



A new look at life

Tata AIG Life Insurance inaugurates new full service branch in Dehradun

- Offers comprehensive life insurance services to people-
- To generate new employment opportunities in the city by hiring advisors & employees-

Dehradun, July 3 2007: Tata AIG Life Insurance Company Limited (Tata AIG Life) today announced the opening of a new full-service branch office in the city.

The opening of the new branch office in Dehradun is an integral part of the company's strategy to invest significantly in infrastructure and capitalize on the insurance potential that Uttaranchal has to offer.

Speaking at the inauguration of the Dehradun branch, Mr. Ravi Vishwanath, Sr.Vice President & Zone Business Head - North of Tata AIG Life Insurance Company Ltd. said, 'Uttaranchal is an emerging area and we estimate tremendous potential for life insurance products as well as employment opportunities. With the opening of this branch we aim to provide customized life insurance and financial planning solutions to our customers in and around Dehradun. They will now have access to our best-of-breed products and service standards that match up, all delivered closer to their homes.'

At Dehradun, Tata AIG Life plans to provide depth to its service by *hiring advisors and Provisional Business Associates*, which incidentally is a pioneering model in the insurance industry for aspiring insurance advisors. This helps advisors to build a corporate business model for their insurance advisory services. Tata AIG Life expects its business efforts to catalyze significant advisor enrolment and generate employment opportunities for the local population.

In a recent survey done by the magazine Consumer Voice Tata AIG Life was rated No.1 on customer satisfaction.

The Dehradun branch of Tata AIG Life Insurance opened at *1st Floor, Mak Plaza, Shop No 10, 75 Rajpur Road, Dehradun - 248 001* will provide the entire suite of Life Insurance products and services offered by Tata AIG Life Insurance.

About 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 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 2004-05 of \$17.8 billion (Rs 799,118 million), the equivalent of about 2.8 per cent of the country's GDP. Tata companies together employ some 215,000 people. The Group's 32 publicly listed enterprises - among them standout names such as Tata Steel, Tata Consultancy Services, Tata Motors and Tata Tea - have a combined market capitalisation that is the highest among Indian business houses in the private sector, and a shareholder base of over 2 million. The Tata Group has operations in more than 40 countries across six continents, and its companies export products and services to 140 nations.

American International Group, Inc. (AIG)

American International Group, Inc. (AIG), world leaders 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 London, Paris, Switzerland and Tokyo.