

## INTIMATION

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### VAKRANGEE ANNOUNCES STRATEGIC TIE-UP WITH TATA AIG TO OFFER GENERAL INSURANCE PRODUCTS

**MUMBAI, February 6, 2025:** Vakrangee Limited (IRDA Registration Code CA0249), is proud to announce a strategic corporate agency tie-up with Tata AIG General Insurance Company Limited (Tata AIG). This partnership aims to offer Tata AIG comprehensive range of General insurance products across Vakrangee Kendra network.

This collaboration will enable Vakrangee Kendra, located across underserved and unserved areas, to offer a wide range of general insurance products, including health, motor, travel, and various other insurance products. By leveraging this partnership, we aim to enhance accessibility and affordability of insurance solutions, empowering customers with financial security.

Commenting on this partnership, **Mr. Vedant Nandwana, Managing Director, Vakrangee Ltd.** said, *"We are happy and honored to announce this partnership with Tata AIG General Insurance Company Limited which enables us to expand our portfolio with a comprehensive range of General Insurance Products across our Vakrangee Kendra. Our Vakrangee Kendra act as a one stop shop for the local customers, providing them with a wide array of services and ensuring unparalleled convenience."*

Vakrangee Kendra are exclusive Branded format outlets offering a comprehensive range of products and services across banking, insurance, ATM, assisted e-Commerce, e-Governance and Total Healthcare. With 83% of Vakrangee Kendra outlets in Tier-4 to 6 locations, this association will enable Vakrangee to allow its customers to get access to insurance services in the most remote parts of the country.

We will continue to add more products and services and tie-up with leading business partners to offer our customers a one-stop solution to all their needs. We are aspiring to be the most trustworthy physical as well as online convenience store across India and positively moving towards Vakrangee Kendra's new brand philosophy of 'AB Poori Duniya Pados Mein'.

#### **About Vakrangee Limited**

**(BSE Code: 511431; NSE Code: VAKRANGEE)**

Incorporated in 1990, Vakrangee has emerged as one of India's largest Last Mile Distribution Platform with a Physical as well as Digital Eco-system in place with a PAN INDIA Presence. We are delivering real-time banking & Financial Services, ATM, insurance, e-Governance, e-Commerce (including Healthcare services) and logistics services to the unserved rural, semi-urban and urban markets and enabling Indians to benefit from financial, social and digital inclusion.

Vakrangee has emerged as the "Go To Market Platform" for various Business verticals including Fintech and Digital platforms. The Assisted Digital Convenience stores (Physical Outlets) are

called as “Vakrangee Kendra” which acts as the “One-stop shop” for availing various services and products and Digital platform is called as BharatEasy Mobile Super app.

**About Tata AIG General Insurance Company Limited**

Tata AIG General Insurance Company Limited is a joint venture between the Tata Group and the American International Group (AIG). Tata AIG General Insurance Company Limited celebrated 24 years of service as on 2025, since it commenced operations on January 22, 2001. The company has made a mark in the industry by launching several innovative products and services over the years.

Tata AIG General Insurance Company Limited has an Asset Under Management (AUM) of approximate Rs. 30,577 Cr (as of 31st December 2024) and a workforce of about 8,827 employees present in 249 branches across India. The company’s products are available through various channels of distribution such as Agency which has a combined strength of 102,142+ licensed agents and a very strong Broking channel of 685 plus licensed brokers.

**For further information, please contact at:**

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