our partners and this will surely strengthen Trust and Transparency for brand Chola MS."



About Cholamandalam MS General Insurance Company (Chola MS):

Cholamandalam MS General Insurance Company Ltd. is a Joint Venture between Murugappa Group and Mitsui Sumitomo Insurance Group of Japan. Cholamandalam MS offers a wide range of products that include Accident, Engineering, Health, Liability, Marine, Motor, Property, Travel and Rural insurance for individuals and corporate. The company achieved a GWP of Rs. 968 crores in 2010-11. The company has 113 branches and over 7500 agents across the country. Visit www.cholainsurance.com for more information about the company and its products.

About Murugappa Group:

Founded in 1900, the Rs. 17051 Crores (USD 3.8 billion) Murugappa Group is one of India's leading business conglomerates. The Group has 29 businesses including eight listed Companies actively traded in NSE & BSE. Headquartered in Chennai, the major Companies of the Group include Carborundum Universal Ltd., Cholamandalam Investment and Finance Company Ltd., Cholamandalam MS General Insurance Company Ltd., Coromandel International Ltd., Coromandel Engineering Company Ltd., E.I.D. Parry (India) Ltd., Parry Agro Industries Ltd., Tube Investments of India Ltd., and Wendt (India) Ltd.

Market leaders in served segments including Abrasives, Auto Components, Cycles, Sugar, Farm Inputs, Fertilizers, Plantations, Construction, Bio-products and Nutraceuticals, the Group has forged strong joint venture alliances with leading international companies like Groupe Chimique Tunisien, Foskor, Cargill, Mitsui Sumitomo and Morgan Crucible. The Group has a wide geographical presence panning 13 states in India and 5 continents.

Renowned brands like BSA, Hercules, Ballmaster, Ajax, Parry's, Gromor and Paramfos are from the Murugappa stable. The organization fosters an environment of professionalism and has a workforce of over 32,000 employees. For more details, visit www.murugappa.com.

About Mitsui Sumitomo Insurance Company (MSI)

Mitsui Sumitomo is part of MS & AD, the largest Insurance group in Japan, with an Ordinary Income (NPW) of \$30.59 billion at FY2010-2011. The company has international network of 320 facilities spanning 42 countries and regions, centered on the fast-growing Asian region. Mitsui Sumitomo Insurance Co. Ltd was awarded the "General Insurance Company of the Year" award in 2005 at the 9th Asia Insurance Industry Award ceremony held in Singapore. This has been awarded to MSI for being the most active non-life insurance company and for reaching the top of the foreign non-life insurers in the region. MSI was also awarded the 10th Rank among the world's Most Admired Companies in the Property and Casualty Insurance field.