

NEWS RELEASE

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ING Vysya Life strengthens presence in Central India

Agra added to existing branches in Uttar Pradesh

ING Vysya Life, part of the ING Group, the world's largest financial services provider[^] today announced the launch of its operations in the city of **Agra**, Uttar Pradesh. The new office is centrally located in **2/208, C /1, First Floor, Krishna Plaza, Opposite Anjana Cinema, MG Road**, to ensure customers have convenient and easy access to ING Vysya Life products and services.

The new office, headed by Branch Manager, **Mr. Saurabh Sharma** will support the growth of the Life Insurer's business in Central India. ING Vysya Life now has **twenty sales teams** in the state of Uttar Pradesh, focused on the cities of **Lucknow, Kanpur, Ghaziabad, Jabalpur, Allahabad, Varanasi, Bareilly, Gorakhpur, Jhansi, Meerut, Moradabad, Ujjain**.

Addressing the media, Mr. Syed Sarfraz Ahmed, Regional Vice President for Central and East India, said, *"We are happy to announce our office in Agra. We are increasing our footprint in the region by setting at least three branch operations every month, in line with our huge expansion plans. With over 500 employees and 6500 advisors in the region, we are well geared to serve our discerning customers."*

ING Vysya Life is steadily growing as one of the most preferred life insurers in the region. In this endeavor, it offers an innovative product portfolio to its customers. Said Mr. Ahmed, *"ING Vysya Life offers customized solutions to its customers. Our products takes care of our customer's their long-term financial needs to help them fulfill their financial responsibilities effectively. A dedicated and professional sales team has already been hired and is set to serve the discerning consumers of Agra"*. While the company offers traditional products, its Unit Linked products are being well received by customers.

The company will be focusing on building its brand presence and creating an experience for its customers in the region. *"The brand essence of ING Vysya Life is to fulfill its responsibilities towards its customers by helping them fulfill their responsibilities towards themselves and their families. The company is committed towards serving customers across the region"* added Mr. Ahmed.

The company currently has twenty-one life insurance products including eight unit linked products, which are available through a diverse 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.