

https://www.indiaonline.com/article/news-sector-insurance/shriram-life-insurance-co-ltd-receives-the-coveted-india%E2%80%99s-greatest-brands-leaders-awards-2017-18-118092100290_1.html

A+ Shriram Life Insurance co. Ltd receives the coveted India's greatest Brands; Leaders awards 2017-18

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Shriram Life Insurance Company, the life insurance arm of financial services conglomerate, Shriram Group has bagged the 3rd Edition of India's greatest brands and Leaders for the year 2017-18 in recognition of the contribution of distribution of life insurance in non-urban markets in India. On behalf of Shriram Life, the awards were received by Manoj

Jain, Managing Director and Arvind Shivhare Executive Director- Direct Channel & Dr R Radhakrishnan, Chief Marketing Officer, Shriram Life Insurance in an awards ceremony held recently at Mumbai in the Pride of the Nation Series Awards organized by URS-Asia One magazine and URS Media Consulting – process reviewers Pricewaterhouse Coopers P.L.

Shriram Life Insurance focuses on the common customer segment with over 50% of its policies sourced from the rural area and a significant chunk from the tier II and III towns. Shriram Life works with the purpose of providing life cover to these families that are most vulnerable to financial catastrophe due to untimely loss of a breadwinner. The company has been engaged spreading the protection net to the masses, with special focus on financial inclusion for the segment that is generally ignored by the mainstream players. To cater to this group, the company has unique distribution processes and products. On this occasion Manoj Jain, Managing Director, Shriram Life Insurance said,

“It is indeed a proud moment for us at Shriram Life Insurance. We strive for Inclusive growth by taking life insurance -The 'AAM AADMI' (Common Man) and this award reinforces the commitment of the company to reach out to the masses”.

Rajat Shukal, Global Head & Principal Partner of URS Media Consulting P.L. and AsiaOne Magazine, said, “Pride of the Nation Series Awards & Business Summit; Celebrating 71, India's 71 Years of Independence, and 3rd Edition – India's Greatest Brands & Leaders 2017-18 have proved to be a milestone in creating an unprecedented platform through Asian Business & Social Forum to address the pressing business and social causes of the world. India's Greatest Brands & Leaders 2017-18 is also instrumental in bringing Iconic, Powerful, and Emerging brands and leaders of India on a common platform to discuss issues and potentials relevant to their respective strategic decisions, thereby innovatively unfolding a permeable screen of unprecedented mutual learning and growth. No other organization does that in India currently.”