

## NEWS RELEASE

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### **ING Vysya Life launches two ‘Lifestyle Protection plans’**

**ING Term Life and ING Term Life Plus offers lifestyle protection at attractive rates**

ING Vysya Life, part of the ING Group, **the world’s largest financial services provider**<sup>^</sup> today announced the launch of two lifestyle protection products, **ING Term Life** and **ING Term Life Plus**.

Speaking on the launch, **Mr. Madhav Kumar Rachapudi, Regional Vice President, ING Vysya Life** said, *“Term Insurance plans are meant to provide financial security to the customer’s family, incase of an untimely death of the policyholder. These are the simplest and most affordable insurance plans.”*

*“ING Term Life and ING Term Life Plus have highly attractive premium rates, thus making it a value proposition for customers. While both are lifestyle protection products, ING Term Life Plus offers return of premiums, paid half-way through the policy term and at the end of the policy term, on maturity.”* **added Mr. Rachapudi.**

Both the products offer flexibility to choose **premium paying terms** between 10 years and 30 years. They also have a wide spectrum of age of entry, wherein a customer can buy either of the products between the completed age of 18 and 65, and provide cover upto the completed age of 75. These plans are customizable plans, thereby allowing customers to choose the way they wish to pay premiums. They can opt for paying a single premium, or limited premium or regular premium terms, thus allowing them to better plan their protection cover.

ING Term Life Plus is a unique plan in the market which offers to pay-back 40% of the regular premium or 20% of the limited single/premium premiums paid. On maturity, the total premiums are paid, after deducting mid-term benefits.

Both the products are simple to obtain and offer **high non-medical limits. Rider options**, including Accidental Death Benefits and Accidental Death, Disability and Dismemberment Benefits are also available on the two plans.

Some of the other features of the products are:

<b>Product Feature</b>	<b>ING Term Life</b>	<b>ING Term Life Plus</b>
Min. & Max. Age of Entry	Min.: 18 years Max: 65 years	Min.: 18 years Max: 65 years
Maturity Age	Min: 28 yrs Max: 75 yrs lbd	Min: 28 yrs Max: 75 yrs lbd
Policy Term	10 to 30 yrs	10 to 30 yrs
Premium Paying Term	Single: One time lump sum Limited: 3 yrs or 5 yrs Regular: till the policy term	Single: One time lump sum Limited: 3 yrs or 5 yrs Regular: till the policy term
Sum Assured	Min: 10 lakhs Max: subject to eligibility	Min: 5 lakhs Max: subject to eligibility
Premium Modes	Annual, half-yearly, Quarterly and Monthly	Annual, Semi Annual, Quarterly and Monthly

ING Vysya Life has a comprehensive range of products that meet the customer's requirement of protection, savings, retirement and long-term investment. 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 **eighth** year of business operations, ING Vysya Life has a pan India presence. Visit the company website [www.inglife.co.in](http://www.inglife.co.in) for detailed information on its product portfolio.

<sup>^</sup>Source: Fortune Global 500, July 2007

**Press enquiries:**

**ING Vysya Life**

**Sonia Sharma, 080 2532 8000, [sonia.sharma@ingvysyalife.com](mailto:sonia.sharma@ingvysyalife.com)**

**Hanmer & Partners**

**Cauvery, +91 9886652327, [cauvery@hanmerpr.com](mailto:cauvery@hanmerpr.com)**

***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.*