

Bajaj Allianz General Insurance joins hands with Sonalika International Tractors Limited for Extended Warranty

- Tailor-made Extended Warranty cover through Sonalika ITL's extensive dealership network of 935 locations
- Seamless online registration and claim settlement process to enhance customer experience
- Widens insurance outreach to the rural customer base

Delhi, October 30, 2017: Bajaj Allianz General Insurance, India's leading private insurer ties up with Sonalika International Tractors Limited, India's 3rd largest tractor manufacturing company today. This collaboration aims to offer **Extended Warranty** covers to Sonalika's customer base which largely comprises of the farmer community. Customers of Sonalika ITL can avail this service through the extensive authorised dealership network of Sonalika ITL spread across 935 locations in the country.

Under this tie-up, customers who already own Sonalika ITL tractor and have purchased it after October 1, 2016 can avail the benefits of 1 to 2 years of extended warranty. Whereas for purchases made after August 15, 2017, 2 years and 3 years of extended warranty can be availed through Sonalika ITL's authorised dealers. The customer needs to enrol for this cover within 60 days of taking delivery of the new tractor.

To ensure low claim settlement time and enhance customer experience, the entire process of registration and claim settlement will be done online.

Commenting on the occasion, **Mr. Tapan Singhel, MD & CEO, Bajaj Allianz General Insurance Co. Ltd.** said, "We are pleased to offer extended warranty cover to the customers of Sonalika ITL. We are confident that with the help of this tie-up, we will be able to provide insurance solutions to the remotest corners of the country through the well-spread dealership network of Sonalika ITL. Our aim through this tie-up is to instil a sense of safety amongst the customers for the asset through which they earn their livelihood and provide them seamless and best in class services."

Commenting on this tie-up, **Mr. Raman Mittal, Executive Director, Sonalika ITL Limited** said, "Sonalika ITL is continuously introducing farmer friendly initiatives to further progress their lives. One such example is of the collaboration with Bajaj Allianz to offer extended warranty wherein it aims to offer the farmers peace of mind that they desire. With this tie-up, we look forward to a long-term and successful partnership, where both companies build from strength to strength and the customers will have an easy and hassle free access to the Extended Warranty protection along with their tractor purchase"

This tie-up will enhance the customer experience by leveraging technology and also improve penetration of insurance in Tier II and Tier III cities.

About Bajaj Allianz General Insurance

Bajaj Allianz General Insurance is one of the leading private general insurance company in India. Bajaj Allianz is a joint venture between Allianz SE, the world's leading insurer and largest asset manager, and Bajaj Finserv Limited, India's most diversified non-banking financial institution. Bajaj Allianz General Insurance offers general insurance products such as motor insurance, home insurance, health insurance as well as other unique insurance plans such as wedding insurance, event insurance, and film insurance. Apart from that, the company covers more than 2 million farmers under various rural insurance programmes like crop insurance, livestock insurance, Janta Personal Accident cover, etc. that are beneficial for the farmers. The Company began its operations in 2001 and today has a pan-India presence in over 1000 towns and cities. The Company has been constantly expanding its operations to be close to their customers. Bajaj Allianz General Insurance has been a profit-making company since its inception and has consistently been rated with "iAAA" rating for its claims paying ability by ICRA Limited (an associate of Moody's Investors) consecutively for last 11 years.

About Sonalika ITL:

Sonalika International Tractors Ltd. are manufacturer of heavy duty tractor range, which produces technologically superior tractors in a range from 20HP to 120HP. Today, Sonalika ITL stands as 3rd largest tractor maker in India and is recognized in both domestic as well as international market as a formidable player. The company has earned the trust of over 7 lakhs customers in more than 80 countries in just 2 decades, which is a remarkable growth.

With the increasing demands of tractors globally and to fulfill this demand, Sonalika has established World's No.1 integrated tractor manufacturing facility, strategically located in Hoshiarpur, Punjab. This plant has a capacity to manufacture approximately 3 lakhs tractors annually with a roll out time of 2 minutes per tractor. The company has strategic business partnership with Yanmar, Japan.

For more information visit- <http://www.sonalika.com/pages/index.html>

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