



Tata AIG Life ties up with Citibank for Renewal Premium Payment through NEFT

Mumbai, 6th August, 2009: Tata AIG Life Insurance Company Limited (Tata AIG Life) today became the first life insurance company to launch NEFT mode for payment of renewal premiums by tying up with Citibank to offer this unique customer friendly payment option. Citibank's customized offering will allow Tata AIG Life policyholders to pay their renewal premium through the net banking facility directly from their bank account held with any NEFT-enabled bank branch in India.

Speaking on the occasion, **Mr. M.Suresh, Managing Director, Tata AIG Life Insurance Company Limited** said, "The service is yet another initiative taken by Tata AIG Life to provide value added services to its customers. The objective of launching NEFT is to facilitate our customers to make hassle-free premium payments from anywhere across the globe instantly. The advantage of NEFT lies in the fact that realization of funds will be much faster than the other conventional modes of premium collection. We are positive that the initiative will prove to be a fruitful endeavor and will help us to service our customers better."

Commenting on the development, **V Dinesh, Product Head of Treasury and Trade Solutions, Global Transaction Services, Citi India** said, "We are happy to bring to bear our vast experience in Transaction Banking Services and partner Tata AIG Life in offering a unique solution for making premium payments through the NEFT platform. Our solution enables near time updation of policy holder's accounts on

TATA AIG Life's billing system. With over 57,000 branches participating on NEFT platform, we see this channel becoming the preferred mode for C2B payments in the coming years".

Disclaimers:

- Insurance is the subject matter of the solicitation
 - Please refer to the product brochure for detailed terms and conditions before concluding a sale
 - 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
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