



Media Release

Reliance Life Insurance launches online life cover plan – eTerm

- **A simple online term plan with higher insurance protection at affordable premiums**
- **Offers Rs. 1 crore life cover from Rs. 700* per month and lower rates for women**
- **Available for 18-60 yrs age group with accidental death benefit up to Rs. 50 lakh**
- **To introduce more online products and tap digital insurance distribution channel**

Mumbai, June 20, 2012: Reliance Life Insurance Company (RLIC), part of Reliance Capital Limited, today launched its first online life cover plan -- Reliance Life Insurance eTerm -- to meet the protection needs of every individual with higher insurance cover at affordable premiums.

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

Reliance Life Insurance eTerm Plan is a simple and cost-effective risk protection product and offers instant life insurance cover through a transparent and hassle-free online purchase.

This is the first online insurance offering from Reliance Life Insurance and the company plans to introduce more such products in times to come.

“Our new offering simplifies the process of purchasing an insurance cover and empowers customers to take an informed decision. The launch of our eTerm Plan is in line with the company’s objective to continuously provide the customers with innovative products and value-added services in a cost-effective manner,” said Mr. Ghosh.

Reliance Life Insurance eTerm Plan offers Rs. 1 crore of life cover from Rs. 700 per month* and is available directly to customers in the age group of 18-60 years pan-India with minimum annual premium as low as Rs. 3,500.

The online term plan begins with a minimum cover of Rs 25 lakh with no upper limit and a policy term of 10-30 years. The plan provides relatively lower premium rates for women and special rates for non-tobacco users.



Reliance Life Insurance eTerm Plan has two options. Option I where death benefit is equal to sum assured and Option II comes with an accidental death benefit rider where additional sum assured up to Rs. 50 lakh is paid to the nominee in case of death due to an accident. The maximum maturity age is 70 years.

Apart from tax benefits, the plan also has a free look period of 15 days from the date of receipt of policy bond to continue or return the policy. It offers annual premium payment mode only with a grace period of 30 days from the due date for payment of regular premiums.

Mr. Ghosh said, "The digital platform is a growing distribution channel in the insurance market and still untapped in India. Through eTerm Plan, we are targeting the ever-expanding internet user base in the country, as part of our plans to tap and grow the domestic online insurance market. We see a great potential opportunity in the online space and would introduce a slew of insurance products in a couple of years."

The foray into the online distribution channel will further boost the overall sales of the company, he added.

Reliance Life Insurance, which sold over 1 million policies in 2011-12, has recorded its first full-year net profit at Rs 373 crore for the fiscal ending March 31, 2012 and garnered a total premium of Rs. 5,498 crore in the last financial year.

Indicative premiums for a couple of age combination, term and sum assured for a healthy male (non-tobacco user) are given below for reference and understanding.

Term 20			
Age	50 Lac	75 Lac	1 Cr
25 yrs	4214	5983	7753
30 Yrs	5056	7247	9438

Term 30			
Age	50 Lac	75 Lac	1 Cr
25 yrs	5169	7416	9663
30 Yrs	6685	9691	12697

The website (www.reliancelife.com) allows a prospective customer to calculate his/her insurance requirement and make an online purchase in a simple three-step process.



About Reliance Life Insurance Company Limited

www.reliance.life.com

Reliance Life Insurance Company Limited, a part of Reliance Capital, is one of 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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**For a 30-year-old non-smoking male for a Rs. 1 crore sum assured, 20 year policy in Option I (exclusive of service tax).*