



Media Release
For immediate publication

Tata AIG Life inks pact with India Post Insurance premium renewal payments now at post offices pan-India

- Facility to be available in *5000 India Post offices*
- Back office integration will ensure *seamless operations*

New Delhi, March 5, 2008: Tata AIG Life Insurance Company Limited (Tata AIG Life) and India Post entered into a partnership today to provide premium renewal services to Tata AIG Life customers through offices of India Post. This facility will soon be available through India Post offices across the country.

The initiative will be rolled out in phases across 5000 India Post offices. Customers of Tata AIG Life will find it convenient to make renewal premium payment in cash by walking into the nearest India Post office.

India Post will establish a premium acceptance counter along with a designated person to facilitate renewal payments. Back-office integration will ensure the smooth and secure payments and database updation.

Tata AIG Life is the first insurance company to enter into an agreement with India Post for such a customer service initiative.

Mr. Trevor Bull, Managing Director, Tata AIG Life said, "This partnership harnesses the respective strengths of both organizations which have been trendsetters in their respective areas. Tata AIG Life has embarked upon a massive expansion plan, growing its branch network by over 400% and this arrangement will complement our continuing drive to reach more customers while providing them with wider choice and convenience of premium payment. Tata AIG Life has been at the cutting edge of customer service with initiatives like Internet Gateway and E-Boxes for renewal premium payments. The India Post alliance is a huge step to raise the bar of customer choice and satisfaction."

The facility will soon be available from in over 170 cities to begin with and will be extended in a phased manner to cover 5000 post offices pan India.



Tata AIG Life Insurance Company Ltd.

Tata AIG Life Insurance Company Limited (Tata AIG Life) is a joint venture company, formed by the Tata Group and American International Group, Inc. (AIG). Tata AIG Life combines the Tata Group's pre-eminent leadership position in India and AIG's global presence as one of the world's leading international insurance and financial services organization. The Tata Group holds 74 per cent stake in the insurance venture with AIG holding the balance 26 per cent. Tata AIG Life 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.

The Tata Group

The Tata Group is one of India's largest and most respected business conglomerates, with revenues in 2006-07 of \$28.8 billion (Rs129,994 crore), the equivalent of about 3.2 per cent of the country's GDP, and a market capitalization of \$72.2 billion as on December 6, 2007. Tata companies together employ some 289,500 people. The Tata Group has operations in more than 85 countries across six continents, and its companies export products and services to 80 countries.

American International Group, Inc. (AIG)

American International Group, Inc. (AIG), a world leader in insurance and financial services, is the leading international insurance organization with operations in more than 130 countries and jurisdictions. AIG companies serve commercial, institutional and individual customers through the most extensive worldwide property-casualty and life insurance networks of any insurer. In addition, AIG companies are leading providers of retirement services, financial services and asset management around the world. AIG's common stock is listed on the New York Stock Exchange, as well as the stock exchanges in Paris and Tokyo.

Disclaimers:

- Acceptance of cash should not exceed Rs.49,999 /-
- Insurance is the subject matter of the solicitation
- Regd. & Corporate Office: Tata AIG Life Insurance Company Ltd. (Regd. 110) Peninsula Tower, 6th Flr., Peninsula Corporate Park, Ganpatrao Kadam Marg, Lower Parel, Mumbai – 400 013
- For more information, call on our 24 hours toll free helpline at 1800 119966 or SMS 'LIFE' to 58888
- Visit our website www.tata-aig-life.com