

MEDIA RELEASE**RELIANCE GENERAL INSURANCE TIES-UP WITH CATHOLIC SYRIAN BANK
AS BANCASSURANCE PARTNER****RELIANCE GENERAL INSURANCE TO OFFER
INNOVATIVE AND AFFORDABLE INSURANCE PRODUCTS
TO CATHOLIC SYRIAN BANK'S 1.5 MILLION CUSTOMERS
ACROSS ITS 430 BRANCHES PAN INDIA****TIE-UP TO LEVERAGE CATHOLIC SYRIAN BANK'S ROBUST DISTRIBUTION
NETWORK AND STRONG RETAIL CUSTOMER BASE SPREAD ACROSS INDIA****TIE-UP TO ENABLE CATHOLIC SYRIAN BANK TO SERVE ITS CUSTOMERS
BANKING AND INSURANCE NEEDS UNDER ONE ROOF****BANCASSURANCE ALLIANCES FORMS AN IMPORTANT PART
OF RELIANCE GENERAL INSURANCE'S GROWTH PLAN****RELIANCE GENERAL INSURANCE HAS ALREADY SIGNED PARTNERSHIPS
WITH INDUSIND BANK, BANK OF INDIA, SVC BANK AND ANDHRA BANK
UNDER NEW OPEN ARCHITECTURE BANCASSURANCE GUIDELINES**

March 1, 2017, Mumbai, India: Reliance General Insurance (RGI), a part of Reliance Capital, today announced that it has entered into bancassurance tie-up with Catholic Syrian Bank (CSB).

As a part of this tie-up, RGI will offer its vast array of affordable general insurance products to Catholic Syrian Bank's diversified 1.5 million customer base spread across its 430 branches in Kerala, Tamil Nadu and Maharashtra.

"We are delighted to partner with Catholic Syrian Bank. This tie-up will enable RGI to leverage Catholic Syrian Bank's unparalleled retail & SME customer base, robust distribution network, strong technology platform, strong brand name and offer them innovative and comprehensive range of insurance products from RGI", said **Mr. Rakesh Jain**, CEO, Reliance General Insurance.

"The strategic partnership with Reliance General Insurance, well known for its state-of-the-art non-life insurance products, will make it extremely easy for our customers to access a comprehensive selection of customized general insurance solutions at affordable rates. The corporate alliance will enable Catholic Syrian Bank serve our customers' banking and insurance needs under one roof", said **Mr. CVR Rajendran**, MD & CEO, Catholic Syrian Bank.

Bancassurance tie-up forms an important part of RGI's growth strategy and the company has been forging strong alliances with various banks to enhance its distribution footprint in the country.

The Company has bancassurance partnership with a number of large banks including IndusInd Bank, Bank of India, Andhra Bank, SVC Bank, Doha Bank and Bank of Bahrain & Kuwait that serves as a single window to offer its wide range of general insurance products to millions of customer of these banks spread across the country through various branches.

"This is the latest big partnership in our list of recent partnerships we have forged in the bancassurance space. We already have tie-ups with IndusInd Bank, Bank of India, SVC bank and Andhra Bank and expect forge many more such alliance with strong banks in the future" said Mr. Rakesh Jain.

The Company plans to boost its top line by up to 15 per cent through these tie-ups and alliances with sharp focus on selling Retail products - including Motor, Home, Health & Travel Insurance; and Commercial products - including Fire, Marine and Engineering insurance.

About Reliance General Insurance

www.reliancegeneral.co.in

Reliance General Insurance, a part of Reliance Capital, is one of the leading general insurance companies of India.

The Company offers a well-rounded and comprehensive bouquet of products including Motor Insurance, Health Insurance, Travel Insurance, Home Insurance and also offers customized solutions to meet the protection needs of each customer.

Reliance General Insurance offers its products and services to retail, corporate and SME clients, through a wide network of over 20,000 intermediaries spread across 500 locations in India.

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About Catholic Syrian Bank

www.csb.co.in

Catholic Syrian Bank Ltd started nine decades ago on 26th November, 1920 at Thrissur, which in later years acquired the unique distinction of being a centre with the highest concentration of banks in the South. During the first two decades of its functioning, the Bank concentrated only in Kerala.

Banks and credit institutions which proliferated especially in Kerala received a jolt and many of them came to their doom following the crash of the Travancore National Quilon Bank in 1938 followed by Palai Central Bank in 1960. In August 1969, the Bank was included in the Second Schedule to the Reserve Bank of India Act 1934.



GENERAL
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In 1975, the Bank attained the status of "A" Class Scheduled Bank when its total Deposits crossed Rs.25 crores. The Bank has also geared up its machinery to increase its market share of corporate finance in the days to come.

Their contribution to the growth of this institution has been invaluable. The Bank has a very dynamic team on its Board of Directors who is guiding the destiny of the Bank leading to growth and prosperity. At present, the bank has a network of 431 branches and 231 ATMs across India. The Bank also plans to open more number of branches in a phased manner.

/CatholicSyrianBankLtd

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