

CignaTTK Health Insurance forms distribution tie-up with Aditya Birla Money

Mumbai | October 09, 2014 Mumbai, 9th October, 2014: CignaTTK Health Insurance a joint venture between U.S. based global health service leader, Cigna Corporation (NYSE:CI), and Indian conglomerate TTK Group, today announced a distribution tie-up with Aditya Birla Money Insurance Advisory Services Ltd, wholly owned subsidiary of Aditya Birla Money Mart Ltd, part of the Aditya Birla Group.

The two entities have got into a corporate agency partnership to provide comprehensive health insurance solution to consumers.

Announcing the partnership, Mr. Sandeep Patel, Managing Director and CEO, CignaTTK Health Insurance Company Limited said, *"We are delighted to partner with Aditya Birla Money, to provide innovative health insurance solutions to consumers across the country. Our partnership with Aditya Birla Money has built on common values we share, of customer focus, transparency and innovation. We are self-assured that together we will provide a strong and compelling health and wellness value proposition to our consumers along with enhanced customer service."*

Speaking on this occasion, Mr. Sudhakar Ramasubramanian, CEO, Aditya Birla Money Mart Ltd. said, *"This partnership with CignaTTK helps us to add health insurance option to our robust and growing suite of comprehensive financial services offerings for our customers."*

CignaTTK, will offer ProHealth, its flagship health insurance product to its customer. The product is designed aiming to address multiple customer requirements through its 4 plan options with an add-on Critical Illness cover. The sum insurance ranges from 2.5 Lac to 100 Lac. ProHealth plan has unique built in, health and wellness benefits, such as worldwide emergency cover, health maintenance benefits and health rewards incentives, for healthy living.

"We would leverage Aditya Birla Money's pan India presence to reach out to larger customer base and drive our message of Health & wellness" added, Mr. Patel.

About CignaTTK Health Insurance Company Limited

CignaTTK Health Insurance Company Limited is a joint venture between the U.S. based global health service leader, Cigna Corporation and Indian conglomerate TTK Group. Cigna Corporation (NYSE:CI) maintains sales capability in 31 countries and jurisdictions and has more than 80 million customer relationships throughout the world. TTK is widely recognized across India with a reputation built across eight decades for quality consumer products and services.

CignaTTK is a stand-alone health insurance company having a pan India presence, headquartered in Mumbai.

CignaTTK will offer differentiated health insurance solutions including health and wellness programs that support customers in making lifestyle changes and managing chronic medical conditions. To learn more, visit www.cignattkinsurance.in

About Aditya Birla Money

Aditya Birla Money is a single brand offering the combined products and services of Aditya Birla Money Limited, Aditya Birla Money Mart Limited and Aditya Birla Money Insurance Advisory Ltd, wholly owned subsidiary of Aditya Birla Money Mart Ltd.

Aditya Birla Money Limited is a broking and distribution player, offering Equity and Derivative trading through NSE and BSE and Currency derivative on MCX-SX. It is registered as Depository Participant with both NSDL and CDSL and also provides commodity trading on MCX and NCDEX through its subsidiary company.

Aditya Birla Money Mart Limited is a wealth management and distribution player, offering third party products like company deposits, mutual funds, structured products, alternate investments, property services and has a premier wealth management service arm to cater to HNI customers.

Aditya Birla Money Insurance Advisory Ltd is a wholly owned subsidiary of Aditya Birla Money Mart Ltd and is in the distribution of Insurance products as Corporate Agent.

These offerings are delivered through a strong pan India distribution network of about 1000 own and franchisee branches, a robust online and offline model with a strong technology backbone to a large customer base, in excess of 4 lakhs. For more information please visit www.adityabirlamoney.com