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## Vimal Oil & Foods Ltd and Bharti AXA General Insurance join hands to offer free Insurance cover to consumers



jeevan suraksha ka  
**naya nazariya**

Vimal Oil & Foods Ltd. (VOFL), the flagship company of the Vimal Group has tied up with **Bharti AXA General Insurance** to provide free Insurance cover for consumers. Under this scheme, consumers purchasing any **Vimal Refined Oil** product like Cottonseed, Groundnut, Soyabean, Sunflower and Mustard Oils, can avail a free Personal Accident Policy worth INR 50,000 on purchase of 15 liters and a Personal Accident policy worth INR 25,000 on purchase of 5 liters of any of the above Vimal Oil products.

**The Personal Accident Insurance** extends financial protection to policy holders and the family in the event of disability or death caused by accidental injury.

### About Bharti AXA General Insurance

**Bharti AXA General Insurance Company Ltd** is a joint venture between Bharti Enterprises, a leading Indian business group and AXA, a world leader in financial protection. The joint venture company has a 74% stake from Bharti and 26% stake of the AXA Group. Currently the company is present in over 80 locations across the country, and plans to expand to over 100 locations by the end of 2009.

**Bharti AXA General Insurance** combines Bharti's powerful leadership position in India, its network and corporate relationships, with AXA's vast experience as the leading global provider in Financial Protection and Asset Management services in over 55 countries across the globe. The company will leverage AXA's operational excellence in the areas of product innovation, technical excellence, quality of service, productivity and distribution, as well as their expertise in claims management, underwriting, pricing and investment performance. Bharti AXA General Insurance will hence provide a well defined product portfolio that will have both traditional and innovative product solutions for the corporate and retail customers.

### About Vimal Oil & Foods Ltd (VOFL)

With over 3 decades of experience behind them, the Vimal Group has earned a solid reputation for its vision, entrepreneurial spirit and competitive edge. Over the years, the Group has not only expanded their business through integration and market penetration, but also branched out into various diversified sectors like edible oils and de-oiled cakes (of Which VOFL are one of the largest exporters), Milk and Milk Products, Engineering Pumps, paints and varnish, wall and floor vitrified tiles and micro- minerals. Vimal Oil & Foods Ltd. (VOFL), the flagship company of the Vimal Group, was born in 1993, in Mehsana, North Gujarat. While it is headquartered at Ahmedabad, it has setup offices at Delhi & Mumbai. What started off with a small 50-ton Refinery, has today evolved into fully integrated, oil-processing complex that is into seed crushing (200 TPD), solvent extraction (200 TPD) and oil refining (300TPD).



The Company has an annual turnover of Rs. 630 Crores. **VOFL** has clearly product range, comprising oils of Cottonseed, Groundnut, Soya, mustard and sunflower. It is listed on the Ahmedabad and Bombay Stock Exchange. VOFL's earlier concentration on Gujarat State has now expanded to North and Northeast India (covering 21 States). The company's distribution network comprises of 26 depots, 950 distributors and over 5 lac retail outlets.

Source: *Bharti Axa Press Release*, For more details view [PR](#)