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Media Release

**For immediate publication**

## **Tata AIG Life ties up with MP Online** (Initiative by Government of Madhya Pradesh)

**Mumbai, June 5, 2009:** Tata AIG Life Insurance Company Limited (Tata AIG Life) today announced its association with MP online, a joint venture between TCS and government of Madhya Pradesh. A service arm of the Government of Madhya Pradesh the portal offers various government and insurance related services to its customers in Madhya Pradesh.

The portal will provide the services of collection of premium amounts in relation to the life insurance policies issued by Tata AIG Life Insurance to its customers in the state of Madhya Pradesh.

The objective of MP Online is to deliver government service and information to the public using electronic delivery channels and thereby develop and maintain a citizen service information network, which provides open access to online information for Madhya Pradesh State.

Speaking on the occasion, **Mr. M.Suresh, Managing Director, Tata AIG Life Insurance Company Limited** said, "It is our constant effort to provide unique value added services to our customers. We believe that the tie-up will prove to be fruitful for both the parties as well as our customers and will give us the opportunity to serve our customers in Madhya Pradesh better by providing them easy access to pay TALIC insurance premium."

Following are the benefits of MP Online services:

- Anywhere anytime government services
- Transparency between Citizen and Government
- Reducing the delays in decisions
- Reduction in transaction costs
- Reduction in interface between Government & Citizen
- An opportunity for gainful employment

### **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**

Tata is a rapidly growing business group based in India with significant international operations. Revenues in 2007-08 are USD 62.5 billion (around Rs. 251,543 crores), of which 61% was from business outside India. The Group's Net Profit for 2007-08 is USD 5.4 billion (around Rs. 21,578 crores). The Group employs around 350,000 people worldwide. The Tata name has been respected in India for 140 years for its adherence to strong values and business ethics. The business operations of the Tata Group currently encompass seven business sectors - Communications and Information Technology, Engineering, Materials, Services, Energy, Consumer Products and Chemicals. The Group's 28 publicly listed enterprises have a combined market capitalisation of around \$60 billion, among the highest among Indian business houses, and a shareholder base of 2.9 million. The major companies in the Group include Tata Steel, Tata Motors, Tata Consultancy Services (TCS), Tata Power, Tata Chemicals, Tata Tea, Indian Hotels, Tata Teleservices and Tata Communications.

### **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 Ireland and Tokyo.

### **MP Online**

MP Online is a service arm of the Govt. of Madhya Pradesh, engaged in providing citizen services to various organizations/ departments. MP Online Ltd having its registered Office located at Nirupam Shopping Mall, 2<sup>nd</sup> Floor, Ahmedpur, Hoshangabad Road, Bhopal -462 026.

### **# For further information contact:**

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### **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](http://www.tata-aig-life.com)