

**PRESS RELEASE**

Sundargarh, 6<sup>th</sup> January India • 2009

**ING Vysya Life ties-up with Sundargarh District Central Co-operative Bank to distribute products**

ING Vysya Life, part of the ING Group, **the world's largest financial services provider**<sup>^</sup> today announced its tie-up with Sundargarh District Central Co-operative Bank Ltd in Orissa. As per the tie-up, the cooperative bank will refer its customers to ING Vysya Life for life insurance products and services.

Speaking on the tie-up, Mr. Rene van der Poel, Director – Alternate Channels said, *"I am delighted to announce the tie-up with Sundargarh District Central Co-operative Bank Ltd, which is our first tie-up in Western Orissa and seventh in the state. ING Vysya Life is the industry leader in bancassurance business. With this tie-up, we have further strengthened our numero uno position in bancassurance"*

The new co operative bank tie-up gives access to ING Vysya Life to make its products available to the customers of Sundargarh District Central Co-operative Bank Ltd

Speaking at the tie-up, Mr.Bhabni Prasad Majhi, President Sundargarh District Central Co-operative Bank Ltd said, *'The tie up of Sundargarh District Central Co-operative Bank Ltd with ING Vysya Life is a significant development. I believe that this relationship will accelerate the business for both the organizations and this bonding is the first step in that direction.'*

Sundargarh District Central Co-operative Bank Ltd is one of the oldest cooperative banks in Orissa, started in 1955. The bank based out of Sundargarh plays a vital role in the economy of the district, through its network of 14 branches its provides short, medium and long term finances for agricultural and allied activities.

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 200 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](http://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 85 million private, corporate and institutional clients in over 50 countries. With a diverse workforce of approximately 150,000 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.*