

Press Release

Reliance Life Insurance forays into health insurance

- Launches its first pure health insurance plan - Reliance Life Care for You
- First-of-its-kind healthcare plan to offer single policy for 3 years period with fixed premium and guaranteed benefits
- Hassle-free cashless facility available at over 6,000 hospitals across India
- Offers sum insured of up to ₹ 10 lakh with 150 day-care procedures
- Company aims to be amongst the top three health insurers by 2012

Kolkata, October 7, 2010: Reliance Life Insurance Company (RLIC), part of Reliance Capital, today announced its foray into the health insurance market with the launch of its first pure reimbursement health insurance plan - 'Reliance Life Care for You Plan'- for individuals and family members.

The first-of-its-kind healthcare plan of the company was launched by Mr. Malay Ghosh, President and Executive Director, Reliance Life Insurance, at a press conference here.

'Reliance Life Care For You' is a comprehensive long-term family floater plan that addresses healthcare expense needs of the entire family, including emergencies, under a single policy. The policy term under this plan is three years with the premium fixed for the entire period, irrespective of the claims.

"Our venture into the health insurance sector is a natural extension of our life insurance business. 'Reliance Life Care For You' is our first step in the pure health Insurance space aimed to help people meet their healthcare exigencies and expenses at every stage of life effectively," said Mr. Ghosh.

The company along with its third party administrators has created a preferred network of over 6,000 hospitals, amongst the largest hospital network offered by any insurer, across the country to provide a hassle-free cashless hospitalization benefit to the customer.

'Reliance Life Care For You Plan' offers the insured a cover that includes primary member, spouse, dependent children aged between 3 months and 21 years as well as parents and in-laws. The primary member can opt for the plan between 18 and 60 years of age with assured renewability till 75 years for family members, dependent parents and in-laws.

It covers in-patient treatment with both pre and post-hospitalization benefits supported by emergency customer care across India. A unique feature of the product is that it includes maternity benefit and also 150 day-care treatments, wherein the insured or family member covered under the plan, need not stay in the hospital for a minimum period of 24 continuous hours.

One of the key highlights of this 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 documentation. The coverage offered by this plan ranges from ₹ 2 to 10 lakh with a no claim bonus of 5 per cent.

Reliance Life Insurance will leverage its pan-India distribution strength of 1247 branches and over 2 lakh advisors to sell the unique healthcare solution and penetrate the evolving health insurance segments in the shortest possible time.

Health insurance penetration in India is as low as 3 per cent, with only 0.5 per cent of the one billion plus population being covered by private health insurance.

"Health insurance sector offers a significant growth opportunity. We are confident of creating and delivering differentiated health insurance solutions on the back of our extensive distribution network and service excellence. We aim to be amongst the top three health insurers by 2012," Mr. Ghosh added.

About Reliance Life Insurance Company Limited

www.reliancelife.com

Reliance Life Insurance Company Limited, part of the Reliance Anil Dhirubhai Ambani Group, is one of the India's top private sector life insurance companies with business premium including renewal premium of over ₹ 6,605 crore (as on 31st March 2010). 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

Sharad Goel
Sr Vice President
Corporate Communications
sharad.goel@relianceada.com
09324984296

Ashoke Mukherjee
Vice President
Corporate Communications
ashoke.mukherjee@relianceada.com
0931109450

Sanjiv Kumar
AVP
Corporate Communications
sanjiv.k.sinha@relianceada.com
09312456677