

Tata AIG Life Insurance Company ties-up with Indiatimes SMS 8888

Mumbai, March 30, 2004

In yet another innovative consumer convenience initiative, Tata AIG Life Insurance Company Limited today announced that it has entered into a strategic tie-up with Indiatimes SMS 8888, the pioneering messaging-based information service. From today, all queries pertaining to Tata AIG Life Insurance Company's policies and services can additionally be solicited on an easy to remember SMS number 8888 by anyone on a 24 hours 7 days basis across India - **in less than 30 minutes!**

Tata AIG's mobile enabled service offering is extremely user-friendly. All that the consumer has to do is key-in 'LIFE' and send an SMS to 8888. Thereafter the person will receive an SMS response from Tata AIG, (within a minute), requesting for the consumer's name and the telephone number where he / she would prefer to be contacted. On submission of this SMS, Tata AIG Life responds back to answer all possible queries pertaining to the policy and the application procedure.

This state of the art Indiatimes SMS 8888 based service is virtually free-of-cost to customers. All that the customer incurs as an expense is the cost of the SMS. For the response-back call, the consumer can even have the same responded on the landline or basic telephony - **anywhere in the country**

Announcing the launch, Mr. Ian Watts, Managing Director, Tata AIG Life Insurance Company Limited, said, "We are delighted to announce our unique mobile enabled services with Indiatimes SMS 8888. With this first of its kind mobile enabled initiative, Tata AIG Life will be able to provide an immediate response insurance solution to all its customers and prospects across India. Our strategic partnership with Indiatimes SMS 8888 is in-line with our commitment to offer best services to our customers/ prospects that will make buying insurance more convenient and timesaving. These initiatives reflect Tata AIG Life's strategy to rapidly expand and value add to its electronic access network to complement our growth strategy in the Indian Insurance sector."

In addition to Indiatimes SMS 8888, Tata AIG offers information on its products and services on its toll free number 1-600-119966.

This launch further adds to the range of innovative and path-breaking service initiatives introduced by Tata AIG Life in the past few months.

Mr. T.N. Prabhu , Business Head of 8888 said "Success of Indiatimes 8888 has proved that an innovative idea has ever-lasting value for customers. SMS is a cult in India and 8888 is the most popular SMS shortcode in the country. We are now providing the 8888 shortcode & consulting solutions to business organisations for them to leverage the SMS space for their sales and marketing initiatives. Going forward we see many organizations availing of such services."

Tata AIG Life Insurance Company Ltd. and Tata AIG General Insurance Company Ltd. (collectively "Tata AIG") are joint venture companies, formed from the Tata group and American International Group, Inc. (AIG). Tata AIG combines the power and integrity of the Tata Group with AIG's international expertise and financial strength. Tata Group holds 74 per cent stake in the two insurance ventures with AIG holding the balance 26 per cent stake.

Tata AIG Life Insurance Company Ltd. provides insurance solutions to individuals and corporates. Tata AIG Life Insurance Company was licensed to operate in India on February 12, 2001 and started operations on April 1, 2001. Tata AIG Life offers a broad array of life insurance coverage to both individuals and groups, providing various types of add-ons and options on basic life products to give consumers flexibility and choice.

The non-life insurance arm, Tata AIG General Insurance Company, which started its operations in India on January 22, 2001 offers the complete range of insurance for automobile, home, personal accident, travel, energy, marine, property and casualty, as well as several specialized financial lines.

Tata AIG Life Insurance Company offers products in Ahmedabad, Bangalore, Chandigarh, Chennai, Guwahati, Hyderabad, Jaipur, Jamshedpur, Kochi, Kolkata, Mangalore, Mumbai, New Delhi, Pune, Rajkot, Trichi, Vijaywada and Lucknow.

Tata AIG General Insurance Company offers products in Mumbai, Chennai, Bangalore, Kolkata, Chandigarh, Hyderabad, Delhi, Pune, Ahmedabad, Jamshedpur and Guwahati.

The Tata Group

The Tata Group is one of the most respected industrial conglomerates in India, with revenues of more than US \$10 billion. The Group has long been a market leader in steel, commercial vehicles, electric power generation in the private sector and computer software. In recent times, it has promoted several new ventures in high growth areas in the economy such as, telecommunications, insurance, auto components, retail and enlarged its presence in high potential areas like information technology

American International Group Inc. (AIG)

AIG is the world's leading international insurance and financial services organization, with operations in approximately 130 countries and jurisdictions. AIG member companies serve commercial, institutional and individual customers through the most extensive worldwide property-casualty and life insurance networks of any insurer. In the United States, AIG companies are the largest underwriters of commercial and industrial insurance; AIG American General is a top-ranked life insurer. AIG's global businesses also include financial services, retirement services and asset management. AIG's financial services businesses include aircraft leasing, financial products, trading and market making. AIG's growing global consumer finance business is led in the United States by American General Finance. AIG also has one of the largest U.S. retirement services businesses through AIG SunAmerica and AIG VALIC, and is a leader in asset management for the individual and institutional markets, with specialized investment management capabilities in equities, fixed income, alternative investments and real estate. AIG's common stock is listed in the New York Stock Exchange, as well as the stock exchanges in London, Paris, Switzerland and Tokyo.

Indiatimes SMS 8888

Indiatimes 8888, the country's most popular shortcode, gets 1.8 million messages per day ranging from astro, dating, cricket, jokes, mail, ringtones, logos, picture messages and innumerable other branded content such as Archies m-cards and Airgames 'java games.

For further information please contact

Mr. Rohit Mull

Tel: 022-5693-0000 Fax: 91-22-2830- 5888