

NEWS RELEASE

ING Life launches a new savings solution - ING Prime Life **A Unit Linked Savings Solution offering return of allocation charges!**

ING Life, part of the ING Group, **the world's largest financial services provider**[^] today announced the launch of a Unit-Linked savings solution, **ING Prime Life** that offers attractive benefit of return of initial allocation charges and help customers to save for their long term needs.

Speaking on the launch, Mr Rahul Agrawal, Chief Distribution Officer said, *"I am delighted to announce the launch of ING Prime Life. Our customers today are looking at long-term saving solutions which can offer flexibility; beat the rising costs and maximize the value of their money. ING Prime Life is an appropriate solution, which returns upto 200% of the initial allocation charges to customers. The product comes with attractive customer benefits such as flexibility to extend the policy term and an increase of sum assured every year to beat the inflation. Customers can choose ING Prime Life for any of their long-term savings requirement, such as retirement, children's education or even buying a house!"*

ING Prime Life offers **to return the 1st year allocation charges** to the customers, along with maturity or death benefit. For a 15 year policy term, 125% of the initial allocation charges are returned, whereas for a 20 year policy term, 200% of the initial allocation charges are returned. This offers a huge benefit to the customers, who are looking at maximizing their value of their money. The plan offers a **5% increase on the base sum assured every year**, thus providing an enhanced protection cover to customers, which makes up for inflation. This is subject to the plan remaining in force and premium payments done regularly. ING Prime Life also has the **flexibility to extend the policy term by 10 years**, thus offering customers to take the maturity benefit as per their convenience and priority. While the life cover continues during the extension period, the enhanced protection benefit ceases to exist. On choosing an extension of the policy term, the initial allocation benefit is added to the fund value, and customers also have the **option of withdrawal of 10% fund value** in the extended period. The plan offers a comprehensive protection, with inbuilt accidental death and disability benefits.

<u>Policy Term:</u> <ul style="list-style-type: none"> • 15 years or 20 years <u>Premium paying term:</u> <ul style="list-style-type: none"> • Same as policy term <u>Premium paying mode:</u> <ul style="list-style-type: none"> • annual, half-yearly, quarterly, monthly 	<u>Age Details</u> <ul style="list-style-type: none"> • Minimum age of entry: 10 years • Maximum age of entry: 45 years • Minimum age of maturity: 25 years Maximum age of maturity: 65 years
<u>5 Investment options:</u> Debt, balanced, secure, growth & equity	<u>Partial withdrawal benefit:</u> After completing 5 years, 5 partial withdrawal allowed (Max of 10% of fund value)

ING Life offers a comprehensive range of products that helps customer manage their financial future. The products meet the customer's requirement of protection, savings, retirement and long-term investment. ING 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 Life today has a pan India presence.

^Source: Fortune Global 500, July 2008

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About ING Group

ING is a global financial institution of Dutch origin offering banking, insurance and asset management to over 85 million private, corporate and institutional clients in over 50 countries. With a diverse workforce of approximately 130,000 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 believes in providing investors with the knowledge & opportunity to manage their future easily.

About ING Life

*ING Vysya Life Insurance Company Limited (ING Life) started operations in India in September 2001. ING Life has a pan India presence in **234** cities, with over **367** sales teams. ING Life is staffed by **7,926** employees and over **69,113** advisors. The Company has a diversified distribution platform and includes both **Tied Agency** and **Alternate Channels**. The Alternate Channels business within ING Life includes Bancassurance (ING Vysya Bank), Referral Banks, Corporate Agents, Brokers and SMINCE. Visit the company website www.inglife.co.in for detailed information on its product portfolio.*