

Presenting @ExideLifeCares
Twitter enabled self service
from Exide Life Insurance.

To get started Tweet "Hi" @ExideLifeCares

Twitter based services offered

- PAY PREMIUM
- PREMIUM RECEIPT
- UPDATE CONTACT DETAILS
- POLICY BENEFITS
- POLICY STATUS
- ... and more

Bengaluru, 10 February 2017: Exide Life Insurance today announced the launch of its Twitter based Self Help Service. Designed to enable customers to manage their Exide Life Insurance policies on the popular social media platform, the service is one of its kind in the life insurance category.

While on one hand the Company has been using social media to promote brand Exide Life Insurance, on the other hand it has been actively engaging with its existing customers by helping them with policy related queries. 30 percent of all customer queries that the company receives on Social Media come on Twitter. The company decided to enable Self Help Services on Twitter with an almost instant solution to customers' key policy servicing requirements.

An exclusive Twitter handle @ExideLifeCares has been created to allow customers to access a bouquet of predefined services for their existing Exide Life Insurance policies. To get started, all one needs to do is Tweet "Hi" or "Hello" @ExideLifeCares. Upon doing so the interaction moves into the secure private message box (DM) where the user is prompted for one time registration using "Date of Birth" and "Exide Life Insurance Policy Number". Hereon the interactions are guided by our Twitter enabled automated service.

The services currently being offered are renewal premium payment, download premium payment receipt, update contact details, check policy status, policy due date, policy premium and survival benefit details etc

The foremost and the most important pillar of Exide Life Insurance Digital strategy is to serve its existing customers online by offering them best in class user experience.

About Exide Life Insurance

Exide Life Insurance Company Limited, an established and profitable life insurance company, commenced operations in 2001-02 and is head quartered in Bengaluru. The company is 100% owned by Exide Industries Limited. The company serves over 15 lakh customers and manages assets of over INR 10000 Crores*. During the financial year 2015-16, the company achieved total Premium Income of over INR 2000 crores. (* As on 30th June, 2016)

Exide Life Insurance distributes its products through multi-channels viz. Agency, Banc assurance, Corporate Agency & Broking as well as Direct Channels. The Agency channel comprises of 50,000 advisors who are attached to over 200 company offices across the country.

The company also offers group life insurance solutions. The company is focused on providing long term protection and savings solution plans and has a strong traditional product portfolio with a consistent bonus track record. The company has ISO 9001:2008 quality certification for all Customer Service processes.

For more information, please visit our website, **exidelife.in**

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