

Edelweiss Tokio Life expands its reach in Kerala, launches 1st branch Office in Kottayam

Kottayam, January 25, 2016: Edelweiss Tokio Life Insurance Ltd, one of the fastest growing insurance companies in India, in line with its business expansion plan, inaugurated its second branch office in Kerala today at **Kottayam - 1st Floor, Near D C Books, DCG Flat, Devalokam Road, Kanjikuzhy, Kottayam – 686001**. With this new branch, Edelweiss Tokio Life aims to enhance customer services in Kerala.

The expansion is in tune with the company's strategy to strengthen its presence in the state of Kerala and to ensure complete customer convenience by offering them need based solutions.

Commenting on the occasion, **Mr. Deepak Mittal, MD & CEO, Edelweiss Tokio Life Insurance Company Ltd.** said, "Kerala is already high on the awareness of insurance, our aim here is to instil the need for insurance and making it as a part of their financial planning goals. This marks our 68 branches across India for the life insurance business and we aim to expand our services pan-India. Our offerings are also rooted in understanding a person's need and advising them on products that meet their specific individual financial goals."

In Kottayam, the company is developing its sales force and plans to recruit about 225 employees & Personal Financial Advisors over the next three years. The team will be 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.

Present at the launch, **Mr. Yash Prasad, Head of Sales & CMO, Edelweiss Tokio Life Insurance**, said, "Delivering value to our customers through consistent and long term performance oriented products has always been a primary focus for Edelweiss Tokio Life Insurance. All our ULIP (individual) funds (as on 31st December, 2015) have been rated 5 stars by Morning star - an independent Chicago based investment research firm & global leader, validating our customer-centric approach and performance delivery."

According to **Mr. Suman Swarup, Head of Agency, Edelweiss Tokio Life Insurance** According to Mr. Suman Swarup, Head of Agency, Edelweiss Tokio Life Insurance " we are happy to have Kottayam join the Edelweiss Tokio Life Insurance family as part of our expansion plans. This move will support our customers in Kerala with better branch access and improved reach."

Nationally, Edelweiss Tokio Life covers more than 57 cities and towns through its offices in India supported by more than 11,300 Financial Consultants appointed by the company. Edelweiss Tokio Life also has more than 80 corporate agents and other sales intermediaries including banks for distribution of insurance products.

About Edelweiss Tokio Life Insurance:

Edelweiss Tokio Life Insurance, India's fastest growing life insurance company, is a joint venture between Edelweiss Financial Services and Tokio Marine Holdings Inc. This lineage brings together a deep understanding of customer needs, one which is backed by international expertise. The company offers proprietary need based solutions to help customers meet their life stage financial goals.

The Edelweiss Group, with a Rs. 310 billion asset base is one of India's leading diversified financial services conglomerates providing a broad range of financial products and services to a substantial and diversified client base that includes corporations, institutions and individuals. Edelweiss's products and services span multiple asset classes and consumer segments across domestic and global geographies. Its businesses are broadly divided into **Credit Business** (Mortgages including Housing Finance, Structured Collateralised Credit, Distressed Assets Credit, SME and Agri Finance, Rural Finance and other loans), **Agency Business** (Financial Markets, Asset Management and Agri and Commodity Services) and **Life Insurance**.

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