

NEWS RELEASE

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ING Vysya Life launches www.pickuradvisor.com portal Becomes the first company to feature its insurance advisors on a blogging website

In a pioneering development today, ING Vysya Life became the first insurance company to provide an online presence to its top insurance advisors unveiling the blogging portal www.pickuradvisor.com. Using this service customers can interact with top life insurance advisors online, they can get answers to their insurance queries and engage in a conversation with their chosen advisor through a private blog that the customer and the advisor start together on the site. The service was launched at the company's headquarters on Bangalore's M G Road by Frank Koster, Managing Director and CEO, ING Vysya Life today. Harvinder Kaur, one of the company's top Bangalore based advisors who is featured on the website interacted live with journalists through the site.

"This is portent of the future; we have brought together advisors and customers in a fresh new way using cutting edge technology. The service empowers potential customers to view various featured advisor profiles on the site and then choose the advisor they would like to interact with and later meet. Our top advisors get a chance to leverage their knowledge and advisory capabilities to a larger group of potential customers" said a visibly proud Frank Koster.

Harvinder Kaur, one of 27 ING Vysya Life advisors featured on the website, said "This is a great new initiative from the company that will help me to engage with and tap a much larger number of customers than I could do physically on my own. I am very excited to be featured on the site and look forward to getting my first blog with a customer going very soon, maybe even today."

"It is also an example of the global synergies a company like ING can harness. The portal is pilot project for ING globally and has been funded by a grant from the Amsterdam based company's global e-business project. Once tested successfully in India ING wants to take the service to other markets across its 50 countries" added Frank Koster.

Pallavi Chopra, Manager, e-business at ING Asia Pacific in Hong Kong, who has been the key architect of the project in India and in Hong Kong was also present at the launch and said, "The key consumer insight behind the idea of www.pickuradvisor.com is that in the normal course a customer never gets to choose their advisor but gets one that the company sends. This is using technology to empower new age insurance customers, just in the same way that internet banking or online shopping is doing. We have also built the technology locally in India, using the considerable IT skills available in Bangalore and Mumbai. We are very confident that with the explosion in blogging people will flock to the site in large numbers and experience a new way of engaging with our insurance advisors."

The 27 advisors featured on the site are based in 6 cities (Mumbai, Delhi, Bangalore, Chennai, Hyderabad and Pune) and were selected through a qualification process where top advisors had to qualify based on

sales performance and internet savviness. They were tested on online skills as well as insurance know-how. “We have tried to make the process completely objective to ensure that the best people are featured and the customer experience is richly satisfying. We have also trained all the 27 advisors post selection to provide good answers to customer queries. We are looking forward to expanding the service beyond the 6 cities to all our 45 cities nationally in the next few months” said Gautam Sharma, Executive Vice President – Marketing, ING Vysya Life.

ING Vysya Life is experiencing rapid growth with premium income expanding by 318 per cent in the last fiscal year (ending March 2005). The company has jumped two places in the market rankings of private sector life insurance companies to eighth place in a field of 14 players according to data released by IRDA**. The business has a strong national presence and a network of over 11,000 insurance advisors in 45 cities.

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About ING Vysya

ING Vysya consists of three businesses in India, ING Vysya Life Insurance, ING Vysya Bank and ING Vysya Mutual Fund. ING Vysya Bank is a premier private sector bank with a 70-year heritage and 2 million satisfied customers. ING Vysya Mutual Fund is a mid sized asset management company with a retail investor focus.

About ING Group

ING is a global financial institution of Dutch origin offering banking, insurance and asset management to over 60 million private, corporate and institutional clients in over 50 countries.

With a diverse workforce of over 113,000 people, ING comprises a broad spectrum of prominent companies that increasingly serve their clients under the ING brand.

**Source: IRDA figures