

□ Press Release

CHOLAMANDALAM MS GENERAL INSURANCE LAUNCHES NEW REGIONAL OFFICE IN PUNE

- **Part of network expansion and building closer connect with consumers in Maharashtra**

Pune, May 16, 2011: Cholamandalam MS General Insurance Company Limited (Chola MS), the Chennai-based joint venture between the Murugappa Group and Mitsui Sumitomo Insurance Group of Japan, today launched its new regional office at Wellsley Road, Pune. The newly launched regional office will focus on retail insurance business and will provide health, accident, home and motor insurance. It will also oversee the current 32 districts and 12 branches in Maharashtra.

Speaking on the occasion of the launch, **Mr. S.S. Gopalarathnam, Managing Director, Chola MS**, said, “Maharashtra is an important market for insurance products and is strategically important for us. Pune and Nashik being one of India’s major industrial and auto hub, this will be a key area for us. In addition to Commercial insurance Chola MS also plans to focus more on the motor & health insurance here. Currently we have 12 branches in the state and plan to open 3-4 branches in the coming year. We have seen positive acceptance from customers here and are aiming to grow our agents from 520 to 1000 in this financial year and steadily increase it to 2000 by the next two years. Maharashtra contributes 10% percent to our overall premium earnings and we hope to achieve 15% by 2011-12. In the same period we are targeting to achieve a turnover of 100 Crore from the current 55 Crore. We are looking at further deepening our reach in Maharashtra to make our offerings more accessible to audiences across major districts. This expansion is in line with the company’s value focus on “Customer Centricity”. Having a branch closer home will enable better policy and claims servicing to the customer.”

Chola MS is a significant player in the general insurance business and has been recognized for its Trust, Transparency and Convenience backed by innovative technology solutions. Currently it has 12 branches in Maharashtra - 7 branches in – Pune (Two), Nashik, Aurangabad, Solapur, Kolhapur and Nagpur. 5 exclusive branches for Rashtriya Swasthya Bima Yojana (RSBY) in Akola, Wardha, Buldhana, Washim and Galna. 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.**

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 (NWP) of 21.66 billion USD in 2009-10. The Company has 300 offices in 40 countries and regions overseas. 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.

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