

NEWS RELEASE

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ING Vysya Life ties-up with e-Seva in Andhra Pradesh for renewal premium collections

ING Vysya Life makes it easier for customers to pay their renewal premiums

ING Vysya Life, part of the ING Group, **the world's largest financial services provider**[^] today announced a tie-up with e-Seva, the citizen services arm of Government of Andhra Pradesh, making it easier for customers to deposit their insurance policy renewal payments through the e-seva outlets, at no additional cost. The current arrangement is being activated at 49 e-seva outlets in the twin cities of Hyderabad and Secunderabad. It will subsequently be rolled out to all the **263 locations** across **85 towns** in Andhra Pradesh.

Announcing the launch, **Mr. B Ashwin**, Chief Operating Officer, ING Vysya Life said, *"I am delighted to announce our tie-up with E-Seva. This is a significant value-add for our esteemed customers in Andhra Pradesh, as it offers a fast, efficient and accessible way for our customers to pay their renewal premiums, thus making it easier for them. The robust network of e-seva outlets is a major strength in our service backbone."*

ING Vysya Life is the first life insurance company to tie-up with e-seva to offer its customers an easy way to pay their renewal premiums. e-Seva would offer ING Vysya Life customers the convenience of renewal premium payment by cash and cheques. Customers would be given a receipt of the payment over the counter.

Speaking at the launch, Mr. Suresh Chanda, Commissioner, EDS, Government of Andhra Pradesh said, *'{The quote from the commissioner will be added here (checked and approved by legal)}*

ING Vysya Life entered the private life insurance industry in India in September 2001. Having established itself as a strong private life insurance player in India and in its **eighth** year of business operations, ING Vysya Life has a pan India presence. Visit the company website www.inglife.co.in or detailed information on its product portfolio.

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About ING Group

ING is a global financial institution of Dutch origin offering banking, insurance and asset management to over 75 million private, corporate and institutional clients in over 50 countries. With a diverse workforce of approximately 125,000 people, ING comprises a broad spectrum of prominent companies that increasingly serve their clients under the ING brand.

About ING Vysya Life

ING operates through three businesses in India, ING Vysya Life Insurance, ING Vysya Bank and ING Investment Management. ING Vysya Bank is a premier private sector bank with over 76-year heritage and 1.5 million satisfied customers. ING Investment Management comprises of two operations: ING Fund is a mid sized asset management company with a retail investor focus and Optimix is a fund of funds business.

About e-Seva

The Government of AP (GOAP) as part of its vision to provide Good Governance to its citizens, initiated steps to harness the potential of IT to provide integrated services to the citizens by deploying the tools of Information and Communication Technology (ICT) so as to enhance Quality, Transparency, Convenience, Certainty and Accountability in providing such services through the concept of a 'One-Stop-Shop' facility. One such initiative was eSeva which was implemented in the year 2001 in Twin Cities of Hyderabad and Secunderabad on BOOT Model. Later in 2003, same concept was implemented successfully in all the Municipal towns of AP.