

Manipur Rural Bank and Bajaj Allianz General Insurance announced tie-up for distribution of Insurance Products

Imphal: Bajaj Allianz General Insurance, one of the leading private general insurers of India, and Manipur Rural Bank – a pioneer bank in the state, today announced a corporate agency agreement for a period of 3 years for the distribution of Bajaj Allianz General Insurance's products across all their branches in the state of Manipur.

Under this strategic agreement, Bajaj Allianz General Insurance will offer its industry leading general insurance products such as Health, Personal Accident, Home, Motor, and Travel insurance amongst others to financially safeguard cus-



tomers of the bank.

Commenting on the partnership, Mr. Abhay Kumar, Chairman – Manipur Rural Bank, "Through this partnership, our aim is to ensure that not just banking services but also insurance reaches every corner of the

state. Our aim is to secure and empower farmers, self-help groups, and small traders to ensure we are able to secure them financially and facilitate them towards a better livelihood."

Speaking on this partnership, Mr. Rohit Jain,

Head-GeoDistribution, Bajaj Allianz General Insurance, said, "Insurance is a crucial social security tool that takes care of your financial worries in the event of an emergency. However, insurance penetration is still nascent, and it is the need of the hour to have distribution partnerships with significant financial institutions in every part of the country to ensure we can reach the last mile. We enthusiastically look forward in offering customer-centric insurance solutions to every city and town of the region by providing best-in-class customer experience to them through our unique digital initiatives."