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## Tata AIA Life Insurance partners with PayBima

TATA AIA LIFE Insurance on Thursday announced that it has partnered with PayBima, the digital arm of Mahindra Insurance Brokers, as a broker to distribute its industry-leading life insurance solutions. The association is in line with Tata AIA Life's mission to provide ease of doing business to its customers and aims to make the process of buying life insurance solutions simple, easy, and convenient. As part of the agreement, *PayBima.com* will offer the life Insurance solutions of Tata AIA Life on its platform. PayBima will leverage its analytics skill to offer personalised life insurance solutions best suited to the needs of its customers.

