

Press Release

Reliance Life Insurance launches Traditional Investment Insurance Plan

- Unique savings-cum-protection plan offering guaranteed returns
- Minimum guaranteed rate to be higher than savings bank deposit rate declared by RBI
- Offers separate account to accumulate guaranteed returns
- Plan allows flexibility to increase saving limit, offers liquidity through partial withdrawal and loan facility
- Plan available from the minimum age of 30 days to 70 years, provides accidental and health riders with additional premium

Mumbai, May 25, 2010: Reliance Life Insurance Company (RLIC), part of the Reliance Anil Dhirubhai Ambani Group, today announced the launch of a new unique product - Reliance Life Traditional Investment Insurance Plan - that provides life protection, regular savings with annual guaranteed investment returns and additional accident and health riders.

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

"The new plan combines life protection and regular savings with complete transparency and flexibility features and advance guaranteed returns. It is in line with our strategy to maintain a robust portfolio of traditional plans and to offer best-in-class products to our customers," said Mr. Ghosh.

Reliance Life Traditional Investment Insurance Plan is a regular premium plan that offers guaranteed investment return that is declared at the beginning of every financial year during the product term. The accumulation rate for financial year 2010 - 11 is 7.75 per cent per annum.

"The minimum guaranteed accumulation rate will not be less than the savings bank deposit interest rate, as declared by the Reserve Bank of India" said Mr Ghosh.

Reliance Life Traditional Investment Insurance Plan is one of the few product that offers a separate account - Accumulation Account - for each policyholder to maintain their guaranteed investment returns for every year.

"Under the plan, the Accumulation Account is maintained in respect of each policyholder which will be credited with accumulation rate at the end of every calendar month on pro-rata basis. Besides, this plan also provides liquidity through partial withdrawal and loan facility. This feature is a key differentiator in the domestic insurance market," said Mr Ghosh

This enhanced traditional endowment plan has the option to increase savings anytime through additional premium contributions. The plan also offers protection with complete flexibility to withdraw money whenever required by the policyholder.

"The plan is available to children with age as less as 30 days and senior citizen aged up to 70 years with all payment options -- monthly, quarterly, half-yearly and yearly. The fixed sum assured under the plan is 7.5 times of the annualized premium, while the minimum tenure of the policy is 10 years and the maximum is 30 years", 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, including Open Heart, Kidney Transplant, and 25 critical conditions, respectively. These riders can be added by paying an additional premium.

About Reliance Life Insurance Company Limited

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 6605 crore (as on 31st March 2010). 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, a Reliance Anil Dhirubhai Ambani Group company.

For Media queries

Sharad Goel sharad.goel@relianceada.com 022-30479217

Sanjiv Kumar sanjiv.k.sinha@relianceada.com 09312456677