



WITH YOU ALWAYS



Accidents always take you
by surprise!
Be prepared with our
Individual Personal Accident Plans.

TATA AIG GENERAL INSURANCE

Tata AIG General Insurance is entrepreneurial and global, professional and trustworthy. The brand has grown in strength, emerging as a strong contender in the insurance space. Starting operations with six branches, it has now amassed an extensive network spanning the entire country.

The company has a number of firsts to its credit. It was the first to introduce a toll free helpline number and a mobile claims service. It is also known in the industry as the first to introduce claims registration and policy renewals via SMS.

The appeal of the brand lies in its financial strength and stability, customer comfort in dealing with the economy, its trustworthiness and its extensive financial expertise. The brand prides itself on its range of insurance products, its practice of ensuring quick and easy claim settlements and its openness towards its customers.

The brand benefits greatly from its association with the Tata name. The evocation of trust and reliability — characteristics which are crucial in the business of insurance — imbues Tata AIG General Insurance with high levels of equity. The Tata brand offers greater confidence to customers who are willing to try Tata AIG products. Today the brand is seen as a focused player in the growing Indian insurance arena.

