

Chola MS Launches 'Policy on The Go'

Chennai, August 27, 2012: Cholamandalam MS General Insurance Company Limited, a joint venture between the Murugappa Group and Mitsui Sumitomo Insurance Company Japan has introduced 'Policy on the Go', a mobile application to generate quotes and issue Motor policies online, thus bringing down the turnaround time from four days to just few hours .

The insurance agents and direct sales teams of Chola MS can now use their Android-run smart phones to fill in insurance applications. The mobile application will generate instant quote, taking into account various factors including the year of registration, engine number and so on. Once the customer cheque is realized, the policy will be issued and e-policy will be sent to the customer.

Talking about the introduction of this innovative mobile initiative, **Mr. S.S. Gopalarathnam, Managing Director, Chola MS said**, "Policy on the Go is a smart technology enabled platform to delight our customers. This initiative reduces possibility of errors and enhances the agent's productivity. We are aiming to withdraw manual cover notes from the market shortly."

In 'Policy on the Go' initiative, Chola MS agents will feed in the customer's risk details using a simple mobile app, which will calculate the premium the customer needs to pay. The customer's cheque details are entered into the system thereby making the process error free. The agent need not come to Chola MS office to log in the proposals immediately. This enhances his productivity. Chola MS is planning to expand the usage of Policy on the Go to cover other retail insurance products in the domains of health, travel and home insurance during the coming months.

About Cholamandalam MS General Insurance Company (Chola MS):

Chola MS General Insurance Company Ltd. is a Joint Venture between Murugappa Group and Mitsui Sumitomo Insurance Group of Japan. Chola 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. 1347 crores in 2011-12. The company has 93 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 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 for more information about the company and its products.

About the 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. 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.

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