

**TQM and Southeast Insurance expanding 2020 business channel.
Ready to fully penetrate the Life and Non-life insurance Markets.**



TQM Corporation (TQM) and Southeast Insurance and Financial Group continue to expand business channel by penetrating the life and non-life insurance markets, and launch 2 products in the first quarter. "TQM-Southeast Life Project" is a project for Big C Supercenter by offering ready-to-serve value insurance packages to Big C's customers and "SMEs Kwan Jai Ran kaa" is for SMEs and retail stores nationwide. Confidently, the projects will reach a number of customers from Bangkok and other regions across the country quickly by one-stop-service sales channel.

Dr. Unchalin Punnipa, President of TQM Corporation Public Company Limited, revealed that the Southeast Insurance and Financial Group and TQM have been working together for a long time as business partner. We had been together developing and designing products which met customers' needs well; therefore, strategically, we join hands and introduce new channel to the market both life and non-life market. For the first quarter of the year 2020 2 projects will be launched which are "TQM-Southeast Life Project" for life insurance products offering to Big C's customers as a business distribution channel and "SMEs Kwan Jai Ran Kaa" for SMEs and Retail business segments nationwide.

"The strength of TQM is we are a company that has business from upstream to downstream, and develop and design products with insurance partners by product segmentation based on the needs of all customer groups. On the other hand, Southeast is a group of insurance companies serving products with the coverage that clearly differs from the market e.g. "SMEs Kwan Jai Ran Kaa" according to the research found that most of the them do not know about this insurance, and do not know where to buy it so TQM and Southeast managed the coverage that is easy to understand, not expensive to serve to these retail shops, the shops can choose by themselves the best plans to for them."

Khun Phrittaya Sajjasila, Managing Director, Southeast Life Insurance Public Company Limited, said that Southeast Life Insurance was ready to provide protection to customers by designing coverage that customers could choose to insure easily and worthwhile, covering all age ranges with 6 products specially selected for customers which were

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- Savings Insurance, both short-term and long-term, consisting of “Safe Running Super Four 10/4” and the “Southeast Shield Sure 20/10”, so that customers could choose a savings plan that would help fulfill their financial stability in the future per their needs.
- Life-long insurance, lite payment, high coverage as “Sap Munkong 2489-R”
- Adults and Children health insurances, “Smile Kids and Southeast Health Protect”
- Senior citizen Insurance, “Simple Senior 90/15”, which is savings insurance, no health check.

Dr.Napassanun Punnipa, Chief Executive Officer of TQM Corporation Public Company Limited, said that TQM understood that promoting knowledge and understanding about insurance and encouraging people to access the insurance system as a risk management tool was important. By this collaboration, TQM had set up a marketing plan to provide comprehensive access to customers. For “SMEs Kwan Jai Ran Kaa” insurance, TQM would use corporate sales teams from Bangkok and 95 branches nationwide , and for life insurance, TQM would distribute in Big C Supercenter, the first phase would pilot in 10 Big C branches, and set up cover all branches in the next phase.

TQM’s strength was that our sales regularly visited customers which was our potential to get to SMEs and Retail shops targets because most of them were located in the upcountry and preferred face-to-face channel; on the contrary, Bangkok and vicinity customers preferred online channels which answered city life style well such as Facebook / Line Official TQM Insurance Broker and website www.tqm.co.th or hotline 1737 24/7 service countrywide.

“TQM always focuses on target group products. With Southeast this time, it is considered as channel expansion focusing on special comfy and easy products that have been selected specifically, and as a joint development by a large strategic insurance partner in the country”

As a strategic partner, Southeast Insurance and Financial Business Group, therefore, increased the proportion of investment in shares of TQM Corporation Public Company Limited from the existing shares in order to create mutual business cooperation in the future.