

NEWS RELEASE

Bangalore, India • 22 December 2007

ING Vysya Life unveils “The Big Book of Little Geniuses” Four children from Bangalore receive ING Creating Star policies.

ING Vysya Life, part of **the world’s largest financial services provider^ - ING Group**, today unveiled **The Big Book of Little Geniuses**, a compilation of children’s creative expressions. The book marks the grand finale of a school contact programme that the Life Insurer launched earlier in November. The contest ‘**I want to be a star when I grow up**’ was designed to support the launch of its latest children policy – **ING Creating Star**.

Speaking on the occasion of the book launch, Mr. Amit Gupta – Director, Marketing and Communication, ING Vysya Life said, *“The school contact programme was designed to recognise and promote young talent in leading metros like Bangalore. Such platforms provide young minds with an opportunity to develop their creative skills. The book is a manifestation of their expressions. Our initiative is an attempt towards helping such young children realise these dreams.”*

The school contact programme meant for children in the age-bracket of 3 to 10, invited them for a painting and essay writing on the theme of ‘**I want to be a star when I grow up**’. The contest was held across major high schools and esteemed educational institutions in the city of Bangalore. Over **5,000** school children from **twenty five** schools, including schools such as **Frank Anthony, Baldwin, St. German, Sacred Heart, Bishop Cotton** and many others participated in the contest.

Umang V Gandhi (Frank Anthony Junior School) and Basavaraj.R. Goudar (The Oxford Higher Primary School) were adjudged as the winners in the **painting category**. **Sussanna Suchita (Baldwin Girls High School) and C Sahana (Sacred Heart Girls High School)** were announced as the winners in the **essay writing category**. Felicitating the winners with an ING Creating Star single premium policy of Rs. 50,000/-, Mr. Gupta said, “ING Creating Star is designed to help customers fulfil their responsibility of providing quality higher education to their child, which is absolutely necessary to give them a head-start in today’s competitive environment.” Other winning entries received a certificate of excellence.

The Big Book of Little Geniuses is a compilation of 400 entries of essays and paintings, short listed based on a selection criterion. The final selection process involved two levels of judging. The first level of jury included qualified teachers from various educational institutions and entries were evaluated on parameters like – content, writing skills, choice of career, creativity, neatness, thought process etc. The panellist short listed 1,200 entries.

The second level of jury included renowned professors and artists who further short listed the top 400 entries. A raffle draw was also announced to identify the final four winners. Jury members included **Dr. Shekar P Sheshadri, Department of Psychiatry (NIMHANS) and Mr. Nanjundappa, Senior Lecturer, Department of English (Christ College)**.

The school contact programme was also launched across other key markets for the Life Insurer – Ahmedabad, Jaipur, Kochi, Trivandrum, Hyderabad, Vijayawada, Indore, Kanpur, Ranchi, Guwahati, Jammu, Amritsar, Ludhiana and Kolkata.

ING Creating Star 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

** For more details on risk factors, terms and conditions read the sales brochure carefully before concluding a sale. The premiums paid in this plan are subject to investment risks associated with capital markets and the NAVs of units may go up or down based on the performance of the fund/s and factors influencing the capital markets and the insured is responsible for his/ her decisions.*

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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.