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## BUSINESS DIARY

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### Liberty Videocon General Insurance creates history

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**Bhubaneswar:** It was a special day in the history of Liberty Videocon General Insurance Company Limited, one of India's fastest growing general insurance companies. Today, it witnessed an assembly of more than 2,000 Agents, Brokers and their families on a single day at its 30 offices across India. With this, it became the first Indian general insurance companies to gather their business partners in such a huge number.

In Odisha alone, more than 100 agents and their families visited the Company's branch office for celebrations. Since inception of its operations, the Company has been rapidly growing in the State and adding more number of agents and brokers.

These walk-ins were a part of the 'Flames of Liberty' programme that was specially arranged to observe the spirit of 'Association' and - 'Oneness'.

The Company has always upheld the association with its league of agents and brokers. In order to commemorate their efforts to take the brand 'Liberty Videocon' to customers' doorsteps and further deepen their bonding with the brand, the Company planned to bring all its valued business partners together as 'One Family'.

On the occasion, Mr. Roopam Asthana, CEO and Whole Time Director, Liberty Videocon General Insurance, said, "We value the contributions of our agents, brokers to the business. We decided to appreciate their efforts in a unique way through this programme. It will deepen the bond we share as common partners to growth. We are happy that we are redefining the Agent - Principal relationship in Indian general insurance industry."

During this event, various cultural and engagement programmes were organised. Agents and their families participated with a great zeal.

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