



The LifeMaker: The simplest way to choose a Life Insurance Plan. It tells you the reason to go in for Life Insurance and helps you choose a suitable Plan according to your personal financial needs. We suggest that you start from Protection. The advantages are:

Protection: The primary reason to have Life Insurance is to protect your income and your family's financial future in case you are not around.

Savings: Another reason for Life Insurance is that it works as a long term saving thus giving you the financial strength to achieve your life goals. It also gives you tax benefits.

Retirement: Makes sure you have regular income after you retire and also helps you maintain your standard of living.

Investment: Finally, Life Insurance is a safe, long-term investment, free from the risk of market swings.

Ideally, once your protection needs are met, consider a saving plan. The Reassuring Life Endowment Plan with reversionary bonus* is one such offering. Besides being a savings option, it also acts as a highly reliable safety net for your family in case something happens to you.

The Reassuring Life Endowment Plan. What is it all about?

The Reassuring Life Plan is ideal because it gives you the incredible benefit of a reversionary bonus* which enhances your life cover, and hence your sum assured, dramatically, every year. So when the policy matures you can receive almost double the initial sum assured.

How do I benefit from this plan?

Survival benefits:

- A sizeable financial asset for you and your family once the policy matures, so you can meet large expenses - like higher education for your kids, investment in a house, or organising your child's wedding.
- A life cover that enhances rapidly, annually, thanks to the reversionary bonus* feature. This basically means the bonus is earned not just on the original sum assured but also on the previously accumulated bonus - an amount which goes on increasing every year.
- A final additional bonus**.

Death benefit:

- Your family would receive a large sum which would include the sum assured and the accumulated reversionary bonus and final additional bonus.

* Bonus are non-guaranteed and are based on the company's performance.

** Applicable if at least premiums for 15 years have been paid.



Additional Benefits	
Rider Benefits [^]	Increase your coverage at a nominal extra cost by opting for any of our riders - Term Rider, Accidental Death Rider, Accidental Death, Disability & Dismemberment Rider and Waiver of Premiums Rider.
Loan Benefit	After paying a premium for three years, you will be eligible for a loan.
Tax Benefits	Tax benefits under Section 88 and Section 10 (10D) are available on all our life insurance plans and riders.
Look-in Period	This is a 15 day period for you to go through the terms and conditions and decide upon taking or cancelling the policy.

Product Features	
Eligibility	Minimum entry age: 12 years Maximum entry age: 55 years Maximum maturity age: 65 years
Premium Payment Term	Based upon your current age, and the life cover period, you can choose paying premium terms from 10-30 years. (i.e. 10,11,12...20...30).
Life Coverage Term	This period is the same as the Premium Payment Term.
Premium Payment Options	Annual, half-yearly, quarterly or monthly.
Minimum Premium Payable	Annual Rs. 6,000 Half-Yearly Rs. 3,000 Quarterly Rs. 1,500 Monthly Rs. 750

This leaflet aims at providing you a broad overview of the Reassuring Life Endowment Plan offered by us. However, to choose this or any other life insurance plan, ask an ING Vysya Life Insurance advisor to work out a detailed financial plan for you.



ING Vysya Life is part of the ING Group, a global financial institution of Dutch origin. With over 150 years of experience, ING group offers banking, insurance and asset management to over 60 million private, corporate and institutional clients in more than 50 countries. With a diverse workforce in excess of about 117,000 people, ING comprises a broad spectrum of prominent companies that increasingly serve their clients under the ING brand. ING Group has gone from strength to strength year after year. As the world's 13th largest company*, ING Group is the world's largest financial institution* and is the world's biggest life insurance company*.

* Fortune Global 500, 2006 #

**To know more about this product, please call us
at 1-800-425 5433 or SMS LIFE to 676770
or visit www.ingvysyalife.com**

ING Vysya
LIFE INSURANCE

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^ For any additional information regarding riders, please ask our insurance advisors to provide you with a detailed brochure of the same. Exclusions to the Policy and benefits illustrations are available separately. Please ask for the same along with the quotation.



REASSURING LIFE ENDOWMENT PLAN

WITH REVERSIONARY BONUS

Lump Sum Benefit
At Maturity

Customisable Life Covers

Enhancing Life Cover
(Attractive Reversionary
Bonus)

Insurance is the subject matter of solicitation. RLRB/02-07

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LIFE INSURANCE

