



युनाइटेड इंडिया इंश्यूरेन्स कंपनी लिमिटेड
UNITED INDIA INSURANCE COMPANY LTD.

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PRESS RELEASE

**UNITED INDIA LAUNCHES INSURANCE LITERACY DRIVE
IN SCHOOLS AS PART OF PLATINUM JUBILEE CELEBRATIONS**

United India Insurance Company Ltd., a Public Sector General Insurance Company, is celebrating its Platinum Jubilee Year, after completing 74 glorious years of service to the Nation and its people by meeting their critical insurance needs. His Excellency The Governor of Tamil Nadu, Dr. K. Rosaiah, launched on 7-10-2012, the Company's path-breaking "Insurance literacy programme in schools" as part of the celebrations.

The Governor in his address covered the role of insurance, the growth of the non-life insurance industry in India and particularly the long history of United India. He also touched upon the achievements of the Company, especially its leadership initiatives in implementing socially inclusive measures. He also highlighted the low level of insurance penetration in the Country and how lack of financial literacy among the vast sections of the population is responsible for the same. The Governor stated that our goal of financial inclusion of the entire population cannot be achieved without making all the citizens financially literate. In this regard, he commended United India, for being the first insurance company, to promote insurance literacy among the school students.

In keeping with its 75th year of existence, the Company has chosen 75 Government and aided schools across the Country for promoting insurance literacy among the secondary school students. As part of this, the Company would conduct insurance and safety awareness classes, conduct insurance related competitions, provide sponsor - driven students safety insurance cover to all the students, provide various infrastructure items needed by the identified schools, etc.

P.T.O.

United India has grown from strength to strength and has emerged as a leading non-life insurance Company in India. The Company completed a premium of RS 8,179 Crores last fiscal and growing at 24% and would cross RS 10,000 Crores in the current year. The Company has robust financial strength with a net worth of RS 4,734 Crores and with a market value of assets of over RS 17,929 Crores. The Company continues to post the highest net profit in the industry, by posting RS 387 Crores net profit last fiscal. The Company enjoys a high solvency ratio of 2.84, against a requirement of 1.4. The Company secured healthy ratings by being awarded B++ from A M Best and retained iAAA rating by ICRA continuously for the past 7 years.

The Company is the undisputed leader in the Social, Rural/Micro insurance sector in the non-life insurance industry. The Company actively participated in the rollout of the popular RSBY programme of different States; implemented for the first time, in the non-life insurance sector, the community-based insurance solutions and village adoption programmes. The Company is a pioneer in the concept of Micro Office (one person office) to penetrate into the rural hinterland and today has 407 such offices. The Company successfully administers the Chief Minister's Comprehensive Health Insurance Project of Government of Tamil Nadu, to provide Health Insurance cover to BPL families in the State numbering 1.34 Crore.

The Company continues to innovate to reach out to the customers by leveraging technology. It is the first insurance Company in India to set up information-cum-sales kiosks and facilitate mobile payment of premium.

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