

Chola MS launches 2 new Retail Products in Health and Home Insurance

- **Chola Individual Healthline (IHL) –More Comprehensive, More Convenient and More Caring than any other health insurance policy.**
- **Chola Total Home Protect –Simple, Convenient, Cost-effective insurance for house structure, contents and inhabitants.**

Chennai, June 2, 2011: Chola Mandalam MS General Insurance Company Limited, a joint venture between Murugappa Group and Mitsui Sumitomo Insurance Group, Japan today launched its two latest product offerings, **Chola Individual Healthline (IHL)** and **Chola Total Home Protect**.

Chola Individual Healthline (IHL) policy is designed to offer more to customers. It is more comprehensive, more convenient and more caring than any other health insurance policy available in the country. It covers not just hospitalization and daycare expenses but also offers outpatient coverage for Dental and Eye care treatments, Maternity related expenses with a waiting period. IHL is India's first health insurance policy to cover hospitalization for Ayurveda treatment.

Some of the other unique customer friendly features of the IHL are – Lifetime renewal and Chola Wellness Service (CWS) which offers healthcare related reminders to the policy holders through sms. The policy covers individuals' up to 55 years of age without any medical check-up and upto 65 years with medical check-up. The customers can choose from any of the 3 plan options for sum insured of up to Rs. 10 lacs. The policy offers continuity benefits of Claim-free bonus and 30 days waiting period waiver from the previous policy with any other insurance company.

Chola Total Home Protect is a simple, convenient and cost-effective insurance for the home structure, contents (including jewellery and valuables) and the inhabitants. This is a flexible insurance plan suited for both home owners as well as tenants. Customers can choose from various covers and sum insured amounts to create the best option. Chola Total Home Protect provides additional cover for baggage loss, personal accident, public liability, plate glass cover and workmen's compensation. There are no additional documents required at the time of purchasing the policy. The premium for the policy can be as low as Rs. 10 to 15 per day.

Speaking on the occasion of the launch, Mr. S S Gopalarathnam, Managing Director Chola MS, said, "I feel very pleased to launch our new product offerings that have been designed for the customers of today. 8 years of knowledge and experience of serving over 6 million health customers has gone into designing this product. With increasing prosperity and stress levels, we are all susceptible to various healthcare risks. **Chola Individual Healthline (IHL)** offers a holistic value proposition of "More" at an affordable premium. This product sits right in the centre of the fastest growing (49% YoY) category of health insurance. We will continue to introduce many new products in the category with an eye on being a significant player in the

health insurance market. We expect our retail health portfolio contributing Rs. 100 crores of GWP (Gross Written Premium) in 2011-12.” He further added “Chola Total Home Protect is a simple, convenient and comprehensive cover for the home. An affordable premium of Rs. 10-15 per day, it eliminates the urge to procrastinate and try timing the disaster. ”

Chola MS was recently conferred the award as the best insurance company for “In time Claims Settlement for the year 2010-11” in the Rashtriya Swasthya Bima Yojana(RSBY) scheme run by the Ministry of Labor & Employment, Government of India. The award was conferred at the National workshop held at Raipur on 3rd May 2011 by, Hon. Union Minister for Labor and Employment Shri. Mallikarjuna Kharge.

Salient features of Chola Individual Healthline(IHL) Insurance Policy

Coverage for all age group customers

- Age of entry up to 65 years
- No medical checkup up to 55 years
- Renewal till lifetime

Coverage for maximum healthcare needs

- Covers Maternity, Dental, Ophthalmic, Home hospitalization
- India’s first health insurance to cover hospitalization for Ayurveda treatment
- Daily cash components to cover miscellaneous expenses
- Maximum coverage for pre and post hospitalization
- Maximum(141) Day Care treatments covered

Wider options for customer to choose from

- Sum Insured - Rs 1 to 10 Lakhs
- 3 easy to choose plans – Standard, Superior, Advanced

Convenience to the customer

- Cashless hospitalization across 2600 network partner hospitals
- Direct -2 – You service & claims settlement. No intermediary(TPA) involved
- Portability from your existing health insurance with continuity benefits.
- Claim Free Bonus enhances S.I - fights medical inflation
- Free Health check-up every 2 claim free years
- Tax Exemption upto Rs 20,000 under IT Sec 80D

Salient features of Chola Total Home Protect Insurance Policy

Covers for building structure

- Building structure cover (for own house only) against Fire, Allied perils and Terrorism. Covers for construction cost value, from Rs 5 lakhs onwards.

Covers for contents

- Contents – covered against Fire, allied perils, burglary, earthquake, and terrorism. Sum Insured from Rs 1 lakh up to Rs 25 lakhs.
- Household appliances – covered against electrical & mechanical breakdown. Sum Insured up to RS 12.50 lakhs
- Jewellery & Valuables - covered against Fire and allied perils, Terrorism, Burglary & housebreaking, and Theft by snatching
- Baggage loss - for travel within India
- Plate Glass insurance
- Purchase protection- covered up to 30 days from purchase date

Covers for people

- Additional rent for alternate accommodation (for own house only) – covers up to 3 months' worth of additional rent
- Family floater accidental hospitalization - covering self, spouse & 2 named children for Rs 1 lakh
- Personal Accident - covering self, spouse & 2 named children – up to Rs 5 lakhs
- Public Liability - third party liability
- Workmen's Compensation - covering domestic servants, gardeners, drivers.

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. 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 (NPW) of \$150.195 million 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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