

Edelweiss Tokio Life aims at doubling business by 2020

Inaugurates its 100th branch in India and 5th in Punjab Region

Zirakpur, September 21, 2017: [Edelweiss Tokio Life Insurance](#), a joint venture between the Edelweiss Group and Tokio Marine of Japan, in line with its business expansion plans, opens its 100th branch in Zirakpur.

Edelweiss Tokio Life has been consistently increasing its footprint, even when the life insurance industry was undergoing a consolidation phase. Now, when positive change in the industry is visible, Edelweiss Tokio Life has accelerated further with a plan to add 30 new branches during the FY18 out of which 3 will be opened in Punjab. This is the 27th branch of the 30 planned branches for Northern Zone of the Company.

Deepak Mittal, Managing Director & CEO at Edelweiss Tokio Life says, “We are excited to open a Branch in Zirakpur which is part of our strategic ambition to increase our footprint in Punjab with our [innovative product offering](#). Delivering value to our customers through consistent and long term performance oriented products has always been a primary focus for Edelweiss Tokio Life”.

Zirakpur which used to be primarily known as a wedding capital, is now also a fast-growing residential suburb. This opens up a fertile market for advise-based financial offerings. This being one of the core strength of Edelweiss Tokio Life Insurance as it becomes the first private life insurer in Zirakpur location.

Rujan Panjwani, Executive Director, Edelweiss Group & Yash Prasad, Head of Sales & CMO at Edelweiss Tokio Life Insurance were also present to witness this landmark moment.

Nationally, Edelweiss Tokio Life Insurance covers various cities and towns through its offices in India supported by more than 21,000 Personal Financial Advisors (as on 31st March 2017) and 1,450 Development Managers appointed by the Company. Edelweiss Tokio Life also has 2 Corporate Agents and other insurance intermediaries for the distribution of insurance products. The team is trained to offer need-based life insurance solutions catering to six key financial needs - [Education Funding](#), Income Replacement, Wealth Accumulation, Wealth Enhancement, Living with Impaired Health and Retirement Funding.

About Edelweiss Tokio Life Insurance

Edelweiss Tokio Life Insurance Company Limited (‘the Company’), registered with Insurance Regulatory and Development Authority of India (Regn. no. 147), is a joint venture between Edelweiss Financial Services Limited and Tokio Marine Fire Nichido Insurance Company Limited (a Japan based company), having a shareholding of 51% and 49% respectively in the Company. This lineage brings together a deep understanding of customer needs and international expertise. The Company offers proprietary need-based solutions to help customers meet their life stage financial goals.

- Edelweiss Tokio Life Insurance Company Limited is the “*Winner – Best Product Innovation award for Wealth Ultima*” presented at Fintelekt Insurance Awards 2017
- Edelweiss Tokio Life Insurance Company Limited is the “*Winner – Best Life Insurer of the Year*”, presented at the 15th Annual Outlook Money Awards 2016.

To learn more about Edelweiss Tokio Life Insurance, please visit www.edelweisstokio.in

To learn more about the Edelweiss Group, please visit www.edelweissfin.com

To learn more about the Tokio Marine Holdings Inc., please visit www.tokiomarinehd.com/en

For more details, please contact:

Edelweiss Tokio Life Insurance Company Ltd.	Perfect Relations Private Ltd.
Yogini Joglekar	Taarika Khedekar
Senior Manager - Corporate Communications	Senior Image Manager
Tel: +91 9821818746	Mobile: +91 9820962432
E-mail: yogini.joglekar@edelweisstokio.in	Email: taarika.khedekar@perfectrelations.com