



Media Release

Reliance Life Insurance launches Reliance Life Insurance Classic Plan – II

- **A Unit linked Plan with the dual benefits of protection and market linked return**
- **Introduces new life cover option with this plan**
- **Offers enhanced protection through riders - including new Family Income Benefit rider**
- **Affordable premiums starting at Rs 15,000 and low allocation charge**

Ahmedabad, Feb 16, 2012: Reliance Life Insurance Company (RLIC), part of Reliance Capital Limited, today launched a new Unit Linked Plan - Reliance Life Insurance Classic Plan II - that offers the customer dual benefits of insurance protection and market linked return.

This was announced by Mr Malay Ghosh, President and ED, Reliance Life Insurance at a press conference, here today.

This is also the first time that RLIC is introducing a new life cover option in its ULIP portfolio. The plan offers the customer life cover benefit that is equal to the sum assured or the fund value, whichever is higher.

“This feature is a clear differentiator from the existing ULIP plans in our portfolio that offer life cover benefit that is equal to the sum assured plus fund value. This new feature allows the customer to get key benefit of enhancing their savings, coupled with insurance protection, at minimal cost”, said Malay Ghosh, President and ED, RLIC.

Reliance Life Insurance Classic Plan –II is a unit linked plan available with affordable premium, low allocation charges and in-built accidental death cover.



The plan offers regular as well as single premium options. The premium for the regular option starts as low as Rs 15000 and for single premium at Rs 50,000. The minimum policy term under the Plan is 15 years and the maximum policy term is 30 years. The age of entry for this policy can be from 7 years to 60 years and the maturity age can vary from 22 years to 75 years.

“With this product, we are lowering the entry price for customers seeking ULIP products with in-built protection options for their saving needs. Options of paying the premium in monthly, quarterly and half-yearly installments make this product more attractive and affordable” said Mr Ghosh.

The maximum sum assured for regular premium policies ranges from 20 to 30 times annualized premium (depending on age at entry) and for single premium policies it ranges from 2 to 6 times the single premium. The sum assured varies according to the entry age of the customer and the policy term.

The customers can opt for four protection riders with the plan - Reliance Life Insurance Family Income Benefit Rider, Reliance New Major Surgical Benefit Rider, Reliance New Critical Conditions (25) Rider and Reliance Term Life Insurance Benefit Rider. These riders are optional and can be added to the plan at marginal cost.

“The plan offers added protection benefits through optional riders and top-up facility. The newly launched Family Income Benefit rider is a great way of providing regular income to the family of the Insured in the unfortunate event of loss of life of the Insured” said Mr Ghosh.

The minimum premium under top-up is Rs 5,000 and the maximum top-up premium is capped at 25% of the total premiums paid till date. The customer has an option of choosing from eight funds which include 4 Equity based funds and 4 debt based funds. Additional benefits of the plan include providing flexibility with options like Systematic Transfer Plan, Premium redirection and Exchange Plan.

The maturity benefit payable at the end of the policy term is the fund value under the base plan and top-ups, if any.



About Reliance Life Insurance Company Limited

www.reliancelife.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 6,571 crore (as on 31st March 2011).

The company has sold over 7.4 million policies and has an asset under management of more than Rs 17,855 crore (as on 31st March 2011).

It has an extensive distribution network of 1,248 offices and over 1,89,304 advisors (as on 31st March 2011).

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

Ike Samuel,	ike.samuel@relianceada.com	09327003799
Sharad Goel	sharad.goel@relianceada.com	022-30479217