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Shriram Life plans for pan-India presence

Life Bureau

Chennai, Jun 16: Shriram Life Insurance Company (SLIC), which has major presence in South India, has ambition to have a pan-India presence. As part of its strategy, the company has set up a council—north, east and west (new) coun-

cil—and eyes to become a major player in the Indian life insurance business, said Shriram Group chairman R Thyagarajan. “After becoming a strong player in the southern markets, we have decided to expand our reach to other regions and become one of the top life insurance player in India. The council has been aimed at garnering sizeable chunk of the HNIs, mutual fund as well as retail investors of these re-

gions,” he added.

“We have assigned the task of managing this council to our JV partner Sanlam as it has vast expertise in marketing and managing HNIs across many countries and we will continue to focus on southern markets strongly. Apart from penetrating deep into these regions, Sanlam along with Shriram would do telemarketing and other campaign exercises to see the company becomes a major player in Indian life insurance industry,” he said.