

Press Release

Reliance Life Insurance launches Classic ULIP Plan

- New ULIP offers triple benefits of regular savings, enhanced protection and higher returns
- Plan provides protection from an early age of 7 years
- Provides investment opportunities with 8 fund options and 52 free switches
- Offers liquidity through partial withdrawals and loans, top-up payment option and rider benefits to enhance protection cover

Mumbai, November 10, 2010: Reliance Life Insurance Company (RLIC), part of Reliance Capital Limited, on Wednesday announced the launch of a new unit-linked insurance plan, 'Reliance Life Insurance Classic Plan', that provides triple benefits of regular savings, enhanced protection and higher (market-linked) returns.

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

The unique proposition of Reliance Life Insurance Classic Plan is that it offers flexibility and triple benefit of savings, insurance and investment - all in one single plan.

"The new ULIP offers multiple benefits and protection - from helping policyholders plan their finances wisely at different stages of life to providing risk cover on loss of life. The Plan provides unparalleled investment opportunities with a wide range of eight fund options, allowing customers to vary their asset allocation as per their risk profiles and appetite. It also offers 52 free switches in a year to alter fund mix according to requirements and gives an additional flexibility with options like Systematic Transfer Plan and Premium Redirection to manage funds," said Mr. Ghosh.

Reliance Life Insurance Classic Plan, which is available for customers in the age group 7-65 years, pays the beneficiary double the base sum assured plus total fund value in the event of accidental death.

The plan is available under two minimum payment options - Regular option that allows customers to pay ₹ 20,000 annually which can also be paid in monthly, quarterly and half yearly options; and the Single Premium option wherein the customer pays a minimum of ₹ 50,000 only once at the inception during the 15-year policy tenure.

"The flexibility offered to the policyholders by the company allows liquidity through partial withdrawals after fifth policy anniversary, loan after the completion of second policy year and top-up option to increase regular savings," Mr. Ghosh added.

Besides the maturity and tax benefits, the plan also has a host of optional rider benefits to enhance protection cover. It offers health-related cover which will pay a lump sum to the customer for as many as 33 specific surgeries and 25 critical conditions. These riders can be added by paying an incremental premium.

The ULIP also contains an exchange option to take advantage of any plans Reliance Life Insurance may offer in the future. The option can be exercised only after completion of five policy years from the date of commencement.

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 ₹ 6,605 crore (as on 31st March 2010).

The company has sold over 7 million policies and has an asset under management base of more than ₹ 16,000 crore (as of 30th September, 2010). It has an extensive distribution network of 1,248 offices and over 2,00,000 advisors (as of 30th September, 2010).

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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