



Our Corporate theme is Leadership & beyond and this succinctly captures our strategies and we have been market leaders for over 40 years without break

Says Mr G SRINIVASAN
CMD - The New India Assurance Co. Ltd.

in an interview to Infrastructure Line

largely insulated from the slowing of GDP growth. Currently the non-life industry is growing at 18%.

Q. How far has the expansion plan reached so far with special focus on tapping the rural market?

A. New India has strategic focus

in increasing presence in rural, micro & social sector. We have opened more than 600 micro

interview contd. on pg. 20

Q. What are the challenges of offering such a vast array of Industrial Insurance policies and how do you tackle them?

A. New India Assurance has been holding a major share of the Industrial Insurances in India. We have risk solutions for huge oil & petrochemical complexes, oil refineries, steel & cement factories and others. We also have Fire Insurance products for SMEs and medium risks as well. These policies are being marketed through our 1800 offices, the staff resource of development officers and marketing officers and over 50,000 agents across the country. We are able to reach all areas of India, to market not only our Industrial products, but the entire range of our 160 and odd products.

Apart from this Brokers are an important intermediary segment servicing Industrial customers. They represent the customers, identify the risks of the insured and match it against the property insurance policies available in the market and place the business.

Q. Is there any special industrial sector which avails maximum benefit from the various types of Commercial Insurance schemes offered by New India?

A. No. Though we are the largest insurers of Mega risks and large complexes in India, we have substantial presence in other Industrial and commercial segments as well. We also have large presence in healthy & other personal insurance sectors.

Q. What has been the impact of the poor economic conditions on the Insurance sector as a whole and what are the measures to arrest the problems if any?

A. The Insurance Industry has been growing at double digit growth for some years now. The growth has been mainly driven by increasing number of players in the market, the huge untapped segments of customers and the increasing disposable incomes of the Lower and middle classes. It is noted that, the growth in the industry has been

Leadership & Beyond...



दि न्यू इन्डिया एश्योरन्स कंपनी लिमिटेड
The New India Assurance Co. Ltd

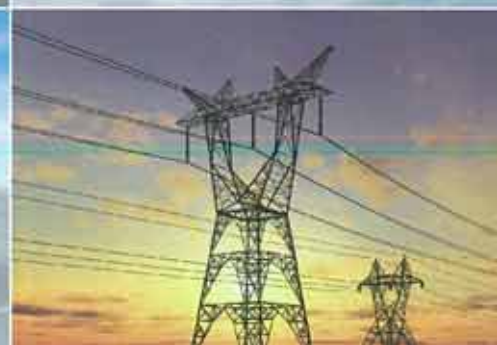
(Wholly owned by the Govt. of India)

India's Largest General Insurance Company

Achieves Global Premium-2012-13

₹ 12,500 Crores

A.M. Best Financial Strength Rating "A-Excellent" (Stable)



Highest Net Premium
Rs. 10,274 Cr

Highest Net Profit
Rs. 844 Cr

Highest Net Worth
Rs. 7737 Cr

Highest Assets
Rs. 45,000 Cr

Only Indian General Insurance Company to have presence in 22 countries

Online Customer Portal Launched



online.newindia.co.in

Awards for Excellence in Insurance Sector

- ▼ SKOCH Award for Financial Inclusion
- ▼ SKOCH Merit Certificate for IT System
- ▼ Best Health Insurer Award by Outlook Money
- ▼ Claims Initiative of the year in Africa for Mauritius Branch
- ▼ Dalal Street Journal's Award for Consistent Performance in Financial Sector

Network of 1594 Offices in India including Regional Offices, Divisional Offices, Branches, Direct Agent Branches & Micro Offices

- ▶ New India Customer - An Android App for easy renewal
- ▶ Market Leader in Business & Financials for last four decades!
- ▶ High Solvency Margin

Head Office: New India Assurance Building, 87, M. G. Road, Fort, Mumbai - 400 001 INDIA

| Personal | Commercial | Industrial | Liability | Social | Rural | Credit Insurance

24x7 - Toll free number 1800-209-1415 | www.newindia.co.in



TATA CAPITAL LEASING SOLUTIONS

Equipment Rental and Leasing business in India is small relative to developed markets and has strong market potential. With the Government's focus on infrastructure many opportunities have opened up for leasing companies. Wanting to leverage on these opportunities, Tata Capital has entered into an alliance with Century Tokyo Leasing Corporation.

Century Tokyo Leasing Corporation is a comprehensive leasing company in Japan involved in a wide variety of business areas with operations underpinned by a strong lineup of major shareholders including

the Mizuho Financial Group and ITOCHU Corporation. The company has sound financing functions, robust customer foundations and strong information resources and therefore has a competitive edge in business and product development capabilities. As a pioneering leasing company that has expanded with the growth of Japan's leasing industry, Century Tokyo has an overseas network of 19 business bases in nine countries and regions.

The alliance of Tata Capital and Century Tokyo, brings to you comprehensive and innovative leasing solutions. With a pre-

established credit line at Tata Capital, you can acquire the required asset in minimal turnaround time. Tata Capital's leasing solutions are structured to have variable payment terms and suit the tax-bracket of your company. Customers can also avail further flexibility with a trade-in / return option. Tata Capital Leasing Solution also provides value addition with options to avail interim finance for technology-refreshes and for support equipments.

Tata Capital offers leasing solutions for construction equipment, infrastructure facility, plans and machinery, information & communication equipment, banking equipment, office set-up systems & furniture, medical equipment, corporate aircraft, wagons and more.

The Tata Capital Leasing Solutions team may be contacted at:

Tata Capital, 11th & 12th floor,
Tower A, Peninsula Business
Park, Senapati Bapat Marg,
Lower Parel, Mumbai 400 013.
Tel.: 022 6606 9000

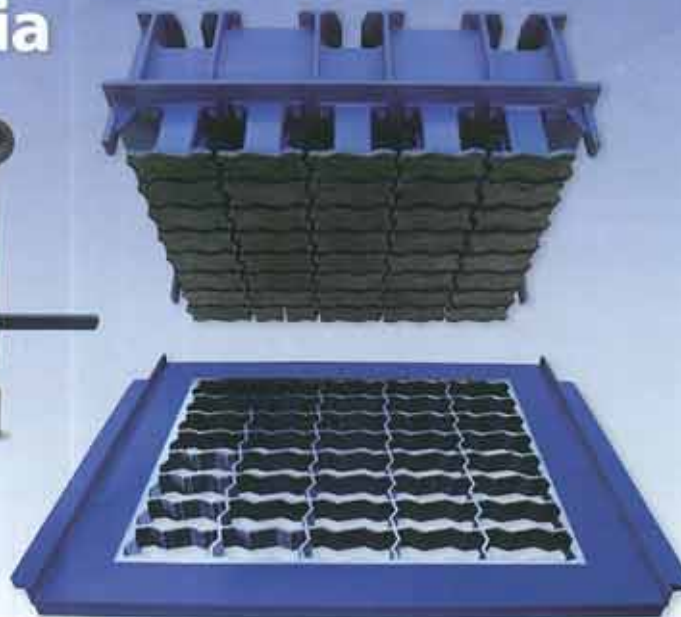
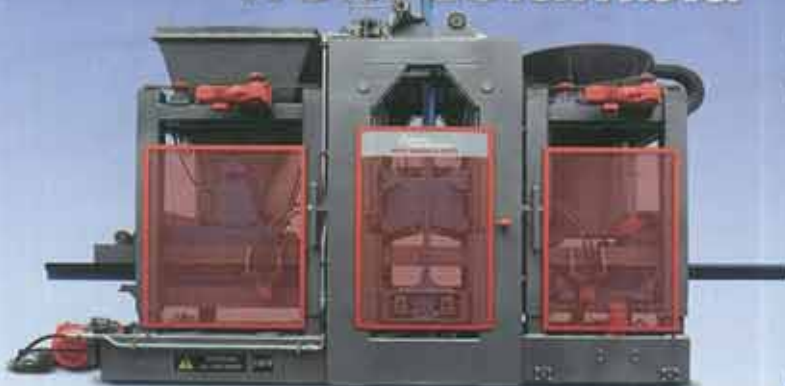
Columbia
TECHMATIK

PAVE . RETAIN . BUILD

Capacity / 20 hrs
of Production
55,000 Blocks (20x20x40cm)
5,100 sq.m Pavers
250,000 Flyash Bricks

SHP 5000C PRO
Concrete Products Plant

Economical large pallet solutions
from Columbia

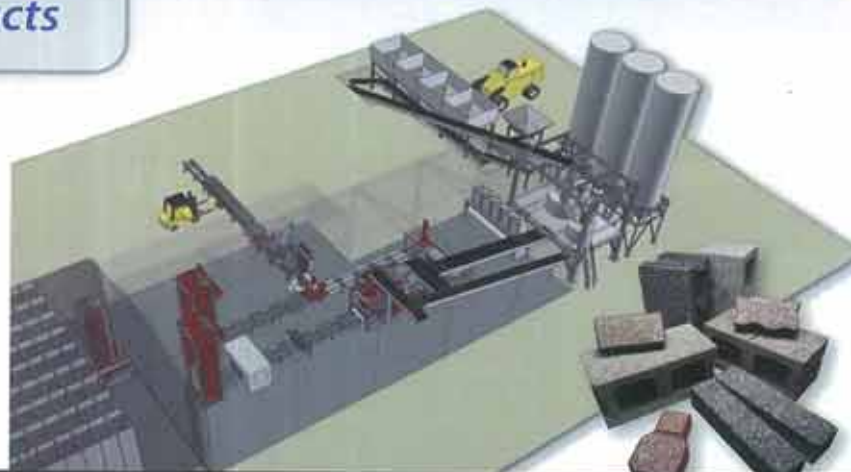


Produce the full spectrum
of top quality hardscape
and specialty products

CONTACT
Columbia
PAKONA
ENGINEERING PVT. LTD.

#1, Rahimtoola House,
7, Homji Street,
Fort, Mumbai - 400 001.

Tel: (91-22) 67434330 / 67434331
Fax: (91-22) 6743 4332
Email: sales@colpak.in



www.columbia-pakona.com

Interview contd. from pg. 19

The New India Assurance Co. Ltd.

offices in Tier II, III & IV territories. We also are recruiting large numbers of agents, and good many of them would be from rural areas. We have also added 16 products to our Micro Insurance bouquet. We are leveraging our bancassurance channels and IT enabled services to reach out to more customers, quickly, simplified and efficiently.

Q. How has been the performance in the first quarter of this financial year?

A. The General insurance industry had slightly lower growth rate in the first quarter of this fiscal. New India also grew in double digits, though slightly lower than earlier quarters. But we are confident of growth picking up in the coming months.

Q. Can you share with us your other strategic growth plans for the future?

A. Our Corporate theme is Leadership & beyond and this succinctly captures our strategies. We have been market leaders for over 40 years without break. We need to move on and set bench marks in all fronts of our business. We have clearly targeting at higher top line, increasing profitability and building robust financial fundamentals and substantially augment customer experience and employee satisfaction. For each of these elements we have to develop strategies in place.