

Cholamandalam MS Launches Wellness Health Alert Service

Cholamandalam MS General Insurance launches automated, personalized hand-holding service for better health of the policy holders

Chennai, 1st November 2010: Cholamandalam MS General Insurance today announced the launch of Chola Wellness Health Alert Service for its Health Insurance customers. Customers can now receive personalized text messages informing and motivating them to perform their respective health activities in a timely manner.

This service is being provided in association with Purple Teal Technologies India Pvt. Ltd., a U.S based health services provider. It will determine specific health risk factors for each policy holder, based on age and gender and in return advise them on the appropriate preventive tests (e.g. cholesterol, high BP, diabetes, etc.). Policy holders will also be able to set up personalized reminders to help them get into regular wellness activities like exercising, following diet restrictions, reducing stress and generally taking better care of their health. In addition, the service will also help policy holders regularly follow doctor's advice for taking medications, self-testing (e.g. Blood Sugar, BP etc.) and going for follow up appointments.

Mr. S.S. Gopalarathnam, Managing Director of Chola MS says, *"Any new initiative at Chola MS follows a simple rule – how easy will our customer find it. I am proud to say that the team has worked out a really simple yet effective way to remind our customers about their health and wellness. With a very high penetration of mobile phones in the country it will surely touch the life of all our customers."*

"PurpleTeal is excited to go live with this groundbreaking service for Chola MS customers." added **Narayanan Ram, CEO of PurpleTeal.** *"Chola MS has taken a bold step and lead to enable personalized prevention and health management to its policyholders. We look forward to helping its policyholders live a healthier life".*

About Cholamandalam MS General Insurance Company (Chola MS):

Cholamandalam MS General Insurance Company Ltd. is a Joint Venture between Murugappa Group and Mitsui Sumitomo Insurance Group of Japan. Cholamandalam MS offers a wide range of products that include Accident, Engineering, Health, Liability, Marine, Motor, Property, Travel and Rural insurance for individuals and corporate. The company achieved a GWP of Rs. 785 crores in 2009-10. The company has 113 branches and over 7500 agents across the country. Visit www.cholainsurance.com for more information about the company and its products.

About the Murugappa Group:

Founded in 1900, the Rs. 13617 Crores (USD 3.03 billion) Murugappa Group is one of India's leading business conglomerates. The Group has 29 companies under its umbrella, of which seven are listed and actively traded in NSE & BSE. Headquartered in Chennai, the major companies of the Group include Carborundum Universal, Cholamandalam Investment & Finance Company Ltd, Cholamandalam MS General Insurance Company Ltd, Coromandel International Ltd, Coromandel Engineering Company Ltd, EID Parry (India) Ltd, Parry Agro Industries Ltd, Tube Investments of India Ltd and Wendt (India) Ltd.

Market leaders in served segments including Abrasives, Auto Components, Cycles, Sugar, Farm Inputs, Fertilizers, Plantations, Construction, Bio-products and Nutraceuticals, the Group has forged strong joint venture alliances with leading international companies like Mitsui Sumitomo, Foskor, Cargill and Groupe Chimique Tunisien. The Group has a wide geographical presence panning 13 states in India and 5 continents across the Globe.

Renowned brands like BSA, Hercules, Ballmaster, Ajax, Parry's, Gromor and Paramfos are from the Murugappa stable.

The organization fosters an environment of professionalism and has a workforce of over 32,000 employees.

Visit www.murugappa.com for more details

About PurpleTeal:

PurpleTeal Technologies India Pvt. Ltd. is a health services company based in Chennai, and is a subsidiary of PurpleTeal, Inc. of Fremont, California, USA. Their vision is to improve quality of life of individuals by helping them do a better job of taking care of their health. Their mission is to automate a personalized service that will engage individuals by informing, alerting, motivating and prompting them with timely messages

and reminders to take proper health actions. The service is delivered through mobile phones as well as email and internet, and has been implemented by a number of hospitals, clinics, insurance companies, financial institutions, retailers, wireless operators and others.

Website: <http://www.purpleteal.com>

Media Contact:

Ogilvy Public Relations Worldwide

Sonia/Twastree- 09791038833 / 09282233301