

## Press Release

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

- **First product that guarantees returns on highest ever NAV achieved during the entire term of the policy**
- **Plan allows liquidity through partial withdrawals, top-up payment options and rider benefits to enhance protection cover**
- **First product to provide guarantee on top up premiums and also continue guarantee on revived policy**
- **Plan available from the minimum age of 30 days, to 65 years**

**Mumbai, February 19, 2010:** Reliance Life Insurance Company (RLIC), part of the Reliance Anil Dhirubhai Ambani Group, today announced the launch of Reliance Highest NAV Guarantee Plan, a new unit linked insurance plan that enables the policyholder to enjoy maximum returns with the highest Net Asset Value (NAV) achieved during the policy term.

The launch was announced by Mr. Malay Ghosh, President, Reliance Life Insurance, here today. The new Plan, developed with the objective to maximize returns for the policyholder, guarantees benefit at the highest NAV ever achieved by the fund during the entire policy term of 10 years.

The key differentiator is that the NAV in this case is calculated on a daily basis for the entire policy term and not on any fixed dates of the month.

"The new plan simply captures and guarantees the upside of the market with no risk of negative return. The customers can take advantage of market-linked returns with the satisfaction of getting the highest NAV during the policy term while protecting his wealth from any downturn in the market," said Mr. Ghosh.

Under this plan, the premium paid by the policyholder (minus charges) is invested in the "Highest NAV Guarantee Fund" and accordingly units are allocated based on the fund NAV. On maturity the plan

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guarantees the highest ever returns – number of units on date multiplied by highest NAV - to the customer.

The plan is available under two minimum payment options – Regular options that allows customers to pay Rs 20,000 annually which can also be paid in monthly, quarterly and half yearly option; and the Single Premium wherein the customer pays a minimum of Rs 30,000 only once at the inception during the tenure of the policy.

This is perhaps the only plan that is available to infants with age as less as 30 days and senior citizen aged up to 65 years. The maximum sum assured provided under the plan is upto 30 times of annualized premium in case of regular premium option and upto 6 times of annualised premium in the single premium option.

“Highest NAV per unit guarantee will continue even if the premium is discontinued after 3 years. The plan also allows partial withdrawals after three years, while the NAV guarantee continues for the balance amount after providing liquidity to the customer. The NAV guarantee is available even for revived policies thereby making it one of the safest investment options for investors” said Mr Ghosh.

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, respectively. These riders can be added by paying an incremental premium.

The policy also allows a maximum top-up of up to 25% of the total regular premiums paid till date allowed only if all the premiums have been paid.

Mr. Ghosh said Reliance Highest NAV Guarantee Plan, which provides the flexibility to shift the customer’s policy benefits to any other Reliance Life Insurance plan, will be sold through all the distribution channels of the company across India.

**About Reliance Life Insurance Company Limited**

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

Reliance Life Insurance Company Limited is one of the India's top private sector life insurance companies with business premium including renewal premium of over Rs 4,933 crore (as on 31st March 2009). It has a pan-India presence and a range of products, as many as 33, catering to individual as well as corporate needs. Reliance Life Insurance Company Limited is a part of Reliance Capital Limited, which is a part of the Reliance Anil Dhirubhai Ambani Group. The company aims to attain a leadership position in the market in the next few years by further expanding and strengthening its distribution network.

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