

## **Chola MS Insurance website listed at the top in a Yahoo Study**

**Liked for being user friendly and economical premium.**

**Chennai, December 03, 2012:** [www.cholainsurance.com](http://www.cholainsurance.com), the Website of Cholamandalam MS General Insurance Company has been declared amongst the top general insurance websites in the country in a study published on the popular search site [www.yahoo.com](http://www.yahoo.com). The study has been conducted by Auto Bild. The site has been praised for its user friendly appeal and economical premium for web policies.

The website offers various products like motor, health and travel for online buying to new as well as existing customers.

The study quotes "The Company has a very user friendly site and insurance costs are economical. Unlike other companies, you don't have to wait for long as one of the executives attends to your queries immediately. They are very helpful and thorough in answering all your questions."

**Mr. S S Gopalarathnam, Managing Director, Chola MS**, commenting on the recognition said, "Team at Chola MS has been working diligently over the last the couple of years to enable our customers to transact through our website. Our website offers a combination of intuitive simplicity and convenience along with affordable premium. This recognition is a testimony to confirm that our efforts are being appreciated by our customers and media. We will introduce many new initiatives on the mobile platform soon which shall further delight our customers."

### **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. 1346 crores in 2011-12. The company has 92 branches and over 6000 agents across the country.

The company champions a brand philosophy of T3 – Trust, Transparency and Technology. The company has received various awards and accolades; noteworthy amongst them is "**Innovation Leader Award 2012**" by Fintelekt. The company also received the best insurance company for "**In time Claims Settlement for the year 2011-12**" in the Rashtriya Swasthya Bima Yojana (RSBY) scheme run by the Ministry of Labour & Employment, Government of India. The company has been awarded "**Financial Insights Innovation Award**" for innovation in mobile enablement – Claims Survey Process in the recently concluded Asian Insurance Congress held at Singapore.

Visit [www.cholainsurance.com](http://www.cholainsurance.com) for more information about the company and its products.

### **About Murugappa Group:**

Founded in 1900, the Rs. 22314 Crores (USD 4.4 billion) Murugappa Group is one of India's leading business conglomerates. The Group has 28 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, Bio-products and Nutraceuticals, the Group has forged strong alliances with leading international companies like Groupe Chimique Tunisien, Foskor, Cargill, Mitsui Sumitomo, Morgan Crucible and Sociedad Química y Minera de Chile (SQM). The Group has a wide geographical presence spanning 13 states in India and 5 continents.

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

### **About Mitsui Sumitomo Insurance Company Limited (MSI):**

Mitsui Sumitomo Insurance Company Limited is part of MS&AD Insurance Group Holding Inc, the largest Insurance group in Japan, with NPW of JPY 1,269 billion (INR 735 billion) at FY2011-2012. The company has wide international network of 878 facilities spanning 40 countries and regions, centered on the fast-growing Asian region. MS&AD Insurance Group Holdings, Inc was awarded the "General Insurance Company of the Year" award in 2011 at the 15th Asia Insurance Industry Award ceremony as being the most outstanding insurance company in the Asian insurance market during fiscal 2010. MS&AD Group Past Awards were as follows: 2009: Mitsui Sumitomo Insurance Group Holding, Inc. Corporate Social Responsibility Award. 2005: Mitsui Sumitomo Insurance Co., Ltd, General Insurance Company of the Year. MS&AD Insurance Group Holdings was also awarded the 12nd Rank among the world's Most Admired Companies in the Property and Casualty Insurance field.