

Tata AIG expands its distribution network: launches branch in Lucknow

Lucknow, January 27, 2004: Tata AIG Life Insurance Company Limited today announced the opening of its Lucknow branch, marking its foray into Uttar Pradesh, India's most populated state. Located centrally at Rani Laxmi Bai Marg, this will be a full-fledged branch offering the entire product range of Tata AIG Life Insurance Company. The opening of this branch takes Tata AIG's distribution network to 24 centres across the country.

Speaking at the launch of Lucknow operations, Mr. Ian J Watts, Managing Director, Tata AIG Life Insurance Company Limited, said, "We are happy to announce the launch of our branch in Lucknow, the capital of Uttar Pradesh. This is a long awaited moment for us as it marks our strategic foray into perhaps India's largest insurable market."

"Lucknow, the city of Nawabs, is known for its penchant for quality products and services. I believe that our world-class products and services will blend well with the insurance needs of consumers of this city who seek only the best", Mr. Watts added.

The opening of this branch will bring Tata AIG's services nearer to the homes of the consumers staying in the Uttar Pradesh. Further, it will also provide the platform for creating career opportunities for the aspirants who are looking for a career as financial advisors in the insurance industry through the IRDA-certified state-of-the-art-training centre.

So far, the company has recruited over a 100 individual agents and 3 corporate agents namely; Future Assurance, Karvy & Bajaj Marketing for distribution of the company's products and services in Lucknow.

Tata AIG Life Insurance Company Ltd. through its wide range of products has been able to meet customer's savings, protection and investment needs. The company's products offer its customers the flexibility to choose the product that suits its financial and insurance needs, by way of attaching the optional rider benefits like critical illness, accidental death benefit, waiver of premium, payor to the basic plans which include Term Plan, Endowment Plan, Money Back Plan, Children's Plan, Pension Plan, Loan Cover Term Assurance Plan and various group insurance plans. The company also prides itself with some market leading products such as Mahalife Gold - a Whole Life Plan and a very innovative health insurance plan - 'Health First', the first and only one of its kind in the country.

Presently, Tata AIG Life Insurance Company offers and services its insurance and pension products through branch offices situated in Mumbai, Chennai, Bangalore, Kolkata, Chandigarh, Hyderabad, New Delhi, Pune, Ahmedabad, Kochi, Jamshedpur, Guwahati, Jaipur, Mangalore and in Ahmedabad.

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