

# Iffco Tokio inks pact with DCCB

**Raipur, Feb 27:** IFFCO Tokio General Insurance Co. Ltd., announced its tie-up with the District Central Cooperative Bank (DCCB) in Raipur and Ambikapur through which the company would be making its suite of general insurance products available to the DCCB customers in Raipur, Mahasamund, Dhamtari, Surguja & Koriya Districts. Additionally the general insurance company also distributed claim cheques of Barish Bima Yojna (BBY) to 697 beneficiary farmers amidst a public gathering in Ambikapur (District Surguja) in Chhattisgarh. In total, the company settled claims worth Rs.52.74 Lacs to 802 farmers across Surguja district. BBY was marketed in 11 Districts of Chhattisgarh during Kharif 2009 season and had covered 20641 farmers. In four districts of Chhattisgarh (Surguja, Rajnandgaon, Raigarh & Kawardha) 4639 farmers received claims worth Rs. 1.59 crores. Addressing the scribes here N K Kedia, Director - Marketing, IFFCO Tokio General Insurance said, "We are extremely delighted to deepen IFFCO Tokio's engagement with Chhattisgarh through



**NK Kedia, Director - Marketing, Iffco Tokio General Insurance announcing the tie-up with the District Central Cooperative Bank for making available general insurance products while addressing the mediapersons at Raipur on Saturday. Paritosh Pandey, Branch Head Iffco Tokio General Insurance was also present.**

the tie up with the District Central Cooperative Bank in Raipur and Ambikapur. We are already associated with DCCB Durg & Rajnandgaon and Chhattisgarh Rajya Sahakari Bank in

Chhattisgarh. These agreements will enable us to leverage the banks extensive reach and its knowledge of the region hence benefiting IFFCO Tokio's effort of providing excellent service quality to the cus-

tomers." Also sharing his views on the IFFCO Tokio's Barish Bima Yojna Mr Kedia said, "Barish Bima Yojna aims to secure the livelihood of Indian farmers by reducing the risk and uncertainties faced by them from dependence on weather. Since the risk of deficiency in rainfall is a major hurdle being faced by the farmers in Chhattisgarh there is a high demand for IFFCO Tokio's Barish Bima Yojna. On a pilot basis, we marketed an innovative weather product- Barish Bima Yojna with Normalized Difference Vegetation Index (NDVI) cover to 25 farmers in Ambikapur during Kharif 2009. It is basically a hybrid weather cum satellite imagery based weather index, where claim settlement is done on the basis of satellite image of foliage, type of soil and moisture data from satellite image along with rainfall data from weather station. At IFFCO Tokio we are committed to serve the farmers with better products and services to ensure that they are protected from risks of any kind." RP Singh, Director Iffco Power Plant and Paritosh Pandey, Branch Head, Iffco Tokio General Insurance were also present on the occasion.