



Coverage Docket

**Press Release: Chola MS Launches 'Pay How You Drive'
Insurance Model**



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Chola MS General Insurance Launches 'Pay How You Drive' insurance model

Chola MS General Insurance, a joint venture between the Murugappa Group and Mitsui Sumitomo Insurance Company Limited of Japan,...

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CHENNAI: Chola MS General Insurance, a joint venture between the Murugappa Group and Mitsui Sumitomo Insurance Company of Japan,...

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Leveraging Japan's expertise in telematics-driven insurance, the partnership between TTIBI and Chola MS combines global best practices with local insights, adapting Insurance framework to India's unique market conditions. 3 hours ago


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Chola MS Partners with TTIBI to Launch Innovative 'Pay How ...

2 days ago — **We** are excited **to** offer **the 'Pay How You Drive' insurance** product that rewards policyholders' safe **driving** behaviour with transparency and ...

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Chola MS, TTIBI to launch 'Pay How You Drive' insurance ...

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Print Coverage

Publication	Date	Edition
The Times of India	07.10.2024	Chennai

Chola MS launches insurance product

Chennai-based Chola MS General Insurance has tied up with Toyota Tsusho Insurance Broker India to launch a pay-how-you-drive insurance product for Innova Hycross. It arrives at driving scores based on speed, braking, acceleration and distance travelled. The scores are then used to calculate premiums. V Suryanarayanan, MD, Chola MS, said the model rewards safe driving behaviour. -TNN



Publication	Date	Edition
The Financial Express	02.10.2024	National

CHOLA MS FORMS PARTNERSHIP WITH TOYOTA TSUSHO

CHOLA MS GENERAL Insurance has announced its partnership with Toyota Tsusho Insurance Broker to introduce the 'Pay How You Drive' insurance model for Toyota's Innova Hycross.

FE BUREAU & AGENCIES

Publication	Date	Edition
DT Next	02.10.2024	Chennai

Chola MS, TTIBI to launch 'Pay How You Drive' insurance model

CHENNAI: Chola MS General Insurance, a joint venture between the Murugappa Group and Mitsui Sumitomo Insurance Company of Japan, in conjunction with Toyota Tsusho Insurance Broker India (TTIBI), has expanded the insurance product offerings by introducing Pay How You Drive (PHYD) for Innova Hycross model. This leverages the embedded connected car technology in the vehicle to arrive at driving scores based on critical driving metrics such as speed, braking, acceleration, and distance travelled. This driving score data is then used to calculate customised premiums for each policyholder. V Suryanarayanan, MD, Chola MS, said "This offering enables Toyota Hycross policyholders to determine their insurance costs."

Publication	Date	Edition
Trinity Mirror	02.10.2024	Chennai

Chola MS, TTIBI launch *Pay How You Drive*

Chennai, Oct 2: Chola MS General Insurance, a joint venture between the Murugappa Group and Mitsui Sumitomo Insurance Company Limited of Japan, in conjunction with Toyota Tsusho Insurance Broker India Pvt. Ltd. (TTIBI), has expanded the insurance product offerings by introducing Pay How You Drive (PHYD) for Innova Hycross model.

The 'Pay How You Drive' leverages the Embedded Connected Car technology in the vehicle to arrive at driving scores

based on critical driving metrics such as speed, braking, acceleration, and distance traveled. This driving score data is then used to calculate customized premiums for each policyholder.

Speaking on the occasion Mr V. Suryanarayanan, Managing Director of Chola MS, stated "Our collaboration with TKM and TTIBI is driven by our mission to provide innovative, customer-focused insurance solutions. We are excited to offer the 'Pay How You Drive' insurance product that

rewards policyholders' safe driving behaviour with transparency and reliability. This offering enables Toyota Hycross policyholders to determine their insurance costs."

Takayuki Ueda - Managing Director, CEO & Principal Officer, Toyota Tsusho Insurance Broker India Pvt. Ltd. (TTIBI) said "Marking a significant milestone in India's insurance landscape, Pay-How-You-Drive (PHYD) has been launched, drawing inspiration from Japan's successful usage-based insurance models.

Leveraging Japan's expertise in telematics-driven insurance, the partnership between TTIBI and Chola MS combines global best practices with local insights, adapting Insurance framework to India's unique market conditions. This collaboration aims to provide impressive results and rewards safe driving habits, promotes road safety, and empowers customers to control their insurance premiums, enjoy personalized benefits, and contribute to a safer driving culture."

Publication	Date	Edition
News Today	02.10.2024	Chennai

Chola MS partners with TTIBI

NT Bureau
Chennai, Oct 2:

Chola MS General Insurance, a joint venture between the Murugappa Group and Mitsui Sumitomo Insurance Company Limited, has partnered with Toyota Tsusho Insurance Broker India Pvt. Ltd. (TTIBI) to introduce an innovative 'Pay How You Drive' (PHYD) insurance model specifically for the Innova Hycross.

This model utilizes Embedded Connected Car technology to assess driving behavior based on key metrics such as speed, braking, acceleration, and distance traveled, resulting in personalized premiums for policyholders.

Mr. V. Suryanarayanan, Managing Director of Chola MS, emphasized the company's commitment to delivering customer-centric insurance solutions that reward safe driving.

Publication	Date	Edition
Free Press Journal	05.10.2024	Mumbai

NEW DELHI

Chola MS partners TTIBI

Chola MS General Insurance in conjunction with Toyota Tsusho Insurance Broker India Pvt. Ltd. (TTIBI), has expanded the insurance product offerings by introducing Pay How You Drive (PHYD) for Innova Hycross model.



THE FREE PRESS JOURNAL

Publication	Date	Edition
Newshub	05.10.2024	Mumbai

Chola MS Partners with TTIBI to Launch Innovative 'Pay How You Drive' Insurance Model

Mumbai, Namrata Poddar:

Chola MS General Insurance, a joint venture between the Murugappa Group and Mitsui Sumitomo Insurance Company Limited of Japan, in conjunction with Toyota Tsusho Insurance Broker India Pvt. Ltd. (TTIBI), has expanded the insurance product offerings by introducing Pay How You Drive (PHYD) for InnovaHycross model. The 'Pay How You Drive' leverages the Embedded Connected Car technology in the vehicle to arrive at driving scores based on critical driving metrics such as speed, braking, acceleration, and distance traveled. This driving score data is then used to calculate customized premiums for each policyholder. Speaking on the occasion Mr V. Suryanarayanan, Managing Director of Chola MS, stated "Our collaboration with TKM and TTIBI is driven by our mission to provide innovative, customer-focused insurance solutions. We are excited to offer the 'Pay How You Drive' insurance product that rewards policyholders' safe driving behaviour with transparency and reliability. This offering enables Toyota Hycross policyholders to determine their insurance costs." Mr Takayuki Ueda - Managing Director, CEO & Principal Officer, Toyota Tsusho Insurance Broker India Pvt. Ltd. (TTIBI) said "Marking a significant milestone in India's



insurance landscape, Pay-How-You-Drive (PHYD) has been launched, drawing inspiration from Japan's successful usage-based insurance models. Leveraging Japan's expertise in telematics-driven insurance, the partnership between TTIBI and Chola MS combines global best practices with local insights, adapting Insurance framework to India's unique market conditions. This collaboration aims to provide impressive results and rewards safe driving habits, promotes road safety, and empowers customers to control their insurance premiums, enjoy personalized benefits, and contribute to a safer driving culture."

Publication	Date	Edition
Active Times	05.10.2024	Mumbai

Chola MS Partners with TTIBI to Launch Innovative 'Pay How You Drive' Insurance Model



Mumbai : Chola MS General Insurance, a joint venture between the Murugappa Group and Mitsui Sumitomo Insurance Company Limited of Japan, in conjunction with Toyota Tsusho Insurance Broker India Pvt. Ltd. (TTIBI), has expanded the insurance product offerings by introducing Pay How You Drive (PHYD) for Innova Hycross model. The 'Pay How You Drive' leverages the Embedded Connected Car technology in the vehicle to arrive at driving scores based on critical driving metrics such as speed, braking, acceleration, and distance traveled. This driving score data is then used to calculate customized premiums for each policyholder. Speaking on the occasion Mr V. Suryanarayanan, Managing Director of Chola MS, stated "Our collaboration with TKM and TTIBI is driven by our mission to provide innovative, customer-focused insurance solutions. We are excited to offer the 'Pay How You Drive' insurance product

that rewards policyholders' safe driving behaviour with transparency and reliability. This offering enables Toyota Hycross policyholders to determine their insurance costs." Mr Takayuki Ueda - Managing Director, CEO & Principal Officer, Toyota Tsusho Insurance Broker India Pvt. Ltd. (TTIBI) said "Marking a significant milestone in India's insurance landscape, Pay-How-You-Drive (PHYD) has been launched, drawing inspiration from Japan's successful usage-based insurance models. Leveraging Japan's expertise in telematics-driven insurance, the partnership between TTIBI and Chola MS combines global best practices with local insights, adapting Insurance framework to India's unique market conditions. This collaboration aims to provide impressive results and rewards safe driving habits, promotes road safety, and empowers customers to control their insurance premiums, enjoy personalized benefits, and contribute to a safer driving culture."

Publication	Date	Edition
The Expose Today	07.10.2024	Kolkata

Chola MS Partners with TTIBI to Launch Innovative &Pay How You Drive& Insurance Model

K o l k a t a , October 2024: Chola MS General Insurance, a joint venture between the Murugappa Group and Mitsui Sumitomo Insurance Company Limited of Japan, in conjunction with Toyota Tsusho Insurance Broker India Pvt. Ltd. (TTIBI), has expanded the insurance product offerings by introducing Pay How You Drive (PHYD) for Innova Hycross model. The &Pay braking, accelera-



tion, and distance traveled. This driving score data is then used to calculate customized premiums for each policyholder. Speaking on the occasion Mr V. Suryanarayanan, Managing Director

of Chola MS, stated "Our collaboration with TKM and TTIBI is driven by our mission to provide innovative, customer-focused insurance solutions. We are excited to offer the &Pay How You Drive&

insurance product that rewards policyholders' safe driving behaviour with transparency and reliability. This offering enables Toyota Hycross policyholders to determine their insurance costs."

Online Coverage

Publication	Date	Link
DT Next	02.10.2024	https://www.dtnext.in/amp/news/business/chola-ms-ttibi-to-launch-pay-how-you-drive-insurance-model-805946

DTNEXT

Chola MS, TTIBI to launch 'Pay How You Drive' insurance model



CHENNAI: Chola MS General Insurance, a joint venture between the Murugappa Group and Mitsui Sumitomo Insurance Company of Japan, in conjunction with Toyota Tsusho Insurance Broker India (TTIBI), has expanded the insurance product offerings by introducing Pay How You Drive (PHYD) for Innova Hycross model.

This leverages the embedded connected car technology in the vehicle to arrive at driving scores based on critical driving metrics such as speed, braking, acceleration, and distance travelled.

This driving score data is then used to calculate customised premiums for each policyholder. V Suryanarayanan, MD, Chola MS, said "This offering enables Toyota Hycross policyholders to determine their insurance costs."

Publication	Date	Link
Auto Guide	03.10.2024	https://www.autoguideindia.com/auto-makers/partnerships/chola-ms-collaborates-with-ttibi-to-introduce-groundbreaking-pay-how-you-drive-insurance-model/



Chola MS Collaborates with TTIBI to introduce groundbreaking 'Pay How You Drive' insurance model

Chola MS General Insurance, a joint venture between the Murugappa Group and Japan's Mitsui Sumitomo Insurance, has partnered with Toyota Tsusho Insurance Broker India Pvt. Ltd. (TTIBI) to introduce the 'Pay How You Drive' (PHYD) insurance model for the Innova Hycross.

This innovative policy uses the vehicle's Embedded Connected Car technology to assess driving behavior through key metrics like speed, braking, acceleration, and distance traveled. The driving score generated from this data allows for personalized premiums, offering policyholders a tailored insurance experience.

Speaking on the occasion Mr V. Suryanarayanan, Managing Director of Chola MS, stated *"Our collaboration with TKM and TTIBI is driven by our mission to provide innovative, customer-focused insurance solutions. We are excited to offer the 'Pay How You Drive' insurance product that rewards policyholders' safe driving behaviour with transparency and reliability. This offering enables Toyota Hycross policyholders to determine their insurance costs."*

Publication	Date	Link
Cultural Crossroads	03.10.2024	https://culturecrossroads.ca/posts/chola-ms-general-insurance-launches-pay-how-you-drive-insurance-model/

Culture Crossroads

Chola MS General Insurance Launches 'Pay How You Drive' Insurance Model

The 'Pay How You Drive' is designed to revolutionize the way car insurance works by leveraging the Embedded Connected Car technology in the vehicle to arrive at driving scores based on critical driving metrics such as speed, braking, acceleration, and distance travelled. This driving score data is then used to calculate customized premiums for each policyholder.

Speaking on the occasion Takayuki Ueda - Managing Director, CEO & Principal Officer, Toyota Tsusho Insurance Broker India Pvt. Ltd. (TTIBI) said "Marking a significant milestone in India's insurance landscape, Pay-How-You-Drive (PHYD) has been launched, drawing inspiration from Japan's successful usage-based insurance models. Leveraging Japan's expertise in telematics-driven insurance, the partnership between TTIBI and Chola MS combines global best practices with local insights, adapting Insurance framework to India's unique market conditions. This collaboration aims to provide impressive results and rewards safe driving habits, promotes road safety, and empowers customers to control their insurance premiums, enjoy personalized benefits, and contribute to a safer driving culture."

Publication	Date	Link
Myreality.co.in	01.10.2024	https://www.myreality.co.in/2024/10/chola-ms-partners-with-ttibi-to-launch.html

Myreality.co.in

Chola MS Partners with TTIBI to Launch Innovative 'Pay How You Drive' Insurance Model

Chennai, 1st October, 2024: Chola MS General Insurance, a joint venture between the Murugappa Group and Mitsui Sumitomo Insurance Company Limited of Japan, in conjunction with **Toyota Tsusho Insurance Broker India Pvt. Ltd. (TTIBI)**, has expanded the insurance product offerings by introducing **Pay How You Drive (PHYD)** for **Innova Hycross** model.

The '*Pay How You Drive*' leverages the Embedded Connected Car technology in the vehicle to arrive at driving scores based on critical driving metrics such as speed, braking, acceleration, and distance traveled. This driving score data is then used to calculate customized premiums for each policyholder.

Publication	Date	Link
Corporatenama	03.10.2024	https://corporatenama.blogspot.com/2024/10/chola-ms-general-insurance-launches-pay.html?m=1

Corporatenama

Chola MS General Insurance Launches 'Pay How You Drive' Insurance Model



~The company partners with Toyota Tsusho Insurance Broker India (TTIBI) to launch this innovative insurance model for Toyota Innova Hycross cars~

Chennai. Aimed at revolutionizing the motor insurance landscape, **Chola MS General Insurance**, a joint venture between the Murugappa Group and Mitsui Sumitomo Insurance Company Limited of Japan, has entered into a strategic partnership with **Toyota Tsusho Insurance Broker India Pvt. Ltd. (TTIBI)**, launching the innovative '**Pay How You Drive (PHYD)**' insurance model. Designed exclusively for the Toyota Innova Hycross models, this advanced policy links insurance premiums directly to individual driving behavior, setting a new standard for personalized, fair, and technology-driven motor insurance solutions.

The '**Pay How You Drive**' is designed to revolutionize the way car insurance works by leveraging the **Embedded Connected Car technology** in the vehicle to arrive at driving scores based on critical driving metrics such as speed, braking, acceleration, and distance travelled. This driving score data is then used to calculate customized premiums for each policyholder.

Publication	Date	Link
Mumbai News Network	02.10.2024	https://mumbainewsnetworks.blogspot.com/2024/10/chola-ms-partners-with-ttibi-to-launch.html

Mumbai News Network

Chola MS Partners with TTIBI to Launch Innovative 'Pay How You Drive' Insurance Model



National, 2nd October 2024: Chola MS General Insurance, a joint venture between the Murugappa Group and Mitsui Sumitomo Insurance Company Limited of Japan, in conjunction with Toyota Tsusho Insurance Broker India Pvt. Ltd. (TTIBI), has expanded the insurance product offerings by introducing Pay How You Drive (PHYD) for Innova Hycross model.

The 'Pay How You Drive' leverages the Embedded Connected Car technology in the vehicle to arrive at driving scores based on critical driving metrics such as speed, braking, acceleration, and distance traveled. This driving score data is then used to calculate customized premiums for each policyholder.

Speaking on the occasion **Mr V. Suryanarayanan, Managing Director of Chola MS**, stated "Our collaboration with TKM and TTIBI is driven by our mission to provide innovative, customer-focused insurance solutions. We are excited to offer the 'Pay How You Drive' insurance product that rewards policyholders' safe driving behaviour with transparency and reliability. This offering enables Toyota Hycross policyholders to determine their insurance costs."

Publication	Date	Link
Motoring Trends	03.10.2024	https://www.motoring-trends.com/passenger-vehicles/chola-ms-general-insurance-launches-pay-how-you-drive-motor-insurance-policy

MotoringTrends

Chola MS General Insurance Launches 'Pay How You Drive' Motor Insurance Policy



Chola MS General Insurance, a joint venture between the Murugappa Group and Mitsui Sumitomo Insurance Company Limited of Japan, has entered a strategic partnership with Toyota Tsusho Insurance Broker India Pvt. Ltd. (TTIBI) to launch an innovative 'Pay How You Drive' (PHYD) motor insurance policy.

Designed exclusively for the Toyota Innova Hycross models, this advanced policy links insurance premiums directly to individual driving behaviour, setting a new standard for personalised, fair and technology-driven motor insurance solutions.

The policy is designed to revolutionise the way car insurance works by leveraging the Embedded Connected Car technology in the vehicle to arrive at driving scores based on critical driving metrics such as speed, braking, acceleration and distance travelled. This driving score data is then used to calculate customised premiums for each policyholder.

Publication	Date	Link
Bengal Editor	04.10.2024	https://bengaleditor.in/archives/5285



'Pay How You Drive' Insurance Model by Chola MS with TTIBI

Kolkata :: The 'Pay How You Drive' leverages the Embedded Connected Car technology in the vehicle to arrive at driving scores based on critical driving metrics such as speed, braking, acceleration, and distance traveled. This driving score data is then used to calculate customized premiums for each policyholder. **Chola MS General Insurance**, a joint venture between the Murugappa Group and Mitsui Sumitomo Insurance Company Limited of Japan, in conjunction with **Toyota Tsusho Insurance Broker India Pvt. Ltd. (TTIBI)**, now this innovative insurance product offerings by introducing **Pay How You Drive (PHYD)** for **Innova Hycross** model



Speaking on the occasion **Mr V. Suryanarayanan, Managing Director of Chola MS**, stated

"Our collaboration with **TKM** and **TTIBI** is driven by our mission to provide innovative, customer-focused insurance solutions. We are excited to offer the 'Pay How You Drive' insurance product that rewards policyholders' safe driving behaviour with transparency and reliability. This offering enables **Toyota Hycross** policyholders to determine their insurance costs."



Mr Takayuki Ueda – Managing Director, CEO & Principal Officer, Toyota Tsusho Insurance Broker India Pvt. Ltd. (TTIBI) said "Marking a significant milestone in India's insurance landscape, **Pay-How-You-Drive (PHYD)** has been launched, drawing inspiration from Japan's successful usage-based insurance models. Leveraging Japan's expertise in telematics-driven insurance, the partnership between **TTIBI** and **Chola MS** combines global best practices with local insights, adapting insurance framework to India's unique market conditions. This collaboration aims to provide impressive results and rewards safe driving habits, promotes road safety, and empowers customers to control their insurance premiums, enjoy personalized benefits, and contribute to a safer driving culture."

Publication	Date	Link
APN News	04.10.2024	https://www.apnnews.com/chola-ms-partners-with-ttibi-to-launch-innovative-pay-how-you-drive-insurance-model/



Chola MS Partners with TTIBI to Launch Innovative 'Pay How You Drive' Insurance Model



Bengaluru : Chola MS General Insurance, a joint venture between the Murugappa Group and Mitsui Sumitomo Insurance Company Limited of Japan, in conjunction with Toyota Tsusho Insurance Broker India Pvt. Ltd. (TTIBI), has expanded the insurance product offerings by introducing Pay How You Drive (PHYD) for Innova Hycross model.

The 'Pay How You Drive' leverages the Embedded Connected Car technology in the vehicle to arrive at driving scores based on critical driving metrics such as speed, braking, acceleration, and distance traveled. This driving score data is then used to calculate customized premiums for each policyholder.

Publication	Date	Link
Business News This Week	05.10.2024	https://businessnewsthisweek.com/news/chola-ms-partners-with-ttibi-to-launch-innovative-pay-how-you-drive-insurance-model/

Business News This Week

Chola MS Partners with TTIBI to Launch Innovative 'Pay How You Drive' Insurance Model

Bengaluru, 5th October 2024: Chola MS General Insurance, a joint venture between the Murugappa Group and Mitsui Sumitomo Insurance Company Limited of Japan, in conjunction with **Toyota Tsusho Insurance Broker India Pvt. Ltd. (TTIBI)**, has expanded the insurance product offerings by introducing **Pay How You Drive (PHYD)** for Innova Hycross model.



The 'Pay How You Drive' leverages the Embedded Connected Car technology in the vehicle to arrive at driving scores based on critical driving metrics such as speed, braking, acceleration, and distance traveled. This driving score data is then used to calculate customized premiums for each policyholder.

Publication	Date	Link
Konexion Network	05.10.2024	https://www.konexionnetwork.com/NewsDetails.aspx?newsid=80fa7992-9c4b-4dd8-b347-de5e8749ad5d



Chola MS Partners with TTIBI to Launch Innovative 'Pay How You Drive' Insurance Model

Mumbai: Chola MS General Insurance, a joint venture between the Murugappa Group and Mitsui Sumitomo Insurance Company Limited of Japan, in conjunction with Toyota Tsusho Insurance Broker India Pvt. Ltd. (TTIBI), has expanded the insurance product offerings by introducing Pay How You Drive (PHYD) for Innova Hycross model.

The 'Pay How You Drive' leverages the Embedded Connected Car technology in the vehicle to arrive at driving scores based on critical driving metrics such as speed, braking, acceleration, and distance traveled. This driving score data is then used to calculate customized premiums for each policyholder.

Speaking on the occasion **Mr V. Suryanarayanan, Managing Director of Chola MS**, stated "Our collaboration with TKM and TTIBI is driven by our mission to provide innovative, customer-focused insurance solutions. We are excited to offer the 'Pay How You Drive' insurance product that rewards policyholders' safe driving behaviour with transparency and reliability. This offering enables Toyota Hycross policyholders to determine their insurance costs."

Publication	Date	Link
MTI News	05.10.2024	https://mtinews.in/chola-ms-partners-with-ttibi-to-launch-innovative-pay-how-you-drive-insurance-model/



Chola MS Partners with TTIBI to Launch Innovative 'Pay How You Drive' Insurance Model



Mumbai, 4th October 2024: Chola MS General Insurance, a joint venture between the Murugappa Group and Mitsui Sumitomo Insurance Company Limited of Japan, in conjunction with Toyota Tsusho Insurance Broker India Pvt. Ltd. (TTIBI), has expanded the insurance product offerings by introducing Pay How You Drive (PHYD) for Innova Hycross model.

Publication	Date	Link
Adgully	07.10.2024	https://www.adgully.com/chola-ms-general-insurance-launches-pay-how-you-drive-insurance-model-151416.html

ADGULLY®

Chola MS General Insurance launches 'Pay How You Drive' insurance model



Chola MS General Insurance, a joint venture between the Murugappa Group and Mitsui Sumitomo Insurance Company Limited of Japan, has entered into a strategic partnership with **Toyota Tsusho Insurance Broker India Pvt. Ltd. (TTIBI)**, intended at revolutionizing the motor insurance landscape, launching the innovative **'Pay How You Drive' (PHYD) insurance model**. Designed exclusively for the Toyota Innova Hycross models, this advanced policy links insurance premiums directly to individual driving behavior, setting a new standard for personalized, fair, and technology-driven motor insurance

solutions.

Publication	Date	Link
Edu News	05.10.2024	https://edu-news.net/news/chola-ms-partners-with-ttibi-to-launch-innovative-pay-how-you-drive-insurance-model/

EDU NEWS

Chola MS Partners with TTIBI to Launch Innovative 'Pay How You Drive' Insurance Model

Bengaluru, 5th October 2024: Chola MS General Insurance, a joint venture between the Murugappa Group and Mitsui Sumitomo Insurance Company Limited of Japan, in conjunction with Toyota Tsusho Insurance Broker India Pvt. Ltd. (TTIBI), has expanded the insurance product offerings by introducing Pay How You Drive (PHYD) for Innova Hycross model.



The 'Pay How You Drive' leverages the Embedded Connected Car technology in the vehicle to arrive at driving scores based on critical driving metrics such as speed, braking, acceleration, and distance traveled. This driving score data is then used to calculate customized premiums for each policyholder.

Publication	Date	Link
Business News Matters	05.10.2024	https://businessnewsmatters.com/news/chola-ms-partners-with-ttibi-to-launch-innovative-pay-how-you-drive-insurance-model/

Business News Matters

Chola MS Partners with TTIBI to Launch Innovative 'Pay How You Drive' Insurance Model

Bengaluru, 5th October 2024: Chola MS General Insurance, a joint venture between the Murugappa Group and Mitsui Sumitomo Insurance Company Limited of Japan, in conjunction with Toyota Tsusho Insurance Broker India Pvt. Ltd. (TTIBI), has expanded the insurance product offerings by introducing Pay How You Drive (PHYD) for Innova Hycross model.



The 'Pay How You Drive' leverages the Embedded Connected Car technology in the vehicle to arrive at driving scores based on critical driving metrics such as speed, braking, acceleration, and distance traveled. This driving score data is then used to calculate customized premiums for each policyholder.

Publication	Date	Link
Hello Kotpad	05.10.2024	https://hellokotpad.com/news/chola-ms-partners-with-ttibi-to-launch-innovative-pay-how-you-drive-insurance-model/



Chola MS Partners with TTIBI to Launch Innovative ‘Pay How You Drive’ Insurance Model

Bengaluru, 5th October 2024: Chola MS General Insurance, a joint venture between the Murugappa Group and Mitsui Sumitomo Insurance Company Limited of Japan, in conjunction with Toyota Tsusho Insurance Broker India Pvt. Ltd. (TTIBI), has expanded the insurance product offerings by introducing Pay How You Drive (PHYD) for Innova Hycross model.



The ‘Pay How You Drive’ leverages the Embedded Connected Car technology in the vehicle to arrive at driving scores based on critical driving metrics such as speed, braking, acceleration, and distance traveled. This driving score data is then used to calculate customized premiums for each policyholder.

Publication	Date	Link
Media Express	05.10.2024	https://mediaexpress24.com/news/chola-ms-partners-with-ttibi-to-launch-innovative-pay-how-you-drive-insurance-model/

MEDIA EXPRESS

Chola MS Partners with TTIBI to Launch Innovative 'Pay How You Drive' Insurance Model

Bengaluru, 5th October 2024: Chola MS General Insurance, a joint venture between the Murugappa Group and Mitsui Sumitomo Insurance Company Limited of Japan, in conjunction with **Toyota Tsusho Insurance Broker India Pvt. Ltd. (TTIBI)**, has expanded the insurance product offerings by introducing **Pay How You Drive (PHYD)** for Innova Hycross model.



The 'Pay How You Drive' leverages the Embedded Connected Car technology in the vehicle to arrive at driving scores based on critical driving metrics such as speed, braking, acceleration, and distance traveled. This driving score data is then used to calculate customized premiums for each policyholder.

Publication	Date	Link
National Biz News	05.10.2024	https://nationalbiznews.com/news/chola-ms-partners-with-ttibi-to-launch-innovative-pay-how-you-drive-insurance-model/

National Biz News

Chola MS Partners with TTIBI to Launch Innovative 'Pay How You Drive' Insurance Model

Bengaluru, 5th October 2024: Chola MS General Insurance, a joint venture between the Murugappa Group and Mitsui Sumitomo Insurance Company Limited of Japan, in conjunction with Toyota Tsusho Insurance Broker India Pvt. Ltd. (TTIBI), has expanded the insurance product offerings by introducing Pay How You Drive (PHYD) for Innova Hycross model.



The 'Pay How You Drive' leverages the Embedded Connected Car technology in the vehicle to arrive at driving scores based on critical driving metrics such as speed, braking, acceleration, and distance traveled. This driving score data is then used to calculate customized premiums for each policyholder.

Publication	Date	Link
Aftermarket & Service	04.10.2024	https://aftermarketandservice.in/chola-ms-general-insurance-launches-pay-how-you-drive-insurance-model/



Chola MS General Insurance Launches 'Pay How You Drive' Insurance Model

Aimed at revolutionizing the motor insurance landscape, Chola MS General Insurance, a joint venture between the Murugappa Group and Mitsui Sumitomo Insurance Company Limited of Japan, has entered into a strategic partnership with Toyota Tsusho Insurance Broker India Pvt. Ltd. (TTIBI), launching the innovative 'Pay How You Drive' (PHYD) insurance model. Designed exclusively for the Toyota Innova Hycross models, this advanced policy links insurance premiums directly to individual driving behavior, setting a new standard for personalized, fair, and technology-driven motor insurance solutions.



PRINT COVERAGE

S.No	Publication	Editon
1	The Times of India	Chennai
2	The Financial Express	National
3	DT Next	Chennai
4	News Today	Chennai
5	Trinity Mirror	Chennai
6	Free Press Journal	Mumbai
7	Newshub	Mumbai
8	Active Times	Mumbai
9	The Expose Today	Mumbai

ONLINE COVERAGE

S.No	Publication	Link
1	DT Next	https://www.dtnext.in/amp/news/business/chola-ms-ttibi-to-launch-pay-how-you-drive-insurance-model-805946
2	Auto Guide	https://www.autoguideindia.com/auto-makers/partnerships/chola-ms-collaborates-with-ttibi-to-introduce-groundbreaking-pay-how-you-drive-insurance-model/
3	Culture Crossroads	https://culturecrossroads.ca/posts/chola-ms-general-insurance-launches-pay-how-you-drive-insurance-model/
4	Myreality.co.in	https://www.myreality.co.in/2024/10/chola-ms-partners-with-ttibi-to-launch.html
5	Corporatenam e	https://corporatenama.blogspot.com/2024/10/chola-ms-general-insurance-launches-pay.html?m=1
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Thank you