

The Hindu Business Line

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Teams up with SBI Card and Cigna TTK Health Insurance

OUR BUREAU

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Lakshmi Vilas Bank has launched a co-branded credit card in partnership with SBI Card, and health insurance products along with Cigna TTK Health Insurance.

Announcing the two tie-ups on Tuesday on the occasion of the bank's 89th anniversary, AJ Vidyasagar, COO, said the bank is partnering with the companies to offer a wider range of services to its customers. Both

partnerships also give it access to a new range of business segments, he said.

Vijay Jasuja, CEO of SBI Card, said the co-branded credit card approach extends its reach to a wider segment of the market and enables its partners to tap new businesses using the credit card company's expertise and infrastructure.

Jyoti Punja, Chief Distribution Officer, Cigna TTK Health Insurance, said the comprehensive product range available with it will be extended to LVB's customers through this tie-up.

Cigna TTK is a fast-growing health insurance company that has been in the market for over



Vijay Jasuja (left), CEO, SBI Card, and AJ Vidyasagar, COO, Lakshmi Vilas Bank, at the launch of a co-branded credit card in Chennai, on Tuesday BIJOY GHOSH

a year and a half now. It has built a country-wide network, she said.

The bank also announced the launch of the LVB Mobile, a mobile app.