

NEWS RELEASE

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ING Vysya Life launches ING Creating Star

Creating Stars School Contact Programme receives overwhelming response in Guwahati

ING Vysya Life, part of the world's largest financial services provider[^] - **ING Group**, today announced the launch of its new product **ING Creating Star Education Guarantee Plan**. The unit linked savings plan, targeted at parents with young children, offers a systematic and hassle-free way to pre-fund a child's higher education programme. The plan also secures the child's education fund by protecting future premium payments, in case an unforeseen event occurs with the Proposer.

"ING Creating Star is yet another customer centric offering from ING Vysya Life and marks our entry into the unit linked 'education' segment. The product is designed to help the customer fulfil their responsibility of providing quality education to their child, which is absolutely necessary to give him a head-start in today's competitive environment," said Mr. Syed Sarfraz Ahmed, Regional Vice President, ING Vysya Life for East and Central India.

ING Vysya Life had also launched a nation-wide **Creating Stars** school contact programme, to support the launch of its product. The programme, meant for school children in the age-bracket of 4 to 8, invites them for a drawing and essay writing on the theme of **'I want to be a star when I grow up'**. Over **5,000** school children from **twenty** schools in Guwahati, including schools such as Don Bosco, Guwahati St. Mary's, Holy Child and many others participated in the contest. The winning entries will be displayed at an exhibition by ING Vysya Life at a later date. Students, whose entries are selected, will be felicitated with a certificate from ING Vysya Life.

"The response from Guwahati is very inspiring for us. The entries we received from children have a whole diversity of thoughts and aspirations for their career. It is one of the best responses we have got from the entire region," added Mr. Ahmed.

ING Creating Star Education Guarantee Plan offers:

- **Premium Protector Benefit**, which ensures all future premium payments are guaranteed and paid by ING Vysya Life, in case an unforeseen event occurs with the Proposer.
- **Education Payouts** during key milestones in a child's education, so that financial responsibilities of the parents are taken care of. Three education payouts are made prior to maturity. 20%, 30% and 50% of fund value are paid out during the policy term and the balance is paid on maturity.
- **Systematic Savings Options** allowing for a structured way to pre-fund a child's higher education programme starting at **Rs. 1,000/- per month**.
- **Flexible Savings Options** with the option to choose from five funds - Debt, Secure, Balanced, Growth and Equity, which helps the customer manage his/her funds effectively.

Product features

- *Life Assured (Child)*
 - Age at entry: 0 – 15 years
 - Age at maturity: 21 – 25 years
- *Proposer (Parent):* Age at entry: 18 – 50 years
- *Policy Term:* 10 – 21 years
- *Premium Paying Term:* Flexible options to choose between Regular, Limited or Single Premium
- *Maturity Benefit:* On maturity of the policy, balance in the fund value will be paid.
- *Death Benefit:* In case of death of the Life Assured Sum Assured or Fund Value whichever is higher will be paid. On death of Proposer all future premiums will be paid by ING Vysya Life and policy continues with regular benefits for the child.
- *Partial Withdrawal:* One partial withdrawal during policy term allowed.

ING Vysya Life entered the private life insurance industry in India in September 2001. Having established itself as a strong private life insurance player in India and in its **sixth** year of business operations, ING Vysya Life has a pan India presence. The company currently has twenty one life insurance products including eight Unit Linked products, which are available through its diversified distribution platform. Visit the company website www.ingvysyalife.com for detailed information on its product portfolio.

[^] Source: Fortune Global 500, 2007

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About ING Group

ING is a global financial institution of Dutch origin offering banking, insurance and asset management to over 75 million private, corporate and institutional clients in over 50 countries. With a diverse workforce of approximately 120,000 people, ING comprises a broad spectrum of prominent companies that increasingly serve their clients under the ING brand.

About ING in India

ING operates through three businesses in India, ING Vysya Life Insurance, ING Vysya Bank and ING Investment Management. ING Vysya Bank is a premier private sector bank with over 76-year heritage and 1.5 million satisfied customers. ING Investment Management comprises of two operations: ING Fund is a mid sized asset management company with a retail investor focus and Optimix is a fund of funds business.