



3468 attend Liberty General Insurance's Virtual Partners' Day During Lockdown

Mumbai, May 04, 2020: Liberty General Insurance Ltd, one of the leading general insurance companies in India, celebrated its annual event, “**Flames of Liberty 2020 -Partners' Day**” on a virtual platform for the first time ever and **3468 partners and agents participated** with their spouses and children.

With the country in a lockdown due to the coronavirus outbreak there is unprecedented uncertainty and disruption impacting not just the insurance sector, but the entire economy. With everyone in a stay home mode, Liberty General Insurance organised a virtual event for its Partners and their families which was an entertaining day with performances by a magician and a beat boxer, workshops on fitness, health, grooming tips, cooking, contests, and a story telling session for kids.

Roopam Asthana, CEO and the Whole Time Director, Liberty General Insurance Ltd. addressing the Partners day event said, “During these challenging times, we were determined to live up to our commitment to our partners by maintaining the legacy we have built over the last four years of organizing the annual ‘Flames of Liberty’ event. In the current situation, Liberty General Insurance’s priority is the safety and well-being of our employees, customers, partners and the community at large. Nothing can stop us from celebrating our partnership and acknowledging the efforts all our distribution partners have put in through the year and therefore we took the event on a digital platform this time!”

“We wanted to personally thank our Partners with the reassurance that together we will soon be back on our path of growth,” Mr. Asthana added.

As a mark of appreciation to its partners, Liberty General Insurance started its flagship Partner Engagement Programme called the Flames of Liberty in the year 2016. With this astounding initiative, the Company redefined and set new standards of principal – partner relationships in Indian general insurance sector. The event is a unique initiative to bring its brokers, agents and their families together on one platform, thereby enhancing the engagement between the Company and its partners. It is also an acknowledgement and celebration of their hard work, and to appreciate their families support in all their endeavours.

About Liberty General Insurance:

Liberty General Insurance Ltd (LGI) is a joint venture between Liberty Citystate holdings PTE Ltd—a group company of Liberty Mutual Insurance Group, a diversified global insurer with over 900 offices across the world, headquartered in the U.S.—Enam Securities, and Diamond Dealtrade. LGI commenced operations in 2013 with the aim of providing comprehensive retail, commercial and industrial insurance solutions. The company has an employee strength of 1100+ with presence across 100+ locations in 28 states. Its partner network consists of about 5100+ hospitals and more than 4300 auto service centres. The company offers health and personal accident insurance, car and two-



wheeler insurance, employee compensation insurance, commercial insurance, fire and engineering insurance, marine insurance and other miscellaneous insurance products in India.

Media Contact:

Shivani Sharma
DVP-Marketing & Corporate Communications
Liberty General Insurance
+91-9833376243/9167640431

Nitin Seth
Marketing Manager
Liberty General Insurance
+91-9820852857