

## **Reliance Life Insurance launches unique 'Reliance Secure Child Plan'**

- **Only plan to offer fixed income for life even in case of accidental disability of the child**
- **Plan offers rewarding online community for child's overall development**
- **Company also donated Rs 5 Lakh to Akanksha Foundation, for underprivileged children**

**Mumbai, 21st November, 2007:** Reliance Life Insurance, a fast growing life insurance player in the country, today announced the launch of Reliance Secure Child plan. The launch was announced by Mr. P. Nandagopal, CEO, Reliance Life Insurance, at a conference today.

One of the unique propositions of Reliance Secure Child Plan, is that in the event of total and permanent disability of the child due to an accident, the plan offers the benefit of fixed income at a rate of 10% of the sum insured under the policy, per annum, payable to the child throughout his/her life.

"The Reliance Secure Child Plan aims to offer an innovative product with unique and fun-filled benefits to children while securing their future. This is in line with our strategy to offer best-in-class products to our customers", said Mr. P. Nandagopal while launching the product.

The plan also offers an inbuilt waiver of premium benefit in the event of the death of the insured proposer (parent), that protects the future of the child by paying all the future premiums, so that the plan remains in full force.

Another novel offering is the playground program - an online community that addresses the educational and recreational needs of the child through fun-filled quizzes, puzzle, games, online jokes, contests and kid zone and offers redeemable e-Points for his/her achievements.

The company also handed over a cheque of Rs. 5 lakhs to Akanksha Foundation - a non-profit organization that educates less privileged children from Mumbai's slum areas and provides them with vocational opportunities.

"Our association with Akanksha is a small gesture by the company to contribute towards the development of underprivileged children in the country," said Mr. Nandagopal while handing over the cheque to Ms. Tina Vajpeyi, Chief Financial Officer, Akanksha Foundation.

The proceeds were collected by the company post a social on-air SMS campaign undertaken across key cities in India, on 14<sup>th</sup> November (Children's Day) wherein Reliance Life Insurance contributed Rs. 5 per SMS received, to Akanksha.

## **About Reliance Life Insurance**

Reliance Life Insurance is one of the India's top 5 private sector life insurance companies with business premium including renewal premium of over INR 1000 Crore (as on 31<sup>st</sup> March 2007) with a growing distribution network of over 1,35,000 agents across over 340 branches in India. Reliance Life Insurance is an associate company of Reliance Capital Limited, which is a part of the Reliance Anil Dhirubhai Ambani Group.

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### **Other Benefits offered by Reliance Secure Child plan:**

**Safety of Money & Returns:** The Reliance Secure Child Plan also offers safety of the money invested and returns through its capital guarantee option and return shield option

**e-Account:** One of the unique value proposition of Reliance Secure Child plan is that during every year 1% of premiums paid by the policy holder under basic plan and top ups are transferred to a separate account called e-Account.

**Loyalty Addition:** As a loyalty addition Reliance Life Insurance company will also contribute 1% of premiums and top up less extra or additional premium, paid by the policy holder during the year under basic plan and under top ups towards the e-Account. Anytime during the tenure of the policy the e-account can be utilized for availing the benefits offered by the web based community by redemption of e-Points

Moreover the plan offers the following flexibility and benefits to the policy holders

- **Flexibility to pay premiums** – Convenient premium payment options like single, Limited and Regular premium payment modes are made available as per convenience
- **Partial withdrawal:** It offers the benefit of liquidity through partial withdrawals to take care of critical needs
- **Flexibility to invest** – Choice of three different funds are offered for investments as per the financial needs and requirements of the policy holder

- **Convenience to increase the investment components** – Flexibility to increase the investment component through top-ups
- **Switch benefit** : Offers the convenience to switch from one unit linked fund to another. The policy holder is entitled to four free switches every policy year.
- **Flexibility to take the maturity proceeds in periodic installments**: within a maximum of 5years from the date of maturity through Settlement option
- **Rider Benefit**: The policy holder has the option to take additional package of i.e. accidental death and total and permanent disablement rider, Critical Conditions Rider and Term Life Insurance Benefit rider at any time during the policy term on the life of child