

NEWS RELEASE

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ING Vysya Life launches operations in Shimoga

ING Vysya Life, part of the ING Group, today announced the launch of its operations in the city of Shimoga, Karnataka. The new office is centrally located on the **First Floor, Sai Ganesha Complex, LLR Road, Durgi Gudi, above Pragati Gramina Bank** to ensure customers have convenient and easy access to ING Vysya Life products and services. The new office will support the growth of the life insurer's business in the location.

Addressing the media, **Mr. T K Uthappa, Director, Sales – Tied Agency** said, *"We are happy to announce our office in Shimoga. Karnataka is a key market for ING Vysya Life, and we have a wide network of our offices in this region. We are well-gearred to serve our discerning customers."*

ING Vysya Life is steadily growing as one of the most preferred life insurers in the region. In this endeavor, it offers an innovative product portfolio to its customers. Said Mr. Uthappa, *"Our products and services are aimed at serving our customer's long-term financial needs. A dedicated and professional sales team is already in place and is set to serve the discerning consumers of Shimoga."*

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 for 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 85 million private, corporate and institutional clients in over 50 countries. With a diverse workforce of approximately 150,000 people, ING comprises a broad spectrum of prominent companies that increasingly serve their clients under the ING brand.

About ING in India

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.