

Liberty General Insurance enters into Corporate Agency tie-up with Peerless Financial Products Distribution Ltd.

Kolkata/Mumbai, June 22, 2022: Liberty General Insurance, one of the fastest growing General Insurance companies in India recently entered into a Corporate Agency agreement with Peerless Financial Products Distribution Ltd (PFPDL). This synergistic collaboration will enable the distribution of Liberty's retail and commercial line of products through Peerless' extensive network of 42 branches across the country.

Driving customer satisfaction through superior product offerings has always been a priority for Liberty, and this alliance marks the reaffirmation of the Company's commitment towards its customers' well-being by providing them with comprehensive insurance solutions. Through this partnership Liberty's teams will work closely with clusters of Peerless branches to offer a wide range of Health and Motor products such as Vector Borne Diseases cover under Liberty Complete Protect Group Policy Insurance, which provides annual benefit cover, if the insured is hospitalized due to Vector borne diseases such as Dengue Fever, Malaria, Chikungunya, Japanese Encephalitis, Kala-azar, Lymphatic Filariasis, and Zika Virus; Critical Illness which covers up to 60 critical illnesses including major and minor health conditions, Liberty Health Connect, Health Prime Connect, and Individual Personal Accident Policy among other health products; Comprehensive Insurance with add-ons for Private Car, Two Wheeler and Commercial Vehicles among others. Liberty will also work closely with PFPDL to provide training and operational expertise, through marketing, manpower support and regular insurance and product trainings.

Speaking on the occasion, **Mr. Amit Jain, President - Personal Lines, Bancassurance & Affinity and Marketing, Liberty General Insurance** said, *"We are extremely happy to partner with Peerless, an organization that resonates Trust and Customer Delight with its customers and are excited to see this association has now become a reality. With a common goal of increasing awareness and penetration of insurance products and services in the less exposed segments of the country, our collaboration will help us reach a larger consumer base, particularly in the Tier II and Tier III cities where the demand for insurance is high."*

"We hope that our partnership will deeply benefit from Peerless Group's legacy, prolonged experience, and unrivalled credibility to make insurance products and services more accessible to people and improve their lives", Mr. Jain further added.

Speaking on the development, **Mr. Satyaki Bhattacharya, CEO, Peerless Financial Products Distribution Ltd.** said, *"We are excited about our tie-up with Liberty General Insurance, which will enable us to spread awareness about general insurance and make efforts towards increasing insurance penetration in the Country, since even today a large part of the population in the country still remains underinsured or uninsured. Further, this collaboration will help to serve both our existing and new customers with total insurance solutions and enable the customers to make informed choices of products across their complete life cycle."*

**About Liberty General Insurance**

Liberty General Insurance Ltd. (LGI) is a joint venture between Liberty Citystate holdings PTE Ltd—a group company of Liberty Mutual Insurance Group, a diversified global insurer with over 900 offices across the world, headquartered in the U.S. —Enam Securities, and Diamond Dealtrade. LGI commenced operations in 2013 with the aim of providing comprehensive retail, commercial and industrial insurance solutions. The company has an employee strength of 1100+ with presence across 100+ locations in 29 states and UTs. Its partner network consists of about 5100+ hospitals and more than 4300 auto service centres. The company offers health and personal accident insurance, car and two-wheeler insurance, employee compensation insurance, commercial insurance —engineering insurance, marine insurance, liability insurance and property insurance among others— products in India.

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