



## **MEDIA RELEASE**

**RELIANCE LIFE INSURANCE LAUNCHES NEW HEALTHCARE PLAN  
"RELIANCE LIFE CARE FOR YOU ADVANTAGE PLAN"**

**PLAN OFFERS FIXED PREMIUM FOR THREE YEARS IN A SINGLE POLICY**

**ASSURES GUARANTEED RENEWABILITY UPTO 75 YEARS OF AGE  
IRRESPECTIVE OF CLAIMS MADE BY POLICYHOLDER**

**SUM INSURED UP TO RS 10 LAKH  
WITH 150 DAY-CARE PROCEDURES**

**PLAN PROVIDES CASHLESS FACILITY IN 4000 HOSPITALS  
ACROSS THE COUNTRY**

**Mumbai, March 20, 2013:** Reliance Life Insurance Company (RLIC), part of Reliance Capital Limited, today announced the launch of its new healthcare offering 'Reliance Life Care for You Advantage Plan'.

This new plan is a family floater scheme that offers comprehensive coverage for hospitalization, surgeries and critical illnesses for the entire family in a single policy.

The launch was announced by Mr. Anup Rau, Chief Executive Officer, Reliance Life Insurance, here today.

"Health insurance penetration in India is as low as 5 per cent, with over 85 per cent of the 1.4 billion population having no health cover. We recognize health insurance as one of the primary protection requirements for individuals and family members in the country. Reliance Life Care for You Advantage Plan is aimed at addressing the changing healthcare needs and expenses of our customers," said Mr. Rau.

The key feature of the policy is that it allows an insured to pay a fixed premium for a three-year policy. This premium remains fixed for the three-year period, irrespective of the number of claims taken by the insured during the validity of the policy.

Reliance Life Care for You Advantage Plan' offers the insured a cover that includes primary member, spouse, children, as well as parents and parents-in-laws.



The primary member can opt for the plan between 18 and 60 years of age with guaranteed renewability till 75 years for adult family members (21 years for children), dependent parents and parents-in-laws.

The coverage offered by this plan ranges from Rs. 2 to 10 lakh with a no claim bonus of 5 per cent of the sum assured for every claim-free year, up to a maximum of 30 per cent.

The policy also covers pre-existing illness, after continuing it for four continuous years. The indemnity reimbursement health insurance scheme covers in-patient treatment with both pre and post-hospitalization benefits supported by emergency 24X7 customer care across India.

One of the significant features of this health plan is that a lump sum payment of 5 per cent of the reimbursable hospital expenses will be made on each hospitalization claim towards pre and post-hospitalization without any supporting document.

"This feature aims at promoting transactions based on trust, instead of documentation, with a view to maintaining a closer and long-term relationship with our customers," Mr. Rau added.

'Reliance Life Care for You Advantage Plan' also offers 150 day-care treatments, wherein the insured or family members covered under the plan need not stay in the hospital for a minimum period of 24 continuous hours.

The insured will also be entitled for tax benefits on premium payment, as applicable.

Reliance Life Insurance, along with its third party administrators, has created a preferred network of over 4,000 hospitals across the country to provide a hassle-free cashless hospitalization benefits to the customers.

"We have always focused on innovation to enrich customer experience. With our new health insurance solution, we are offering the much needed financial security to the customers to meet their health related contingencies and would continue to service them with innovative products," he said.



RLIC will leverage its pan-India distribution network of over 1,200 branches and more than 1 lakh advisors to enable people access this comprehensive healthcare solution and penetrate the untapped health insurance sector, which is expected to grow about 20 per cent annually.

**About Reliance Life Insurance Company Limited**

[www.reliancelife.com](http://www.reliancelife.com)

Reliance Life Insurance Company Limited, associate of Reliance Capital Limited, 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 31<sup>st</sup> 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 31<sup>st</sup> 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.

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