

# 'Flames of Liberty' is an initiative by Liberty Videocon General Insurance to celebrate 'Association'

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**Liberty Videocon General Insurance Company Limited**, a joint venture between India's Videocon Industries Limited and Liberty City-state Holdings Pte Limited, part of US-headquartered multinational Liberty Mutual Insurance Group, today announced that it is eyeing to get walk-ins of more than 2,000 Agents, Partners and their families from all across India at its offices on a single day.

This is to mark the commencement of 'Flames of Liberty' programme, a unique initiative to bring its brokers, agents and their families together on one platform, thereby enhancing the engagement between the Company and its treasured business partners.

With this astounding programme, the Company is going to redefine and set new standards of principal – agent relationships in Indian general insurance sector. In this process, Liberty Videocon will become the first Indian general insurance companies to draw its business partners in such a huge number on a single day to its offices.

On the occasion, **Mr. Roopam Asthana, CEO and Whole Time Director, Liberty Videocon General Insurance**, said, "In the process of sales solicitation, the Company is dependent substantially on its intermediary partners. Liberty Videocon values the contribution of its intermediary partners to the business, and as a mark of appreciation to the partners, it wishes to commemorate this association with a nationwide Partner Engagement Programme called "Flames of Liberty 2016". This event is an acknowledgement of the hard work of our intermediary partners and also to appreciate their families support in all their endeavours."

The Company will observe this programme in all its 30 branch locations across India. Various interactive sessions are planned in this event.