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## Aditya Birla Group in insurance JV with MMI

**Press Trust of India**

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**JOHANNESBURG:** Aditya Birla Group has announced a joint venture with South African company, MMI Holdings Ltd, to enter India's health insurance market.

ABG's financial services division has signed a memorandum of understanding with MMI Holdings Ltd, in which the South African company will hold 26% and ABG the rest. MMI's stake be raised to 49% once the hike in insurance FDI is allowed.

The transaction is subjected to execution of legal agreements and obtaining required regulatory approvals, MMI said.

"Health Insurance has low penetration levels in India. Given Aditya Birla Financial Services Group's focus on building a retail presence across products, we foresee a huge potential



■ **Aditya Birla Group chairman  
KM Birla: new venture**

to target the requirements of untapped customers and their families," said Ajay Srinivasan, CEO, Aditya Birla Financial Services Group.

MMI CEO Nicolaas Kruger said the company would initially target an "ideal" client base of 20 million in India's larger cities, where health insurance penetration was less than 3%.