

ING Life partners with Hero Honda FIH World Cup 2010 as major sponsor

Flags off 'Pass the Josh' programme to promote the event across North India

ING Life India, part of the ING Group, today announced that it has partnered as a major sponsor for the upcoming Hero Honda FIH World Cup, 2010, which is starting in Delhi from 28th February. The event is being organized by FIH and the Indian Olympic Association.

The company flagged off a programme called, '**Pass the Josh**', an on ground activity to promote the event across North India, and garner more and more support from the people. This activity will cover more than 3000 km, traveling across Delhi, UP, Punjab, Haryana and Rajasthan in more than 40 cities and towns, and give people an opportunity to win free tickets. An 'Official Fan Wall' will also be carried, and citizens can sign in their wishes in support of their favorite team. The official fan wall is also available on the company's website, www.passthejosh.com

Speaking on ING Life's association with the event, **Mr. Rahul Agarwal**, Chief Distribution Officer, ING Life said, '*We are proud to be associated with our National Sport on such a prestigious platform. I do believe that the event will give impetus to the growing interest in Hockey as a sport. We have supported the national sport in the past as well, but this association is special as it is truly a global platform. We have initiated a special effort through Pass the Josh to promote the event, and do hope that it will engage thousands of citizens and give many a chance to see the matches.*'

Speaking on the occasion, **Mrs. Vidya Stokes**, Hockey India (HI) President said, '*The Youth of India are taking on sports in a big way. There is significant momentum in supporting, developing and recognizing the talent in sports. The prestigious Hero Honda FIH World Cup 2010 will help promote interest in our national sport, and will act as a catalyst to produce legendary stars in Hockey. I congratulate ING Life for supporting the event and help promote it.*'

Tushar Khandekar, mid-fielder of the Indian Hockey Team, who was also present at the announcement said, '*It is truly heartening to see all the effort for the cause of Hockey. The World Cup is a truly prestigious event, and we are delighted that it is happening in India. I am sure it will make a huge difference to our morale.*'

The Hero Honda FIH World Cup, 2010 kicks off on 28th February 2010. It will have twelve teams representing their countries. The event is being hosted at the Dhyan Chand Stadium in New Delhi.

ING Life is an established player in the Indian life insurance industry, offering a comprehensive range of products that helps customer manage their financial future. 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.

Media Contacts:

Indian Olympic Association Neha Mathur Rastogi/ Anuja Thirani 9899469690/9899277792	ING Life India Atanu / Nidhi Khatri 9810102895/ 9911916166
---	---

About ING Life

ING Life India, part of the ING Group, entered the private life insurance industry in India in September 2001. The company serves more than 8.5 lakhs customers, and is staffed by over 6000 employees. ING Life India has an infused capital of over Rs. 1000 crores. ING Life India has major shareholding between ING Group (26%; ING Insurance International B.V.), and Exide Industries (50%). Headquartered in Bangalore, ING Life India has a pan India presence. In addition, the company distributes its products in several parts of the country through its partner's presence.