



Chola MS launches Motor on the Go app for its Motor Insurance customers

Chennai, 9th October 2014: Cholamandalam MS General Insurance Company today announced the launch of Chola MS Motor on the Go mobile application for its Motor Insurance customers. This application available both on Android and iOS supported smart phones will offer a range of benefits and convenient access to the network of preferred garages offering cashless repair facility to the customers.

1. The customers will be sent a sms and an email communication with the link to download this application.
2. Policy details like coverage, Sum Insured e.t.c. Renewal reminder and Preferred Garage network with geo tagging on Google Maps are other benefits available in the app.
3. The application offers some unique features like document wallet, Mileage tracker and Free driving tips. This will help improve the Motor consciousness amongst customers
4. It also offers customers discounts and exclusive offers at select Hospitals, pharmacies and diagnostic labs.
5. The customers can also dial Chola Customer care from the app and get tele-assistance.

Mr. S.S. Gopalarathnam, Managing Director, Chola MS said "This is an industry first technology initiative and Chola MS is proud to take a lead. I am sure this will delight our customers." He also informed that the company had launched a similar app "Wellness on the Go" for its health insurance customers in February 2014. This has been well received and there are more than 500 customers actively using the app. He also informed that the company is planning to develop and launch more such mobile applications for Travel Insurance customers.

About Cholamandalam MS General Insurance Company Limited (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. 1855 crores in 2013-14. The company has 105 branches and over 9000 agents across the country.

The company champions a brand philosophy of T3 – Trust, Transparency and Technology. Chola MS has recently been awarded as the best insurance company across Asia for “Health Insurer Claims Team for the year 2013” at the Claims Asia Awards 2013 held at Hongkong. Amongst 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 for more information about the company and its products.

About Murugappa Group

Founded in 1900, the INR 243 Billion Murugappa Group is one of India's leading business conglomerates. The Group has 28 businesses including ten listed Companies 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., Sabero Organics Ltd., Shanthi Gears Ltd., Tube Investments of India Ltd., and Wendt (India) Ltd.

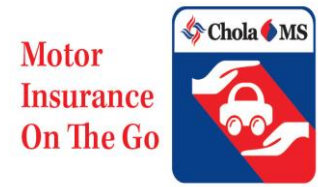
Market leaders in served segments including Abrasives, Auto Components, Transmission systems, Cycles, Sugar, Farm Inputs, Fertilisers, Plantations, Bio-products and Nutraceuticals, the Group has forged strong alliances with leading international companies like Groupe Chimique Tunisien, Foskor, Mitsui Sumitomo, Morgan Advanced Materials, Sociedad Química y Minera de Chile (SQM), Yanmar & Co. and and Compagnie Des Phosphat De Gafsa (CPG). The Group has a wide geographical presence all over India and spanning 6 continents.

Renowned brands like BSA, Hercules, Ballmaster, Ajax, Parry’s, Chola, Gromor, Shanthi Gears 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 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.

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