

Iffco Tokio, TNSC bank tie up

CHENNAI: Iffco Tokio General Insurance has tied up with state-owned TNSC Bank as part of its plan to target the rural population in Tamil Nadu. Through the tie-up, the insurer would get access to over four lakh customers of TNSC Bank spread across 46 branches. "Iffco Tokio is focusing on tapping the largely unexplored rural market with specially designed products, which serve the rural population. Iffco Tokio is joining hands with the district and state co-operative bank in making these products available to the rural consumers," Iffco Tokio's marketing director NK Kedia said. The tie-up with TNSC Bank marked the first of such partnerships.