



Shriram Life Insurance bags brands & leaders awards

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Shriram Life Insurance Company 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 & R Radhakrishnan, Chief Marketing Officer, Shriram Life Insurance in an awards ceremony held recently at Mumbai in the Pride of the Nation Series Awards organised by URS-Asia One magazine and URS Media Consulting – process reviewers Pricewaterhouse Coopers PL.

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. 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.