

# L & T General Insurance open branch in city

BHUBANESWAR, 11 OCT: L & T General Insurance Company Limited (L&T Insurance), the general insurance arm of the Larsen & Toubro company launched its first branch office in the state here today.

Inaugurating the branch Mr Joydeep Roy, Chief Executive of L&T said that the opening of the new branch office in Bhubaneswar is an integral part of the company's strategy to reach out to customers across all segments and regions.

Orissa is a key market in our overall launch strategy and the gateway to an extensive footprint in the eastern region, he informed.

"Appropriate and meaningful insurance products to cater to the needs of the consumers backed by a state-of-the-art technology platform will enable us to deliver quick and seamless customer service" he said.

L&T Insurance has received an approval from the Regulator for 10 products in Motor Insurance, Commercial Insurance and Micro Insurance. Within 3 months, the company has planned to offer the entire range of General Insurance products including Health Insurance, he said.

Apart from the branch offices, the insurance products will also be available through the L&T finance company offices and sales points.



Mr Joydeep Roy, Chief Executive of L&T-addresses media persons, in Bhubaneswar on Monday.SNS