

## Press Release

### Reliance Life Insurance launches Highest NAV Advantage ULIP Plan

- Plan offers highest NAV per unit during the entire 15 years policy term
- Pays double the base sum assured as a minimum benefit in case of accidental death
- Benefit of up to 100 per cent equity exposure during policy tenure available
- Offers low allocation charges, liquidity through partial withdrawals and loans, top-up payment option and rider benefits to enhance protection cover

**Mumbai, October 12, 2010:** Reliance Life Insurance Company (RLIC), part of Reliance Capital Limited, on Wednesday announced the launch of 'Reliance Life Insurance Highest NAV Advantage Plan' - a new unit linked insurance plan (ULIP) that addresses long-term wealth-creation and protection needs of customers.

The key highlight and differentiator of the plan is that it offers guarantee on maturity with the highest Net Asset Value (NAV) per unit achieved during the entire 15 years policy term.

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

"Our new unit-linked plan fulfills the diverse needs of customers across different segments while addressing their need for long-term wealth-creation and increased life protection. Its unique proposition helps the policyholders safeguard their investments with the highest NAV per unit for the longest policy period," said Mr Ghosh.

The plan pays the beneficiary double the sum assured plus total fund value in the event of accidental death for the base cover portion. He said the unique plan also offers the benefit of up to 100 per cent equity exposure during the policy period.

Under this new plan, the premium paid by the policyholder, after deduction of premium allocation charges, is invested in the 'Highest NAV Advantage Fund' and accordingly units are allocated based on the price of units for the fund. On maturity, the benefit is calculated on the highest NAV per unit achieved during the 15 years of the policy.

The Reliance Life Insurance Highest NAV Advantage Plan has low allocation charges at just 7 per cent of the annualized premium in the first year.

The plan, which is available for customers in the age group 7-65 years, also provides liquidity through partial withdrawals after fifth policy anniversary and loan after the completion of second policy year and top-up option to the policyholder. The guarantee is also available on fund value under top-up premium.

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

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 new plan is in line with our objective of offering best-in-class products and services to the customers under the new IRDA regulations,"Mr. Ghosh added.

#### About Reliance Life Insurance Company Limited

[www.reliancelife.com](http://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 1,247 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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