

UNIT 1 - List of Insurance companies in India- Tagline, Founder and Heads



MUMBAI BASED COMPANIES:

CODE WORD: “**Birla** had accounts in **ICICI** and **HDFC** for his future needs. With that money he bought **new LG TV, Videocon** dish, **Kotak** Camera, **Tata** Indica car and **Reliance** Jio.”

Name of the Company	Tagline	Founders	Heads of the Company
Life Insurance Corporation Limited	Yogaksheman Vahamyaham	Government of India (Public sector)	V.K. Sharma
New Indian Assurance Corporation Limited	India's Premier General Insurance Company	Public Sector	G. Srinivasan
General Insurance Company	Aapatkale Rakshisyami	Public Sector	Alice Vaidyan

Kotak Mahindra Old Mutual Life Insurance Limited	Faideyka Insurance	Private sector	G. Muralidhar
Future Generali Life Insurance	Ekshaagun Zindagi ke naam	Joint venture	K. G. Krishnamoorthy Rao
Tata AIA Life Insurance Company Limited	You click we cover	Private (Tata son's and American International Group)	Naveen Tahilyani
ICICI Prudential Life Insurance Company Limited	Zimmedarika Humsafar	Joint Venture	N. S. Kannan
HDFC Standard Life Insurance Company Limited	Sarutha ke Jiyo	Private (Hasmukhbai Parekh)	Amitabh Chaudry
Birla Sun Life Insurance Company Limited	Tour Dreams our commitment	Private (Aditya Vikram Birla)	Pankaj Razdan
Reliance General		Public listed company	Sam Ghosh

Insurance Company			
Liberty Videocon General Insurance			Roopam Asthana
ICICI Lombard General Insurance Company Limited	Quick easy Smart	Public Listed Company ICICI and Fair Fax	Bargava Dasgupta

NEW DELHI BASED COMPANIES :

CODE WORD: 'SBI gives **MAX**imum **ORIENTATION** in New Delhi'.

Name of The Company	Tagline	Founder	Heads of The Company
Max Life Insurance Company Limited	Aapke Sachhee Advisor	Analjit Singh	Rajesh Sud
Max New Life Insurance Company Limited	Karo Zyada kalraada	Analjit Singh	Rajesh Sud
Max Bupa Health Insurance	Your Health first	Analjit Singh	Rajesh Sud
SBI Life Insurance	With us, you are sure	SBI and BNP Paribas	Arjit Basu

Company Limited			
Oriental Insurance Company Limited	Prithivi, Agni, Jal, Akash, Sabhi Suraksha Hamare Pass.	Government of India	A.K. Saxena

GURGAON BASED COMPANIES:

CODE WORD: 'I am in Gurgaon and my **PAA**pa is in **Tokio**.'

Name of The Company	Tagline	Founders	Heads of The Company
IFFCO Tokio General Insurance	Muskurate Raho	Indian Farmer Fertiliser Co-operative	Yokesh Lokiya
Apollo Munich Health Insurance	We know healthcare	Prathap C. Reddy	Antony Jacob
Aviva Indian Life Insurance	Kal Par Control		Trevor Bull
PNB Metlife India Insurance Company Limited	Have you met Life today?		Tarun Singh

CHENNAI BASED COMPANIES:

CODE WORD: "U can see ITC grand **CHOLA** hotel in Chennai".

Name of The Company	Tagline	Founders	Heads of The Company
United India Insurance Company Limited	Rest Assured with us	Government of India	Ariful Hoda

Cholamandalam MS General Insurance		Public Listed Company	Gopalaratnam
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OTHERS:CODE WORD: **BaN**

Name of The Company	Tagline	Founders	Heads of The Company
National Insurance Company Limited	Trusted Since 1906, Thoda simple Socho	Government of India	Girija Kumar
Bajaj Alliance Life Insurance Company Limited	Jiyo Befiqar	Joint Venture Bajaj groups and Alliaz SE, a European group	Anuj Aggarwal