



Star Health and Bank of Baroda enter into a corporate agency agreement

Media Coverage Details

Sr. No	Publication	Headline	Date
Wire			
1.	PTI	BoB, Star Health enter into Corporate Agency agreement	May 9, 2016
Print - English			
2.	Deccan Herald	BoB inks MoU with Max Bupa and Star Health	May 8, 2016
3.	Free Press Journal	BoB signs MoU with max Bupa and Star Health	May 9, 2016
4.	Business Standard	Bank of Baroda enters into an MoU	May 10, 2016
5.	Financial Chronicle	BoB, Star Health ties-up	May 10, 2016
6.	The Financial Express	Star Health ties up with BoB to market insurance products	May 12, 2016
7.	Lucknow News	Bank of Baroda branches to offer Star Health and Allied Health Insurance products	May 12, 2016
8.	The Financial Express	BoB to offer Star health Insurance products	May 13, 2016
9.	The Economic Times	BoB joins MOU with Max Bupa Health Insurance	May 16, 2016
10.	The Financial Express	Star Health Insurance tie up with Bank of Baroda	May 17, 2016
11.	The Indian Express	Star Health Insurance tie up with Bank of Baroda	May 17, 2016
12.	Daily News and Analysis	BoB ties up with Star Health	May 17, 2016
13.	Daily News and Analysis	BoB ties up with Star Health	May 17, 2016
14.	Mid -Day	Star Health and BoB enter into an agreement	May 17, 2016
Print - Regionals			
15.	Punjab Kesari	Bank of Baroda branches to offer Star Health and Allied Health Insurance products	May 11, 2016
16.	Loksatta	Bank of Baroda ties up with insurance companies	May 11, 2016
17.	Gujarat Pranam	Bank of Baroda branches to offer Star Health and Allied Health Insurance products	May 11, 2016
18.	Mahanagar Metro	Bank of Baroda branches to offer Star Health and Allied Health Insurance products	May 11, 2016
19.	Marwad Mitra	Bank of Baroda branches to offer Star Health and Allied Health Insurance products	May 11, 2016
20.	Prabhat	Bank of Baroda branches to offer Star Health and Allied Health Insurance products	May 11, 2016
21.	Standard Herald	Bank of Baroda branches to offer Star Health and Allied Health Insurance products	May 11, 2016
22.	Hamara Mahanagar	Photo Caption:	My 12, 2016
23.	Mangalam	Star Health Insurance ties -up with Bank of Baroda	May 12, 2016
24.	Future Kerala	Star Health Insurance ties-up with Bank of Baroda	May 12, 2016
25.	Aaj	Star Health ties up with Bank of Baroda	May 12, 2016

26.	Rahat Times	Bank of Baroda branches to offer Star Health and Allied Health Insurance products	May 12, 2016
27.	Avadhnama	Star Health ties up with Bank of Baroda	May 12, 2016
28.	Varthamanam	Star Health Insurance ties up with Bank of Baroda	May 14, 2016
Online			
29.	Livemint.com	Bank of Baroda ties up with Max Bupa, Star Health: Report	May 9, 2016
30.	Deccanherald.com	BoB inks MoU with Max Bupa and Star Health	May 10, 2016
31.	Sakalmoney	Star Health Insurance tie up with Bank of Baroda	May 10, 2016
32.	Sakal Money (Marathi)	Bank of Baroda branches to offer Star Health and Allied Health Insurance products	May 10, 2016
33.	Sakal Money (Marathi)	Bank of Baroda branches to offer Star Health and Allied Health Insurance products	May 10, 2016
34.	Timesofindia.com	Star Health ties up with Bank of Baroda as Bancassurance partner	May 10, 2016
35.	Indiainfoline.com	Star Health Insurance ties up with Bank of Baroda and other top insurance news	May 10, 2016

Wire

Date: April 8, 2016	Wire: PTI
Headline: Star Health crosses Rs 2,000 cr GWP in 2015-16	

BoB, Star Health enter into Corporate Agency agreement

PTI, May 9, 2016

Star Health Insurance and Bank of Baroda (BoB) today entered into a Corporate Agency agreement to market Star Health products across the public sector bank's branches, across the country.

This tie-up is aimed to help BoB customers avail the health insurance cover and services from Star Health and Allied insurance, according to a release issued here.

The private health insurer achieved a premium of Rs 2,008 crore in the last financial year 2015-16.

Date: May 9, 2016	Media: Deccan Herald
Edition: All	Page No: 12

BoB inks MoU with Max Bupa and Star Health

MUMBAI, DHNS: Bank of Baroda has entered into tie-up arrangement with two stand-alone health insurance companies: Max Bupa Health Insurance and Star Health and Allied Insurance Company to offer health insurance products.

The bank has always endeavoured to provide bouquet of financial product to all its customers under one roof to serve its six crore plus customer base. Bank will provide customised health insurance product after assessing the need of the customer, BoB said.

“The products will be offered in the form of retail insurance, group health insurance to bank customers. Bank and the insurances companies, both being strong players in technology and products, this relationship will manifest into win-win situation for all customers, bank and companies,” BoB executive director Mayak K Mehta said.

BoB signs MoU with Max Bupa and Star Health



Mayank K Mehta (centre), Executive Director, Bank of Baroda seen exchanging the agreement with Ashish Mehrotra (2nd from left), CEO & Managing Director, Max Bupa Health Insurance Co. Ltd flanked by P S Jayakumar (2nd from right), Managing Director & CEO, Bank of Baroda, O K Kaul (right), General Manager (Marketing & WMS) & Polly Doak (left), Chief Strategy Officer and Director of Products, Max Bupa Health Insurance. Bank of Baroda has entered into tie-up arrangement with two Standalone Health Insurance Companies; Max Bupa Health Insurance Company Ltd and Star Health and Allied Insurance Company Limited. Mehta said "The products will be offered in the form of Retail Insurance, Group Health Insurance to Bank customers. Bank and the insurances companies, both being strong player in technology and products, this relationship will manifest into win- win situation for all customers , Bank and Companies."

Bank of Baroda enters into an MoU

Bank of Baroda has been pioneer in having multi tie-up arrangement in insurance sector after open architecture Regulation for Corporate Agency (Composite) under new IRDAI Registration of Corporate Agents Regulation 2015 with effect from 01.04.2016. Bank of Baroda, one of the leading Public sector Bank with International standard has entered into tie-up arrangement with two Standalone Health Insurance Companies; Max Bupa Health Insurance Company Ltd and Star Health and Allied Insurance Company Limited on 7th May 2016. Executive Director of Bank



of Baroda Mr. Mayak K Mehta exchanged Corporate Arrangement Agreement with Mr Ashish Mehrotra (Managing Director & CEO) Max Bupa Health Insurance Company Ltd and Mr V Jagannathan (Chairman cum Managing Director) Star Health and Allied Insurance Company Limited separately on 07th May 2016.

Date: May 10, 2016	Media: Financial Chronicle
Edition: All	Page No: 10



BoB, Star Health ties up

Star Health Insurance and Bank of Baroda (BoB) entered into a corporate agency agreement to market Star Health products across the public sector bank's branches, across the country.

Date: May 12, 2016	Media: The Financial Express
Edition: All	Page No: 10

Star Health ties up with BoB to market insurance products

Star Health Insurance and Bank of Baroda entered into a corporate agency agreement on Wednesday to market Star Health products through the bank's branches across the country. This tie-up is likely to help BOB customers avail the best health insurance cover and services from Star Health and Allied Insurance. Star Health has maintained the top position among all the standalone health insurers.

Date: May 12, 2016	Media: Lucknow News
Edition: Lucknow News	Page No: 4

Bank of Baroda branches to now offer Star Health and Allied Health Insurance products

Our Correspondent - Star Health Insurance and Bank of Baroda entered into a Corporate Agency agreement today to market Star Health products across the Bank's branches, across the country. This tie-up is likely to help BOB customers avail the best health insurance cover and services from Star Health and Allied insurance.

Mr. V. Jagannathan, CMD, Star Health and Allied Insurance, said, "The alliance with Bank of Baroda is an important milestone for us. We, at Star Health constantly attempt to make our products and services easily accessible to customers across the country. We also believe that this new association with the Bank of Baroda will help us in achieving Rs. 3000 crore worth of premium that is higher than our target of Rs. 2750 crore for the year. We are optimistic that this Corporate Agency arrangement will be a success and an enduring one." Star Health has completed a premium of Rs

2,008 crore in the last financial year 15 – 16 and has maintained the top position among all the standalone health insurers and number two position in retail business next only to New India among all general insurers.

On this occasion, Mr. P.S. Jayakumar, Managing Director and CEO, Bank of Baroda said, "BOB has more than 5,000 branches and has a customer base of around 60 million. Bank of Baroda has more than 2000 trained and certified Specified Persons of BOB who will be involved in marketing Star Health products."

Mr. Mayank K Mehta, Executive Director, BOB said that their Bank is taking advantage of the Corporate Agency model and entering into multiple contracts with Life, General and Standalone Health Insurance Companies and these arrangements should help in increasing the insurance penetration in the country, especially in semi urban and rural areas.

Date: May 13, 2016	Media: The Financial Express
Edition: All	Page No: 15

BoB to offer Star Health insurance products

Bank of Baroda account holders can buy Star Health's insurance products; the two have entered into a corporate agency pact. The bank has taken advantage of the corporate agency model and has entered into multiple contracts with life, general and standalone health insurance companies to increase the insurance penetration in the country, especially in semi-urban and rural areas.

Date: May 16, 2016	Media: The Economic Times
Edition: Mumbai	Page No: 4

BOB joins MOU with Max Bupa Health Insurance



Bank of Baroda has entered into a MoU with M/s Max Bupa Health Insurance Co. Ltd and M/s Star Health & Allied Insurance Co. Ltd under the new IRDAI Registration of Corporate Agents Regulation 2015 with effect from 1st April.

Date: May 17, 2016	Media: The Financial Express
Edition: All	Page No: 20



UPDATE: (Bank of Baroda)

Star Health Insurance tie up with Bank of Baroda

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UPDATE: (Bank of Baroda)

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BoB ties up with Star Health



Star Health Insurance and Bank of Baroda have entered into a Corporate Agency agreement to market Star Health products across the bank's branches, across the country. This tie-up is likely to help BoB customers avail the best health insurance cover and services from Star Health and Allied insurance.

Date: May 17, 2016	Media: Mid-day
Edition: Mumbai	Page No: 13

BoB signs MoUs



aging Director & CEO, Max Bupa Health Insurance Company Ltd and V Jagannathan, Chairman-cum-Managing Director, Star Health and Allied Insurance Company Limited separately on May 7, 2016.

Bank of Baroda has entered into tie-up arrangement with two standalone health insurance companies; Max Bupa Health Insurance Company Ltd and Star Health and Allied Insurance Company Limited on May 7, 2016. Executive Director of Bank of Baroda Mayak K Mehta exchanged the Corporate Arrangement agreement with Ashish Mehrotra, Man-

Date: May 17, 2016	Media: Daily News and Analysis
Edition: Delhi	Page No: 12

Star Health and BoB enter into agreement

Star Health Insurance and Bank of Baroda entered into a corporate agency agreement on May 7 to market Star Health products across the bank's branches in the country. V Jagannathan, CMD, Star Health Insurance, said, "This new association will help us in achieving ₹3,000 crore worth of premium."

Print – Regionals

Date: May 11, 2016	Media: Punjab Kesari
Edition: Chandigarh	Page No: 2
Headline: Bank of Baroda branches to offer Star Health and Allied Health Insurance products	

बैंक ऑफ बड़ौदा की शाखाएं अब करेंगी स्टार हेल्थ एंड एलाइड हेल्थ इश्योरेंस उत्पादों की पेशकश

चंडीगढ़, 10 मई (संघी): स्टार हेल्थ इश्योरेंस व बैंक ऑफ बड़ौदा ने आज एक कॉर्पोरेट एजेंसी समझौता किया। इसके तहत बैंक की शाखाओं में स्टार हेल्थ उत्पाद देश भर में उपलब्ध होंगे। यह टाई-अप बैंक ग्राहकों को स्टार हेल्थ एंड एलाइड इश्योरेंस के बेहतर स्वास्थ्य बीमा कवर व सेवाओं की पेशकश करेगा।

Date: May 11, 2016	Media: Loksatta
Edition: Mumbai	Page No: 8
Headline: Bank of Baroda ties up with insurance companies	

बैंक ऑफ बड़ौदाचे विमा कंपन्यांशी करार

व्यापार प्रतिनिधी, मुंबई

सार्वजनिक क्षेत्रातील अग्रणी बँक ऑफ बड़ौदाचे जीवनविमा क्षेत्रातील दोन मुख्य कंपन्यांसोबत म्हणजे मॅक्स बुपा इन्शुरन्स कंपनी लिमिटेड आणि स्टार हेल्थ एंड अलाइड इन्शुरन्स कंपनी लिमिटेडसोबत सामंजस्याचा करार केला. विमा क्षेत्राची नियामक संस्था 'इडी'ने जारी केलेल्या नव्या नियमानुसार विमा क्षेत्रात एकाच वेळी दोन कंपन्यांशी बहु-भागीदारी स्वरूपाचे सामंजस्य करणारी बँक ऑफ बड़ौदा पहिलीच बँक आहे. बँक ऑफ बड़ौदाचे कार्यकारी संचालक मर्यांक के मेहता यांनी मॅक्स बुपा हेल्थ इन्शुरन्स कंपनीचे कार्यकारी संचालक आणि सीईओ आशिष मेहरोत्रा तसेच स्टार हेल्थ एंड अलाइड इन्शुरन्स कंपनी लिमिटेडचे अध्यक्ष आणि व्यवस्थापकीय संचालक व्ही. जगन्नाथन यांच्यासोबत दोन स्वतंत्र करार केले. आपल्या सहा कोटींहून अधिक ग्राहकांच्या विमाविषयक गरजांच्या पूर्ततेसाठी हे पाऊल असल्याचे मेहता यांनी सांगितले.

Date: May 11, 2016	Media: Gujarat Pranam
Edition: Ahmedabad	Page No: 2
Headline: Bank of Baroda branches to offer Star Health and Allied Health Insurance products	

બેન્ક ઓફ બરોડાની શાખાઓ હવે સ્ટાર હેલ્થ એન્ડ એલાઇડ હેલ્થ ઇન્શ્યોરન્સની પ્રોડક્ટ્સ વેચશે

મુંબઇ, 10 મે 2016: સ્ટાર હેલ્થ ઇન્શ્યોરન્સ અને બેન્ક ઓફ બરોડાએ દેશભરમાં બેન્કની શાખાઓમાં સ્ટાર હેલ્થ પ્રોડક્ટ્સનું માર્કેટિંગ કરવા કોર્પોરેટ એજન્સી સમજૂતિ કરી હતી. આ જોડાણથી બેન્ક ઓફ બરોડાના ગ્રાહકોને સ્ટાર હેલ્થ એન્ડ એલાઇડ ઇન્શ્યોરન્સના શ્રેષ્ઠ હેલ્થ ઇન્શ્યોરન્સ કવર અને સર્વિસ મળશે.

સ્ટાર હેલ્થ એન્ડ એલાઇડ ઇન્શ્યોરન્સના સીએમડી વી જગન્નાથને જણાવ્યું હતું કે, "બેન્ક ઓફ બરોડા સાથેનું જોડાણ અમારા માટે સીમાચિહ્ન સમાન છે. સ્ટાર હેલ્થ તેની પ્રોડક્ટ્સ અને સર્વિસિસને દેશભરના ગ્રાહકો સુધી પહોંચાડવા સતત પ્રયાસ કરે છે. અમે એમ પણ માનીએ છીએ કે બેન્ક ઓફ બરોડા સાથેના આ નવા જોડાણથી અમને રૂ. 3000 કરોડનું પ્રીમિયમ હાંસલ કરવામાં મદદ મળશે, જે વર્ષ માટેના અમારા રૂ.2750 કરોડના લક્ષ્યથી વધુ છે. અમને આશા છે કે આ કોર્પોરેટ એજન્સી એરેન્જમેન્ટ સફળ અને ટકાઉ સાબિત થશે."

સ્ટાર હેલ્થે 2015 16ના નાણાંકીય વર્ષમાં રૂ.2008 કરોડનું પ્રીમિયમ એકત્ર કર્યું હતું, જેણે તમામ સ્વતંત્ર હેલ્થ ઇન્શ્યોરર્સમાં નંબર વન અને રિટેલ બિઝનેસમાં ન્યુ ઇન્ડિયા પછી બીજો ક્રમ મેળવ્યો હતો. આ પ્રસંગે બેન્ક ઓફ બરોડાના એમડી અને સીઇઓ પી એસ જયાકુમારે જણાવ્યું હતું કે, "બેન્ક ઓફ બરોડા 5,000થી વધુ શાખાઓ અને છ કરોડ ગ્રાહકો ધરાવે છે. બેન્ક ઓફ બરોડા પાસે 2000થી વધુ તાલીમબદ્ધ અને સર્ટિફાઇડ સ્પેસિફાઇડ કર્મચારીઓ છે, જેઓ સ્ટાર હેલ્થ પ્રોડક્ટ્સનાં માર્કેટિંગ કાર્યમાં જોડાશે."

Date: May 11, 2016	Media: Mahanagar Metro
Edition: Ahmedabad	Page No: 4
Headline: Bank of Baroda branches to offer Star Health and Allied Health Insurance products	

बैंक ऑफ बड़ौदा की शाखाएँ अब करेंगी स्टार हेल्थ एंड एलाइड हेल्थ इंश्योरेंस उत्पादों की पेशकश

मुंबई, 10 मई, 2016रू स्टार हेल्थ इंश्योरेंस और बैंक ऑफ बड़ौदा ने आज एक कॉरपोरेट एजेंसी समझौता किया. इसके तहत बैंक की शाखाओं में स्टार हेल्थ उत्पाद देश भर में उपलब्ध होंगे. यह टाई-अप बैंक ग्राहकों को स्टार हेल्थ एंड एलाइड इंश्योरेंस के बेहतर स्वास्थ्य बीमा कवर और सेवाओं की पेशकश करेगा.

श्री वी जगन्नाथन, सीएमडी, स्टार हेल्थ एंड एलाइड इंश्योरेंस ने कहा कि बैंक ऑफ बड़ौदा के साथ यह टाई अप हमारे लिए एक महत्वपूर्ण मील का पत्थर है. हम लगातार हमारे उत्पादों और सेवाओं को आसानी से देश भर के ग्राहकों के लिए सुलभ बनाने का प्रयास करते हैं. हम यह भी मानते हैं कि बैंक ऑफ बड़ौदा के साथ इस समझौते से हमें 3000 करोड़ रुपये के प्रिमियन को पाने में मदद देगा जो इस साल के लिए 2750 करोड़ रुपये के लक्ष्य की तुलना में अधिक है. हम आशा करते हैं कि इस कॉरपोरेट एजेंसी समझौते से सफलता मिलेगी.

Date: May 11, 2016	Media: Marwad Mitra
Edition: Ahmedabad	Page No: 4
Headline: Bank of Baroda branches to offer Star Health and Allied Health Insurance products	

बैंक ऑफ बड़ौदा की शाखाएँ अब करेंगी स्टार हेल्थ एंड एलाइड हेल्थ इंश्योरेंस उत्पादों की पेशकश

मुंबई, 10 मई, 2016रू स्टार हेल्थ इंश्योरेंस और बैंक ऑफ बड़ौदा ने आज एक कॉरपोरेट एजेंसी समझौता किया. इसके तहत बैंक की शाखाओं में स्टार हेल्थ उत्पाद देश भर में उपलब्ध होंगे. यह टाई-अप बैंक ग्राहकों को स्टार हेल्थ एंड एलाइड इंश्योरेंस के बेहतर स्वास्थ्य बीमा कवर और सेवाओं की पेशकश करेगा.

श्री वी जगन्नाथन, सीएमडी, स्टार हेल्थ एंड एलाइड इंश्योरेंस ने कहा कि बैंक ऑफ बड़ौदा के साथ यह टाई अप हमारे लिए एक महत्वपूर्ण मील का पत्थर है. हम लगातार हमारे उत्पादों और सेवाओं को आसानी से देश भर के ग्राहकों के लिए सुलभ बनाने का प्रयास करते हैं. हम यह भी मानते हैं कि बैंक ऑफ बड़ौदा के साथ इस समझौते से हमें 3000 करोड़ रुपये के प्रिमियन को पाने में मदद देगा जो इस साल के लिए 2750 करोड़ रुपये के लक्ष्य की तुलना में अधिक है. हम आशा करते हैं कि इस कॉरपोरेट एजेंसी समझौते से सफलता मिलेगी.

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Headline: Bank of Baroda branches to offer Star Health and Allied Health Insurance products	

બેન્ક ઓફ બરોડાની શાખાઓ હવે સ્ટાર હેલ્થ એન્ડ એલાઇડ હેલ્થ ઇન્શ્યોરન્સની પ્રોડક્ટ્સ વેચશે

સ્ટાર હેલ્થ ઇન્શ્યોરન્સ અને બેન્ક ઓફ બરોડાએ દેશભરમાં બેન્કની શાખાઓમાં સ્ટાર હેલ્થ પ્રોડક્ટ્સનું માર્કેટિંગ કરવા કોર્પોરેટ એજન્સી સમજૂતી કરી હતી. આ જોડાણથી બેન્ક ઓફ બરોડાના ગ્રાહકોને સ્ટાર હેલ્થ એન્ડ એલાઇડ ઇન્શ્યોરન્સના શ્રેષ્ઠ હેલ્થ ઇન્શ્યોરન્સ કવર અને સર્વિસ મળશે.

સ્ટાર હેલ્થ એન્ડ એલાઇડ ઇન્શ્યોરન્સના સીએમડી વી જગન્નાથને જણાવ્યું હતું કે, બેન્ક ઓફ બરોડા સાથેનું જોડાણ અમારા માટે સીમાચિહ્ન સમાન છે. સ્ટાર હેલ્થ તેની પ્રોડક્ટ્સ અને સર્વિસિસને દેશભરના ગ્રાહકો સુધી પહોંચાડવા સતત પ્રયાસ કરે છે. અમે એમ પણ માનીએ છીએ કે બેન્ક ઓફ બરોડા સાથેના આ નવા જોડાણથી અમને રૂ. ૩૦૦૦ કરોડનું પ્રીમિયમ હાંસલ કરવામાં મદદ મળશે, જે વર્ષ માટેના અમારા રૂ. ૨૭૫૦ કરોડના લક્ષ્યથી વધુ છે, અમને આશા છે કે આ કોર્પોરેટ એજન્સી એરેન્જમેન્ટ સફળ અને ટકાઉ સાબિત થશે.

સ્ટાર હેલ્થે ૨૦૧૫-૧૬ના નાણાંકીય વર્ષમાં રૂ. ૨૦૦૮ કરોડનું પ્રીમિયમ એકત્ર કર્યું હતું જેણે તમામ સ્વતંત્ર હેલ્થ ઇન્શ્યોરર્સમાં નંબર વન અને રિટેલ બિઝનેસમાં ન્યુ

ઇન્ડિયા પછી બીજો ક્રમ મેળવ્યો હતો. આ પ્રસંગે બેન્ક ઓફ બરોડાના એમડી અને સીઈઓ પી એસ જયાકુમારે જણાવ્યું હતું કે, બેન્ક ઓફ બરોડા ૫,૦૦૦થી વધુ શાખાઓ અને છ કરોડ ગ્રાહકો ધરાવે છે. બેન્ક ઓફ બરોડા પાસે ૨૦૦૦થી વધુ તાલીમબદ્ધ અને સર્ટિફાઇડ સ્પેસિફાઇડ કર્મચારીઓ છે, જેઓ સ્ટાર હેલ્થ પ્રોડક્ટ્સનાં માર્કેટિંગ કાર્યમાં જોડાશે.

બીઓબીના એકિઝક્યુટિવ ડિરેક્ટર મયંક મહેતાએ જણાવ્યું હતું કે, અમારી બેન્ક કોર્પોરેટ એજન્સી મ્યુડલનો લાભ ઉઠાવી રહી છે અને લાઇફ, જનરલ અને સ્વતંત્ર હેલ્થ ઇન્શ્યોરન્સ કંપનીઓ સાથે મલ્ટીપલ કોન્ટ્રાક્ટ્સ કરી રહી છે અને આ જોડાણથી દેશમાં વીમનો પ્રસાર કરવામાં મદદ મળશે, ખાસ કરીને અર્ધ શહેરી અને ગ્રામીણ વિસ્તારોમાં.

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બેન્ક ઓફ બરોડાની શાખાઓ હવે સ્ટાર હેલ્થ એન્ડ એલાઈડ હેલ્થ ઇન્શ્યોરન્સની પ્રોડક્ટસ વેચશે

મુંબઈ, સ્ટાર હેલ્થ ઇન્શ્યોરન્સ અને બેન્ક ઓફ બરોડાએ દેશભરમાં બેન્કની શાખાઓમાં સ્ટાર હેલ્થ પ્રોડક્ટ્સનું માર્કેટિંગ કરવા કોર્પોરેટ એજન્સી સમજૂતી કરી હતી. આ જોડાણથી બેન્ક ઓફ બરોડાના ગ્રાહકોને સ્ટાર હેલ્થ એન્ડ એલાઈડ ઇન્શ્યોરન્સના શ્રેષ્ઠ હેલ્થ ઇન્શ્યોરન્સ કવર અને સર્વિસ મળશે.

સ્ટાર હેલ્થ એન્ડ એલાઈડ ઇન્શ્યોરન્સના સીએમડી વી જગન્નાથને જણાવ્યું હતું કે, “બેન્ક ઓફ બરોડા સાથેનું જોડાણ અમારા માટે સીમાચિહ્ન સમાન છે. સ્ટાર હેલ્થ તેની પ્રોડક્ટ્સ અને સર્વિસિસને દેશભરના ગ્રાહકો સુધી પહોંચાડવા સતત પ્રયાસ કરે છે. અમે એમ પણ માનીએ છીએ કે બેન્ક ઓફ બરોડા સાથેના આ નવા જોડાણથી અમને રૂ. ૩૦૦૦ કરોડનું પ્રીમિયમ હાંસલ કરવામાં મદદ મળશે, જે વર્ષ માટેના અમારા રૂ. ૨૭૫૦ કરોડના લક્ષ્યથી વધુ છે. અમને આશા છે કે આ કોર્પોરેટ એજન્સી એરેન્જમેન્ટ સફળ અને ટકાઉ સાબિત થશે.”

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Edition: Mumbai	Page No: 9
Headline: Photo caption Mayank Mehta Executive director, BoB exchanged corporate agreement with V Jagannathan, Chairman and MD Star Health.	



बैंक ऑफ बड़ौदा के कार्यकारी निदेशक मयंक के मेहता स्टार हेल्थ इंश्योरंस कं. लि. के चेयरमैन और प्रबंध निदेशक वी जगन्नाथन के साथ एग्रीमेंट का आदान-प्रदान करते हुए। इस मौके पर बैंक ऑफ बड़ौदा के प्रबंध निदेशक और सीईओ पीएस जयकुमार और महाप्रबंधक (मार्केटिंग और डब्ल्यूएमएस) ओके कौल आदि उपस्थित थे

Date: May 12, 2016	Media: Mangalam
Edition: Kochi	Page No: 2
Headline: Star Health ties up with Bank of Baroda	

**സ്റ്റാർ ഹെൽത്ത്
പോളിസിക്ൾ ബാങ്ക്
ഓഫ് ബറോഡ
ശാഖകൾവഴി
ലഭ്യമാകും**

കൊച്ചി: സ്റ്റാർ ഹെൽത്ത് ഇൻഷുറൻസ് പോളിസിക്ൾ ബാങ്ക് ശാഖകൾ വഴി വിൽക്കാൻ ബാങ്ക് ഓഫ് ബറോഡയും സ്റ്റാർ ഹെൽത്ത് ആൻഡ് അലയഡ് ഇൻഷുറൻസും തമ്മിൽ കോർ പരേറ്റ് ഏജൻസി കരാർ വച്ചു.

ഇതനുസരിച്ച് ബാങ്കിന്റെ ഇടപാടുകാർക്കു സ്റ്റാർ ഹെൽത്ത് ഇൻഷുറൻസിന്റെ ആരോഗ്യപോളിസി കവറേജും സേവനങ്ങളും ലഭ്യമാകും.

ബാങ്കിന്റെ അയ്യായിരത്തിലധികം വരുന്ന ശാഖകളിലൂടെ ആറുകോടിയിലധികം വരുന്ന ഇടപാടുകാർക്ക് സ്റ്റാർ ഹെൽത്ത് പോളിസിക്ൾ ഇനി ലഭ്യമാകുമെന്നു ബാങ്ക് ഓഫ് ബറോഡ മാനേജിങ് ഡയറക്ടറും സി.ഇ.ഒ യുമായ പി.എസ്. ജയകുമാർ പറഞ്ഞു.

Date: May 12, 2016	Media: Future Kerala
Edition: Kochi	Page No: 2
Headline: Star Health ties up with Bank of Baroda	

സ്റ്റാർ ഹെൽത്ത് പോളിസിക്ൾ ബാങ്ക് ഓഫ് ബറോഡ വഴി ലഭ്യമാകും

കൊച്ചി: സ്റ്റാർ ഹെൽത്ത് ഇൻഷുറൻസ് പോളിസിക്ൾ ബാങ്ക് ഓഫ് ബറോഡ വഴി വിൽക്കുവാൻ ബാങ്ക് ഓഫ് ബറോഡയും സ്റ്റാർ ഹെൽത്ത് ആൻഡ് അലയഡ് ഇൻഷുറൻസും തമ്മിൽ കോർപറേറ്റ് ഏജൻസി കരാർ വച്ചു. ഇതനുസരിച്ച് ബാങ്കിന്റെ ഇടപാടുകാർക്കു സ്റ്റാർ ഹെൽത്ത് ഇൻഷുറൻസിന്റെ ആരോഗ്യപോളിസി കവരേജും സേവനങ്ങളും ലഭ്യമാകും.

ബാങ്കിന്റെ അയ്യായിരത്തിലധികം വരുന്ന ശാഖകളിലൂടെ ആറുകോടിയിലധികം വരുന്ന ഇടപാടുകാർക്ക് സ്റ്റാർ ഹെൽത്ത് പോളിസിക്ൾ ഇനി ലഭ്യമാകുമെന്നു ബാങ്ക് ഓഫ് ബറോഡ

മാനേജിംഗ് ഡയറക്ടറും സിഇഒയുമായ പി എസ് ജയകുമാർ പറഞ്ഞു.

ബാങ്ക് ഓഫ് ബറോഡയുമായുള്ള ബന്ധത്തോടെ നടപ്പുവർഷം 250 കോടി രൂപ അധിക പ്രീമിയം നേടാനാവുമെന്നാണ് പ്രതീക്ഷയെന്ന് സ്റ്റാർ ഹെൽത്ത് ആൻഡ് അലയഡ് ഇൻഷുറൻസ് സിഎംഡി വി ജഗന്നാഥൻ പറഞ്ഞു. ആരോഗ്യ ഇൻഷുറൻസ് ഉൽപ്പന്നങ്ങൾ മാത്രം നൽകുന്ന കമ്പനി ഇക്കഴിഞ്ഞ സാമ്പത്തിക വർഷത്തിൽ 2008 കോടി രൂപ പ്രീമിയം നേടിയിട്ടുണ്ട്. രാജ്യത്തൊട്ടാകെ 300 ശാഖകളുള്ള കമ്പനിക്ക് 7600 ആശുപത്രികളുമായി ടൈ അപ്പ് ഉണ്ട്.

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Headline: Star Health ties up with Bank of Baroda	

स्टार हेल्थ और बैंक ऑफ बड़ौदा में करार

□ स्टार हेल्थ इंश्योरेंस और बैंक ऑफ बड़ौदा ने आज एक कॉरपोरेट एजेंसी समझौता किया। इसके तहत बैंक की शाखाओं में स्टार हेल्थ उत्पाद देश भर में उपलब्ध होंगे, यह टाई-अप बॉब ग्राहकों को स्टार हेल्थ एंड एलाइड इंश्योरेंस के बेहतर स्वास्थ्य बीमा कवर और सेवाओं की पेशकश करेगा। वी जगन्नाथन, सीएमडी, स्टार हेल्थ एंड एलाइड इंश्योरेंस ने कहा कि बैंक ऑफ बड़ौदा के साथ यह टाई अप हमारे लिए एक महत्वपूर्ण मील का पत्थर है, हम लगातार हमारे उत्पादों और सेवाओं को आसानी से देश भर के ग्राहकों के लिए सुलभ बनाने का प्रयास करते हैं।

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Edition: Lucknow	Page No: 9
Headline: Bank of Baroda branches to offer Star Health and Allied Health Insurance products	

बैंक ऑफ बड़ौदा की शाखाएँ अब करेंगी स्टार हेल्थ एंड एलाइड हेल्थ इश्योरेंस उत्पादों की पेशकश

नई दिल्ली। स्टार हेल्थ इश्योरेंस और बैंक ऑफ बड़ौदा ने आज एक कॉरपोरेट एजेंसी समझौता किया। इसके तहत बैंक की शाखाओं में स्टार हेल्थ उत्पाद देश भर में उपलब्ध होंगे। यह टाई-अप बॉब ग्राहकों को स्टार हेल्थ एंड एलाइड इश्योरेंस के बेहतर स्वास्थ्य बीमा कवर और सेवाओं की पेशकश करेगा। बी जगन्नाथन, सीएमडी, स्टार हेल्थ एंड एलाइड इश्योरेंस ने कहा कि बैंक ऑफ बड़ौदा के साथ यह टाई अप हमारे लिए एक महत्वपूर्ण मील का पत्थर है। हम लगातार हमारे उत्पादों और सेवाओं को आसानी से देश भर के ग्राहकों के लिए सुलभ बनाने का प्रयास करते हैं। हम यह भी मानते हैं। इस अवसर पर पी.एस. जयकुमार, प्रबंध निदेशक और मुख्य कार्यकारी अधिकारी, बैंक ऑफ बड़ौदा ने कहा कि बीओबी की 5000 से अधिक शाखाएं हैं और करीब 60 लाख ग्राहक आधार है। बैंक ऑफ बड़ौदा के 2000 से अधिक प्रशिक्षित और प्रमाणित निर्दिष्ट व्यक्ति स्टार हेल्थ उत्पादों का विपणन करेंगे।

Date: May 12, 2016	Media: Avadhnama
Edition: Lucknow	Page No: 14
Headline: Star Health ties up with Bank of Baroda	

बैंक ऑफ बड़ौदा का स्टार हेल्थ इश्योरेंस के साथ हुआ समझौता

मुम्बई। स्टार हेल्थ इश्योरेंस और बैंक ऑफ बड़ौदा ने आज एक कॉरपोरेट एजेंसी समझौता किया। इसके तहत बैंक की शाखाओं में स्टार हेल्थ उत्पाद देश भर में उपलब्ध होंगे। यह टाई-अप बॉब ग्राहकों को स्टार हेल्थ एंड एलाइड इश्योरेंस के बेहतर स्वास्थ्य बीमा कवर और सेवाओं की पेशकश करेगा।

वी जगन्नाथन, सीएमडी, स्टार हेल्थ एंड एलाइड इश्योरेंस ने कहा कि बैंक ऑफ बड़ौदा के साथ यह टाई अप हमारे लिए एक महत्वपूर्ण मील का पत्थर है। हम लगातार हमारे उत्पादों और सेवाओं को आसानी से देश भर के ग्राहकों के लिए सुलभ बनाने का

प्रयास करते हैं। हम यह भी मानते हैं कि बैंक ऑफ बड़ौदा के साथ इस समझौते से हमें 3000 करोड़ रुपये के प्रिमियम को पाने में मदद देगा जो इस साल के लिए 2750 करोड़ रुपये के लक्ष्य की तुलना में अधिक है। हम आशा करते हैं कि इस कॉरपोरेट एजेंसी समझौते से सफलता मिलेगी।

स्टार हेल्थ ने पिछले वित्तीय वर्ष 15.16 के दौरान 2008 करोड़ रुपये का प्रीमियम हासिल किया है। इसने सभी स्टैंडअलोन हेल्थ इश्योरेंस में शीर्ष स्थान हासिल किया है और स्वास्थ्य खुदरा व्यापार में केवल न्यू इंडिया के बाद दूसरा स्थान बनाए रखा है।

Date: May 14, 2016	Media: Varthamanam
Edition: Kochi	Page No: 10
Headline: Star Health ties up with Bank of Baroda	

സ്റ്റാർ ഹെൽത്ത് പോളിസിക്ൾ

ബാങ്ക് ഓഫ് ബറോഡശാഖകൾവഴി ലഭ്യമാകും

കൊച്ചി: സ്റ്റാർ ഹെൽത്ത് ഇൻഷുറൻസ് പോളിസിക്ൾ ബാങ്ക് ശാഖകൾ വഴി വിൽക്കുവാൻ ബാങ്ക് ഓഫ് ബറോഡയും സ്റ്റാർ ഹെൽത്ത് ആൻഡ് അലയഡ് ഇൻഷുറൻസും തമ്മിൽ കോർപ്പറേറ്റ് ഏജൻസി കരാർ വച്ചു. ഇതനുസരിച്ച് ബാങ്കിന്റെ ഇടപാടുകാർക്കു സ്റ്റാർ ഹെൽത്ത് ഇൻഷുറൻസിന്റെ ആരോഗ്യപോളിസി കവറേജും സേവനങ്ങളും ലഭ്യമാകും. ബാങ്കിന്റെ അയ്യായിരത്തിലധികം വരുന്ന ശാഖകളിലൂടെ ആറുകോടിയിലധികം വരുന്ന ഇടപാടുകാർക്ക് സ്റ്റാർ ഹെൽത്ത് പോളിസിക്ൾ ഇനി ലഭ്യമാകുമെന്നു ബാങ്ക് ഓഫ് ബറോഡ മാനേജിംഗ് ഡയറക്ടറും സിഇഒയുമായ പി എസ് ജയകുമാർ പറഞ്ഞു. ബാങ്ക് ഓഫ് ബറോഡയുമായുള്ള ബന്ധത്തോടെ നടപ്പുവർഷം 250 കോടി രൂപ അധിക പ്രീമിയം നേടാനാവുമെന്നാണ് പ്രതീക്ഷയെന്ന് സ്റ്റാർ ഹെൽത്ത് ആൻഡ് അലയഡ് ഇൻഷുറൻസ് സിഎംഡി വി ജഗന്നാഥൻ പറഞ്ഞു.

Online

Date May 9, 2016	Media: livemint.com
URL: http://money.livemint.com/news/company/news/bank-of-baroda-ties-up-with-bupa-star-health-report-451907.aspx	

Bank of Baroda ties up with Max Bupa, Star Health: Report

Mumbai, May 9, 2016

In order to offer health insurance products, Bank of Baroda, one of India's leading public-sector banks, has reportedly entered into partnership with two health insurance companies - Max Bupa Health Insurance and Star Health & Allied Insurance. This arrangement comes on the back of IRDAI's new bancassurance guidelines which permit banks to tie up with multiple insurers to distribute insurance products to bolster penetration of health insurance in the country.

The bank has always endeavoured to provide bouquet of financial product to all its customers under one roof to serve its six crore plus customer base. With this tie-up, the bank will provide customized health insurance product after assessing the need of the customer.

The bank has reported a net loss of Rs 3342.04 crore for the quarter ended December 31, 2015 as compared to net profit of Rs 333.98 crore for the same quarter in the previous year. The bank's total income has decreased by 0.69% to Rs 11726.95 crore for the quarter under review from Rs 11808.34 crore for the corresponding quarter of the previous year.



Posted: May 09 2016, 10:14 AM IST

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Bank of Baroda ties up with Max Bupa, Star Health: Report

Accord Fintech

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Date May 8, 2016

Media: Deccan Herald

URL: <http://www.deccanherald.com/content/545029/bob-inks-mou-max-bupa.html>

BoB inks MoU with Max Bupa and Star Health

May 08, 2016, Mumbai, DHNS

Bank of Baroda has entered into tie-up arrangement with two standalone health insurance companies: Max Bupa Health Insurance and Star Health and Allied Insurance Company to offer health insurance products.

The bank has always endeavoured to provide bouquet of financial product to all its customers under one roof to serve its six crore plus customer base. Bank will provide customised health insurance product after assessing the need of the customer, BoB said.

"The products will be offered in the form of retail insurance, group health insurance to bank customers. Bank and the insurances companies, both being strong players in technology and products, this relationship will manifest into win-win situation for all

DH



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Date May 10, 2016

Media: Sakal Money

[URL:http://www.sakalmoney.com/content/news/latest-news/star-health-insurance-tie-up-with-bank-of-baroda/](http://www.sakalmoney.com/content/news/latest-news/star-health-insurance-tie-up-with-bank-of-baroda/)

customers, bank and companies,” BoB executive director Mayak K Mehta said.

Star Health Insurance tie up with Bank of Baroda

By Sakal Money Mumbai:

Star Health Insurance and Bank of Baroda entered into a Corporate Agency agreement today to market Star Health products across the Bank’s branches, across the country. This tie-up is likely to help BOB customers avail the best health insurance cover and services from Star Health and Allied insurance.

Mr. V. Jagannathan, CMD, Star Health and Allied Insurance, said, “The alliance with Bank of Baroda is an important milestone for us. We, at Star Health constantly attempt to make our products and services easily accessible to customers across the country. We also believe that this new association with the Bank of Baroda will help us in achieving Rs. 3000 crore worth of premium that is higher than our target of Rs. 2750 crore for the year. We are optimistic that this Corporate Agency arrangement will be a success and an enduring one.”

Star Health has completed a premium of Rs 2,008 crore in the last financial year 15 – 16 and has maintained the top position among all the standalone health insurers and number two position in retail business next only to New India among all general insurers.

On this occasion, **Mr. P.S. Jayakumar, Managing Director and CEO, Bank of Baroda** said, “BOB has more than 5,000 branches and has a customer base of around 60 million. Bank of Baroda has more than 2000 trained and certified Specified Persons of BOB who will be involved in marketing Star Health products.”

Mr. Mayank K Mehta, Executive Director, BOB said that their Bank is taking advantage of the Corporate Agency model and entering into multiple contracts with Life, General and Standalone Health Insurance Companies and these arrangements should help in increasing the insurance penetration in the country, especially in semi urban and rural areas.

Date May 10, 2016

Media: Sakal Money

URL: <http://www.sakalmoney.com/content/news/latest-news/star-health-insurance-tie-up-with-bank-of-baroda/>

Headline: Bank of Baroda branches to offer Star Health and Allied Health Insurance products

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बँक ऑफ बडोदाच्या शाखांमध्ये आता मिळणार स्टार हेल्थ इन्शुरन्सची विमा उत्पादने



By Sakalmoney

May 10, 2016







मुंबई: बँक ऑफ बडोदाच्या देशभरातील शाखांमध्ये स्टार हेल्थ इन्शुरन्सची उत्पादने उपलब्ध करण्यासाठी स्टार हेल्थने बँक ऑफ बडोदाबरोबर कॉर्पोरेट एजन्सी करार केला आहे. या सहकार्यामुळे बँक ऑफ बडोदाच्या शाखांना स्टार हेल्थ अँड अलाइड हेल्थ इन्शुरन्सच्या आरोग्य विमा योजना उपलब्ध होऊ शकणार आहेत.

स्टार हेल्थ अँड अलाइड हेल्थ इन्शुरन्सचे अध्यक्ष आणि व्यवस्थापकीय संचालक व्ही. जगन्नाथन म्हणाले, 'बँक ऑफ बडोदाबरोबर सहकार्य हा आमच्यासाठी महत्त्वपूर्ण असा मैलाचा दगड आहे. आमच्या योजना आणि सेवा शाखांना सहज उपलब्ध व्हाव्यात यासाठी आम्ही स्टार हेल्थच्या वतीने सातत्याने प्रयत्नरत असतो. बँक ऑफ बडोदाबरोबर या नव्या सहकार्यामुळे आम्हाला हप्त्यांपोटी एकूण 3000 कोटी रुपयांचा टप्पा गाठणे शक्य होणार आहे. यंदाच्या वर्षासाठी ठेवलेल्या 2750 कोटी रुपयांच्या उद्दिष्टाच्या तुलनेत हा टप्पा मोठा आहे. हे कॉर्पोरेट एजन्सी सहकार्य यशस्वी होईल, असा आम्हाला विश्वास वाटतो.'

स्टार हेल्थने 2015-16 या आर्थिक वर्षासाठी 2,008 कोटी रुपये इतकी रक्कम हप्त्यांपोटी मिळवली असून, स्वतंत्र आरोग्य विमा क्षेत्रात आघाडीचे स्थान टिकवले आहे. सर्वसाधारण विमा क्षेत्राचा विचार करता, रिटेल व्यवसायामध्ये स्टार हेल्थचा न्यू इंडियानंतर दुसरा क्रमांक आहे.

बँक ऑफ बडोदाचे व्यवस्थापकीय संचालक आणि मुख्य कार्यकारी अधिकारी पी. एस. जयकुमार म्हणाले, 'बँक ऑफ बडोदाच्या देशभरात 5000 शाखा आणि सहा कोटींहून अधिक ग्राहक आहेत. स्टार हेल्थच्या उत्पादनांचे विपणन करण्यासाठी बँक ऑफ बडोदाकडे 2000 प्रशिक्षित आणि प्रमाणपत्रधारक विशिष्ट मनुष्यबळ उपलब्ध आहे.'

बँक ऑफ बडोदाचे कार्यकारी संचालक मयंक के. मेहता म्हणाले, 'कॉर्पोरेट एजन्सी प्रारूपाद्वारे बँक ऑफ बडोदा जीवन विमा, सर्वसाधारण विमा, तसेच स्वतंत्र आरोग्य विमा कंपन्यांबरोबर अनेकविध करार करत असून, यामुळे देशभरात, विशेषतः निमशहरी आणि ग्रामीण भागात विमा सेवेचा विस्तार होण्यास मदत होईल.'

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Date May 10, 2016

Media: Times of India

URL:<http://timesofindia.indiatimes.com/business/india-business/Star-Health-ties-up-with-Bank-of-Baroda-as-bancassurance-partner/articleshow/52213064.cms>

Star Health ties up with Bank of Baroda as bancassurance partner

Rachel Chitra | TNN | May 10, 2016, 11.58 PM IST CHENNAI:

Star Health and Allied Insurance on Monday tied-up with Bank of Baroda as its bancassurance partner to help drive its insurance products at all the bank's branches.

With the tie-up, Star Health hopes to reach Bank of Baroda's 60 million customers across 5,000 branches. "This new association with Bank of Baroda will help us achieve Rs 3,000 crore in premium, higher than our target of Rs 2,750 crore for the year," said V Jagannathan, CMD, Star Health and Allied Insurance.

Bank of Baroda has more than 2,000 trained and certified specified persons, who will be involved in marketing Star Health products, said PS Jayakumar, managing director and CEO, Bank of Baroda.

The screenshot shows the Times of India Business section. At the top, there's a banner for 'THE TIMES OF INDIA BUSINESS' with a navigation bar for Business, India Business, International Business, Markets, Photos, and Videos. Below this is a promotional banner for Shivraj Singh Chouhan, Chief Minister of Madhya Pradesh, with the text 'It's a Life-time Experience. Come... be a part of it. SHIVRAJ SINGH CHOUHAN Chief Minister, Madhya Pradesh'. The main headline is 'Star Health ties up with Bank of Baroda as bancassurance partner' by Rachel Chitra, dated May 10, 2016, 11.58 PM IST. The article text is visible below the headline, starting with 'CHENNAI: Star Health and Allied Insurance on Monday tied-up with Bank of Baroda as its bancassurance partner to help drive its insurance products at all the bank's branches.' There are also two side ads: 'Private Equity India' and 'Homes in Goregaon, Mumbai'.

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Star Health ties up with Bank of Baroda as bancassurance partner

Rachel Chitra | TNN | May 10, 2016, 11.58 PM IST

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Date May 10, 2016

Media: indiainfoline.com

URL: http://www.indiainfoline.com/article/news-sector-insurance/star-health-insurance-up-with-bank-of-baroda-and-other-top-insurance-news-116051000730_1.html

Star Health Insurance ties up with Bank of Baroda and other top insurance news

India Infoline News Service | Mumbai | May 10, 2016 16:30 IST

Star Health Insurance and Bank of Baroda entered into a corporate agency agreement to market Star Health products across the public sector bank's branches, across the country.

Star Health Insurance and Bank of Baroda entered into a corporate agency agreement to market Star Health products across the public sector bank's branches, across the country. (FC)

