

## Press Release

### Reliance Life Insurance launches a suite of 17 new ULIPs

- **Largest number of ULIPs launched by RLIC so far**
- **New ULIPs to cater to different life-stage needs – Child education, Pension, Savings, and Protection**
- **USP include lowest vesting age, capital guarantee, loyalty additions, among others**
- **Plans available with riders for enhanced coverage and benefit at additional premium**
- **Renewal premium in Rajasthan increases over twofold in the first eight months**

**Jaipur, January 7, 2010:** Reliance Life Insurance Company (RLIC), a part of Reliance Anil Dhirubhai Ambani Group, today announced the launch of its suite of 17 new Unit-Linked Plans (ULIP), the largest number of ULIPs launched by RLIC on a single day till date.

The announcement was made by Mr. Malay Ghosh, President, Reliance Life Insurance Company, while addressing a press conference here today.

“This new launch is in line with our strategy to enhance our product portfolio and target customers who are conversant with the capital market and are looking at better alternatives amongst market linked products”, said Mr Ghosh.

These new range of ULIPs cater to all life-stage needs of individuals - including Children's education; Pension; Savings & Investment and Protection; and are available in two versions - one basic plan with 15 years plus terms; and another with a period of 10 years.

“The ULIPs are primarily targeted at customers in the premium segment of Rs 10,000 plus. The entire suite would be available with enhanced features - such as capital guarantee, loyalty additions, higher internal rate of return, wide range of fund options allowing customers to vary their asset allocation according to their risk appetite,” said Mr. Ghosh.

The new ULIP plans also offer riders to customers allowing them to add on benefits to the basic ULIP policy on payment of incremental premium. The additional benefits include payment of lump sum on diagnosis of specified critical illness, payment for specified surgeries, and additional life cover.

Some of the Unique Selling Propositions of these new launches include: amongst the lowest vesting ages in pension products; Automatic Asset Allocation with Automatic Investment Plan; Systematic Transfer Plan to average out the cost of purchasing units in equity funds in case of market volatility; and Return Shield Option to safeguard returns.

Recently, the company also launched two traditional insurance plans - Reliance Jan Samridhi Plan (RJSP) and Reliance Traditional Super InvestAssure Plan (RTSIP) targeting urban and rural customers in the premium segment of Rs 500 - Rs 10,000

RJSP, a new savings-cum-life protection plan, is targeted at the rural and urban poor with extremely affordable premium installments as low as Rs. 50 per month while RTSIP is the first universal life plan from Reliance Life that offers the safety and guarantee of traditional products as well as transparency of unit-linked products.

“ With these launches, we now have a range of unique traditional products that provide insurance solution to customers in the premium range from Rs 500 to Rs 10,000 and a bouquet of ULIP products for the more informed and savvy investor”, said Mr Ghosh.

Upbeat on Rajasthan, Mr Ghosh said that the company has plans to open more branches and increase the strength of insurance advisors in Rajasthan.

The company's renewal premium in Rajasthan jumped to Rs. 39 crore in the first eight months of the current fiscal, up from 17 crore in the corresponding period last year.

It has also increased its number of branches to 61 (by November 2009) - up from 52 branches a year ago, and number of licensed advisors to 5,314 by November 2009 - up from 3,140 in the corresponding month in 2008.

“The strong renewal premium growth witnessed by the company so far is a true indication of customers' faith in us over the years,” said Mr. Ghosh.

### **About Reliance Life Insurance Company Limited**

Reliance Life Insurance Company Limited is one of the India's top private sector life insurance companies with business premium including renewal premium of over Rs 4,933 crore (as on 31st March 2009).

It has a pan-India presence and a range of products, as many as 33, catering to individual as well as corporate needs. Reliance Life Insurance Company Limited is a part of Reliance Capital Limited, which is a part of the Reliance Anil Dhirubhai Ambani Group.

The company aims to attain a leadership position in the market in the next few years by further expanding and strengthening its distribution network.

**For media queries**

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