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## Shriram group to expand both life & non-life insurance arms

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Chennai

CHENNAI-BASED Shriram Group is planning to expand both its general and life insurance ventures, a top official said. While it will expand its life insurance business in north, eastern and western regions and infuse Rs 100 crore in the next two years, its general insurance business will spread its wings globally.

The group ventured into the life insurance business through Shriram Life Insurance (SLIC) in February 2006 and general insurance business through Shriram General Insurance Company (SGI) in July 2008, both of which are 74:26 joint ventures with the Sanlam Group of South Africa.

"About 70 per cent of its business for both life and general insurance businesses comes from customers that are already a part of the group's network of chit funds and truck business. Now, we have decided to spread our life insurance business to other parts of the country. We will pump in more money for the expansion," Shriram Group founder, R Thyagarajan, said.

The group will hand over the role of expanding its business in the north, west and eastern regions to its partner Sanlam Group.

SLIC MD Akhila Srinivasan said the company will be adding 250 branches in its expansion plan and will be targeting mutual fund customers. Ulips account for 95 per cent of the company's product mix, while rest is term policies.

She said the product mix will remain the same, as it is difficult to sell term policies to individual customers. The partners will pump in Rs 100 crore to the venture over the next two years to fund the expansion.

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