

NEWS RELEASE

Salem, India, 13 July, 2010

ING Life launches an industry first: 'Pick Ur Advisor' in Salem

Customers can now choose their preferred financial advisor online at www.pickuradvisor.com

ING Life India, part of the ING Group, today announced the launch of 'Pick Ur Advisor', a new online initiative that helps customers pick a financial advisor based on their preferences for the city of Salem. As a part of this service, a Life Insurance Industry first, customers can log on to www.pickuradvisor.com and handpick the advisor they would like to get in touch with. Customers can pick their preferred advisor based on location, languages spoken by the advisor, qualifications and the advisor's tenure with ING Life.

Mr. Amit Gupta, Director - Marketing & Communications, ING Life India, said, *'I am delighted at the launch of this new initiative. Most often, customers seek comfort in an advisor who gives them the right advice to manage their investments and who they can rely on. Instead of being allotted a random advisor, Pick Ur Advisor shifts control right back into the hands of customers, allowing them to choose an expert they would like to seek advice from'*.

A financial advisor is usually appointed by the company to meet a customer's needs. Financial matters being a very personal choice, customers today wish to choose not only the insurance company but also the advisor they associate with. This initiative by ING Life will bring a change by giving customers the power to choose their advisor. Pick Ur Advisor brings together quality advisors and customers in a fresh new way using technology. Customers can now get appointments with high quality advisors and expect those advisors to get in touch with them in a matter of minutes.

Pick Ur Advisor is currently available across Bangalore, Chennai, Mumbai, New Delhi, Hyderabad, Secunderabad, Gurgaon, Faridabad, Noida, Thane, Navi Mumbai and Pune.

ING Life offers 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.

Press enquiries:

ING Life India: Steven Thirumalai, 99004 45434, steven.thirumalai@inglife.co.in

Hanmer MS&L: Ashok Nagaraj, 9449834080, ashok@hanmermsl.com

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 40 countries. With a diverse workforce of approximately 111,000 people, ING comprises a broad spectrum of prominent companies that increasingly serve their clients under the ING brand.

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 lakh customers, and is staffed by over 6000 employees. ING Life India has an infused capital of over Rs. 1000 crores. ING Life India is a joint venture between ING Insurance International B.V. 26% and Exide Industries 50%. Other shareholders: 24% Headquartered in Bangalore, ING Life India is currently present in 229 cities. In addition, the company distributes its products in several parts of the country through its partner's presence.

ING Life India distributes its products through two channels, the Tied Agency Force and the Alternate Channel. The Tied Agency force comprises over 60,000 ING Life Advisors, spread across the country. The Alternate Channels business within ING Life India is a fast growing distribution channel, and comprises over 200 partners, including the Bancassurance model (ING Vysya Bank), and others such as Referral Banks, and Corporate Agents.