

Chola MS raises additional Rs. 50 crores capital for business growth

Chennai, July 05 2012: Cholamandalam MS General Insurance Company Limited, a joint venture between the Murugappa Group and Mitsui Sumitomo Insurance Group Japan has enhanced its capital base by Rs. 50.05 crores through a rights issue for growth in line with its business plan for the financial year 2012-13. The net worth of the Company which was Rs. 325.7 crores in March 2012 has increased by Rs.50 crores to Rs. 375.7 crores through this infusion.

Commenting on the same, **Mr. S.S. Gopalarathnam, Managing Director, Chola MS** said, “We’ve grown our business by nearly 40% last year. This additional capital infused in our business will be utilized for our business growth and expansion. We plan to get close to a GWP of Rs. 2000 crores for the current year. Chola MS has achieved a Gross Written Premium (GWP) of Rs. 400 crores during the April-June 2012 period registering a growth of around 25% over the same period last year.

Also I am happy to announce that the company has recently won the prestigious “Innovation Leader Award for 2012” at the India Insurance Awards 2012 for its mobile-based Motor Claims Surveyor solution”. It is a matter of great pride and we shall strive to launch many more technology enabled convenience platforms to enhance customer service to greater heights.”

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.

For further information, please contact:

Ogilvy Public Relations Worldwide

Vinod Kumar

Mobile: 98401 26179