



MEDIA RELEASE

**RELIANCE LIFE INSURANCE INTRODUCES NEW HEALTHCARE SOLUTION
"RELIANCE LIFE EASY CARE FIXED BENEFIT PLAN"**

**UNIQUE PLAN OFFERING HEALTH COVER FOR FIVE YEARS
BY PAYING SINGLE PREMIUM UPFRONT**

**OFFERS GUARANTEED FIXED PAYOUT TO POLICYHOLDERS
IRRESPECTIVE OF ACTUAL HOSPITAL BILLS**

**PLAN PROVIDES LUMP SUM BENEFITS ON MAJOR SURGERIES,
CRITICAL ILLNESS, ICU AND DAILY HOSPITAL STAY**

NO CLAIM BONUS FOR EVERY CLAIM-FREE YEAR

**CASHLESS FACILITY WITH PERSONALISED ASSISTANCE AVAILABLE
AT OVER 4000 HOSPITALS ACROSS THE COUNTRY**

Mumbai, April 3, 2013: Reliance Life Insurance Company (RLIC), part of Reliance Capital Limited, today launched its new healthcare solution 'Reliance Life Easy Care Fixed Benefit Plan' for individuals.

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

The new health plan guarantees a fixed rate of premium for five years, even if there is a claim during the policy term. The plan is unique in its offering as it gives the option of paying single premium upfront for the entire policy period of five years at an attractive rate. This feature is a key differentiator in the domestic health insurance market.

"Reliance Life Easy Care Fixed Benefit Plan is designed to cover the two major components of health expenses – hospitalization and surgery, keeping in mind the difficulties and worries faced by customers while meeting the high hospitalization and surgery costs. We are confident that our new healthcare plan will fill the gaps in health insurance and address key concerns among customers on claim amount, increase in premium in case of a claim and coverage on surgeries," said Mr. Rau.



'Reliance Life Easy Care Fixed Benefit Plan' is a non-linked, non-participating, fixed benefit hospitalization and surgical plan that provides fixed pay-outs to the insured at various stages of his/her hospitalization and surgeries, in addition to benefits received from other medical insurance plans.

The individual can opt for the plan between 18 and 65 years of age with guaranteed renewability till 75 years age. The coverage offered by this plan ranges from Rs. 1 to 5 lakh with a no claim bonus of 5 per cent of the sum assured for every claim-free year, up to a maximum of 20 per cent.

The unique feature of the policy is that it provides guaranteed fixed amount of payment, irrespective of the actual medical and hospital bill, in the event of hospitalization, surgeries, critical illnesses, stay in intensive care unit (ICU) and recuperation.

Reliance Life Easy Care Fixed Benefit Plan pays a fixed amount of 1 per cent of sum assured per day from the first day for the minimum duration of 48 hours of hospitalization under its Daily Hospital Cash Benefit (DHCB) scheme. An additional 100 per cent DHCB amount per day is paid to the insured for each day of stay in the ICU.

Besides, a lump sum benefit of 100 per cent of sum insured will be paid to the insured in the event of hospitalization for a minimum period of 24 hours for undergoing ten major surgeries like hip or knee joint replacement, excision of tissue of brain with craniotomy, coronary artery bypass surgery, liver transplantation and total excision of esophagus and stomach.

The new healthcare plan offers a lump sum benefit of 100 per cent of sum insured to the insured suffering from ten critical illnesses, including cancer, stroke, loss of speech, Alzheimer and coma.

It also provides recuperating benefit of 3 per cent of sum insured to the policyholder for seven or more days of continuous hospitalization for the same injury and disease.

"Our objective behind providing fixed cash benefit is to help the policyholders avoid the erosion of their savings owing to unexpected incidents and resulting hospitalization and reduces their out-of-pocket expenses. With the fixed payment feature, we aim at offering customers control over their health spends and enhanced health protection," Mr. Rau added.



Apart from the fixed cash benefits, the insured will also be entitled for tax benefits on premium payment, as applicable.

Reliance Life Easy Care Fixed Benefit Plan has a cashless facility available at more than 4,000 empanelled hospitals across India with personalized assistance at the time of admission and discharge at the hospital.

The plan settles reimbursement claims with seven days, if documentation is complete. It offers 5 per cent discount on renewal paid after completion of five years policy term, irrespective of any claims paid previously.

RLIC is offering its new health insurance plan through its distribution network of over 1,200 branches and more than 1 lakh advisors across the country. It has a 24X7 customer support in case of medical emergency through toll free helpline (1800 425 9449 and 1800 102 5335).

About Reliance Life Insurance Company Limited

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 31st 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 31st 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.

For Media queries

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