



PRESS RELEASE

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ING Vysya Life ties-up with Proddutur Cooperative Bank to distribute products

ING Vysya Life, part of the ING Group, **the world's largest financial services provider**[^] today announced its tie-up with Proddutur Cooperative Bank in Andhra Pradesh. As per the tie-up, the cooperative bank will refer its customers to ING Vysya Life for life insurance products and services.

Speaking at on the tie-up, Mr. Rene van der Poel, Director – Alternate Channels and Employee Benefit said, *"I am delighted to announce the tie-up with Proddutur Cooperative Bank. ING Vysya Life is the industry leader in bancassurance business. We will be strengthening the bancassurance business in Andhra Pradesh."*

The new cooperative bank tie-up gives access to ING Vysya Life to make its products available to the over **6000** customers of Proddutur Cooperative Bank.

Speaking at the tie-up, Mr. Y Kumar Reddy, President Proddutur Cooperative Bank said, *'The tie up of Proddutur Cooperative Bank with ING Vysya Life is an appluadable development. I believe that this relationship will accelerate the business for both the organizations and this bonding is the first step in that direction.'*

Proddutur Cooperative Bank is one of the oldest cooperative banks, started in 1921. The bank, based out of Kadapa today has over 6000 customers.

ING Vysya Life offers a comprehensive range of life insurance products that help customer meet their financial responsibilities. The products cater to four broad needs, including protection, savings, retirement and investment. ING Vysya Life is one of the leaders in cooperative bank tie-ups in the industry, with over 186 referral bank tie-ups and having access to over 2000 branches.

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 for detailed information on its product portfolio.

[^]Source: Fortune Global 500, July 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.