

Chola MS launches Chola Tax plus Healthline Policy

Comprehensive policy that covers Hospitalisation and OPD expenses. Offers Tax benefit upto Rs. 35,000.

Chennai, December 11, 2012: Chola Mandalam MS General Insurance Company Limited, a joint venture between the Murugappa Group and Mitsui Sumitomo Insurance Company Japan, today announced the launch of Chola Tax Plus Healthline Insurance Policy. The policy offers coverage under two sections, namely Hospitalisation and Out Patient Department (OPD) Treatments. The policy also offers full Tax Benefit of upto Rs.35000 under Sec 80(D).

The Hospitalisation section works like a regular Indemnity Health Insurance policy covering Hospitalisation due to all illnesses, 60 days pre and 90 days post-Hospitalisation expenses, Ambulance expense, Organ donor treatment expense and 141 Day care procedures that does not require 24 hrs hospitalisation – one of the largest offered by any general insurance company in India.

The OPD section covers all expenses incurred on healthcare like doctor's fee, vaccines, spectacles, dental expenses, medicines taken as an outpatient. Treatments taken in alternate streams like Ayurveda, Homeopathy e.t.c are also covered for claiming benefits under this section.

Chola Tax Plus Healthline also offers the broadest tax savings under any health policy. One can avail tax exemption of upto Rs.35000 on his premium under Sec 80(D) with Rs.15000 towards premium for self, spouse and children and an additional Rs.20000 towards premium for parents over 60 yrs of age.

This policy can be bought for self and dependents including parents. It is available as an Individual or a Family floater cover. The maximum entry age for this policy is 65 yrs and it can be renewed lifelong.

Speaking on the occasion, **Mr. S S Gopalarathnam, Managing Director, Chola MS**, said, "Day to day medical expenses like doctors consultation, lab tests, regular check-ups form a significant part of a family's typical health care expenditure. This policy not only reimburses OPD expenses but also provide Hospitalisation coverage for all illnesses. The timing of launch is just right as a lot of people would like to plan for their income tax investments during this period. Customer can avail tax exemption of upto Rs.35000 on his premium under Sec 80(D) with Rs.15000 towards premium for self, spouse and children and an additional Rs.20000 towards premium for parents over 60 yrs of age."

About Chola Mandalam MS General Insurance Company (Chola MS):

Chola Mandalam MS General Insurance Company Ltd. is a Joint Venture between Murugappa Group and Mitsui Sumitomo Insurance Group of Japan. Chola Mandalam 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 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.