

Headline: **MetLife Outshines Industry Benchmarks On Key Indicators**  
 Date: **August 2010**  
 Links: **News Insurances/The Financial Express/MSN/Yahoo**



Rajesh Relain,  
Managing Director,  
MetLife India Insurance

In an industry that is going through a significant upheaval, we are very pleased to see customers repose high levels of trust in MetLife's products. This is a reflection of our commitment to provide our customers with the best services

## MetLife's persistency ratio among the best

Press Trust of India  
New Delhi

PRIVATE SECTOR insurer MetLife on Wednesday said it has been able to retain 84 per cent of its customers in April-June quarter against the industry average of 70 per cent.

Private sector taken together has average persistency ratio (APR) of 68 per cent and while the industry as a whole, comprising LIC, has APR of 70 per cent.

Persistency ratio is one of the key determinants of the financial health of the life insurance player, which is a result of increasing faith that customers have in MetLife brand and products, the company said in a statement. This is also a reflection of the excellent customer service that the organisation provides to its customers, it said.

Rajesh Relain, MD of MetLife India Insurance, said, "In an industry that is going through a significant

### Private sector players taken together has average persistency ratio of 68 per cent

upheaval, we are very pleased to see customers repose high levels of trust in MetLife's brand and products. This is yet another reflection of our commitment to provide our customers with the best-in-class products and services that are unmatched in the industry."

Additionally, this indicates that MetLife is ready to meet the challenges based on new UPI guidelines, he said.

## MetLife persistency ratio highest at 84%

**NEW DELHI:** Private sector insurer MetLife on Wednesday said it has been able to retain 84% of its customers in April-June quarter against the industry average of 70%. The private sector, taken together, has an average persistency ratio (APR) of 68% and while the industry as a whole, comprising LIC, has APR of 70%. Persistency ratio is one of the key determinants of the financial health of the life insurance player, which is a result of increasing faith that customers have in MetLife brand and products, the company said in a statement. MetLife has also recorded the ticket size of Rs 27,000 in new business premium during April-June quarter, which is higher compared to average of private players at Rs 21,000 and the industry average of Rs 20,000.

### MetLife Q1 persistency ratio at 84%

Our Bureau

New Delhi, Aug 29  
MetLife India, a private life insurer, has announced that its persistency ratio for the April-June 2010 period was 84 per cent, higher than the average of 68 per cent by private insurance companies and an industry average of 70 per cent.

Simply put, MetLife India has been able to retain 84 per cent of its customers during the first quarter, as against the industry average of 70 per cent.

The company has also done well on the new business premium front for the first quarter, with the average ticket size being Rs 27,000, higher than the private players' average of Rs 21,000 and the industry average of Rs 20,000.

"In an industry that is going through a significant upheaval, we are very pleased to see customers repose high levels of trust in MetLife's brand and products," said Mr Rajesh Relain, Managing Di-

### पहली तिमाही में मेट लाइफ से जुड़े रहे 84 फीसदी बाहक

नई दिल्ली : चालू वित्त वर्ष के अप्रैल-जून के दौरान मेट लाइफ इंडिया इश्योरेंस कंपनी लिमिटेड (मेट लाइफ) से 84 फीसदी बाहक जुड़े रहे। बीमा नियामक इंडिया की एक तिमाही रिपोर्ट में इसका खुलासा हुआ है। रिपोर्ट के मुताबिक इस अवधि में अन्य निजी बीमा कंपनियों से जुड़े रहने वाले बाहकों का औसत 68 फीसदी बा। बीमा उद्योग की बात करें तो यह औसतन 70 फीसदी रहा। कंपनी के मुताबिक बाहकों का मेटलाइफ ब्रांड व उसके बीमा उत्पादों के प्रति विश्वास बढ़ रहा है। रिपोर्ट के शिखर पर वर्ष करते हुए मेट लाइफ इश्योरेंस के प्रबंध निदेशक राजेश रेलैन ने कहा कि बीमा उद्योग में उतार-चढ़ाव का दौर जारी है।

### MetLife India

**Hello Kolkata Network-** MetLife India Insurance Company Limited (MetLife), one of India's leading life insurance companies has shared the details of the April 2010 - June 2010 IRDA report. According to the report, MetLife has demonstrated a persistency ratio of 84% as compared to the average of 68% by private insurance companies and an industry average of 70%. Persistency ratio is one of the key determinants of the financial health of the Life Insurance player, which is a result of the increasing faith that the customers have in MetLife brand and products. This is also a reflection of the excellent customer service that the organization provides to its customers. According to the report, MetLife has also recorded the ticket size of Rs. 27,000 in new business premium during April 10 - June 10 which is higher as compared to average of private players at Rs 21,000 and the industry average of Rs 20,000.

ector, MetLife India in a statement here.

of Rs. 20,000.

The screenshot shows the website news-insurances.com. The main headline is "MetLife persistency ratio highest among industry at 84% - Economic Times". Below the headline, there is a sub-headline: "MetLife persistency ratio highest among industry at 84% - Economic Times". The article text begins: "New Delhi, Aug 25 (PTI) Private sector insurer MetLife today said it has been able to retain 84 per cent of its customers in April-June quarter against the industry average of 70 per cent. Private sector taken together has average persistency ratio (APR) of 68 per cent and while the industry as a whole, comprising LIC, has APR of 70 per cent." The article continues to discuss the company's performance and customer service.

The screenshot shows the website THE FINANCIAL EXPRESS. The main headline is "MetLife persistency ratio highest among industry at 84 pc". Below the headline, there is a sub-headline: "MetLife persistency ratio highest among industry at 84 pc". The article text begins: "New Delhi, Aug 25 (PTI) Private sector insurer MetLife today said it has been able to retain 84 per cent of its customers in April-June quarter against the industry average of 70 per cent. Private sector taken together has average persistency ratio (APR) of 68 per cent and while the industry as a whole, comprising LIC, has APR of 70 per cent." The article continues to discuss the company's performance and customer service.

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