



MEDIA RELEASE

RELIANCE LIFE INSURANCE LAUNCHES LIFE PLUS

**FIRST-OF-ITS-KIND CUSTOMER SERVICE INITIATIVE BY ANY INSURER IN INDIA
INITIATIVE AIMED AT FORMING A FAMILY OF HAPPY CUSTOMERS BY FORGING
CLOSER AND LONG-TERM RELATIONSHIP WITH THEM**

**AGENTS AND ADVISORS TO GO BACK AND MEET EACH CUSTOMER AT LEAST
ONCE IN A YEAR BEYOND JUST PREMIUM COLLECTION**

**TO UNDERSTAND AND ADVISE PRODUCTS BASED ON CUSTOMERS LIFE
CYCLE AND CHANGING INSURANCE NEEDS**

**OVER 1.5 LAKH ADVISORS AND RLIC REPRESENTATIVES TO MEET MORE THAN
1 MILLION CUSTOMERS BY MARCH 31st, 2013**

Bangkok, Aug 15, 2012: Reliance Life Insurance Company (RLIC), part of Reliance Capital Limited, today launched 'Reliance Life Plus Club', a first-of-its-kind customer service initiative by any insurer in India.

Reliance Life Plus Club is a unique initiative that mandates an advisor or agent to go back to the customer, beyond just collection of premium, with a view to maintaining a closer and long-term relationship with its policyholders.

The launch was announced by Mr. Malay Ghosh, President and Executive Director, Reliance Life Insurance, here today.

"Life insurance is all about long-term protection, trust, relationship and association between the insurer and insured. However, the fundamental focus of insurance companies in India has been more on getting new customers than servicing existing policyholders. We wish to change this with our new initiative," said Mr Ghosh.

RLIC is the first company in India to introduce a structured post-sales customer service platform which involves a continued relationship between the company and its customers through personal interactions.



Inspired by 'Zutto Motto' (*forever more service*) service at Nippon Life Insurance, RLIC has made it mandatory for its 1.5 lakh representatives, including employees, advisors and channel partners, to visit its policyholders at least once in year.

Through this initiative, the company targets to meet 1 million customers by the end of the current financial year. During the interaction, these representatives would review the customers' existing policies; understand the changes and developments in the customers' life and family since their last policy, evaluate current insurance needs and requirements, offer advice on suitable new products and its benefits.

"In the absence of an effective service mechanism, the domestic industry is facing issues on both Orphan policies and complaints on mis-selling. We will be able to further plug gaps through our post-sales service initiative and reduce chances of mis-selling or complaints through constant interaction with customers. If an agent has to go back to a customer after the sale, the chances of mis-selling reduce dramatically," he said.

The company's representatives would be a single point of contact for a customer for all updates, including policy status, fund value and bonus declaration. For any orphan policies, the company will depute another person and schedule the policy-holder's next meeting as per the company's record.

"We believe that this initiative would usher in a new era in post-sales customer servicing in the domestic insurance market. Reliance Life Plus Club is an initiative that is being rolled out with a simple objective of ensuring our customers are being served by us, forever," Mr Ghosh added

About Reliance Life Insurance Company Limited

www.reliancelife.com

Reliance Life Insurance Company Limited, a part of Reliance Capital, is one amongst India's top private sector life insurance companies with business premium, including renewal premium of over Rs. 5,498 crore for the year ended 31st March 2012.

The company has sold over 1 million policies during the above financial year and has an asset under management of more than Rs 18,700 crore (as on 31st March 2012).



It has an extensive distribution network of 1,230 offices and over 1,50,000 advisors (as on 31st March 2012).

Reliance Life Insurance offers a comprehensive range of innovative and need-based products, including protection, investment and retirement, targeted at individuals and groups.

For Media queries

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