

NEWS RELEASE

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ING Life announces 5 new customer-friendly Unit Linked Insurance Products

Company Launches 2 new funds at Rs. 10/- NFO

ING Life India, part of the ING Group, today announced the launch of **5 new customer-centric Unit Linked Insurance Products**, which meets the needs of customer, including savings for retirement and children's education and investments. The new ULIPs, **ING New Creating Star, ING New Prime Life, ING Freedom Plan, ING Future Perfect and ING New Golden Life** all come packed with customer benefits, helping customers to maximise their returns. The company also launched 2 new funds, **ING Prime Equity**, where 100% of the funds will be invested in equity instruments and **ING Preserver**, where 100% of the funds will be invested in debt instruments - both at a **NFO of Rs. 10/-**. In addition to the funds, two pre-defined investment strategies for customers were also announced, called **ING Prudent**, and **ING Enhancer**. With these launches, the company has completely revamped its ULIPs portfolio for enhanced customer benefits.

Speaking at the launch, Mr. Rahul Agarwal, Chief Distribution Officer said, *'I am delighted to announce the 5 new ULIPs in our portfolio, significantly strengthening our offerings. Customers will find it hugely beneficial as the yield will go up due to reduced charges on the products and significant loyalty additions, thus making it very attractive. The products have been simplified, making it easier to understand and buy. We have also introduced 2 new funds and two new 'pre-defined' strategies to help customers choose their investment approaches. I am sure customers will find our ULIP offering extremely attractive and beneficial!'*

The 5 new ULIPs offer a number of attractive customer benefits. They offer **better returns** to customers, because of reduced charges. **Customers enjoy the benefit of Loyalty Additions to their funds** of upto 275% of their initial allocation charges, an extremely attractive benefit. The products offer the flexibility to customers to surrender, if they require funds in an emergency, without paying any surrender charges after 5 years. In case the policy lapsed, customers can reinstate the policy within 3 years from the date of lapse. Customers also have the benefit of **increasing their contribution** by way of Top-Up, with a minimum top-up premium of Rs. 2,000. Four free switches are allowed every policy year, helping customer to **manage their investments well**.

Furthermore, the 'pre-defined investment strategies introduced by ING Life is a convenient option for customers to choose, as they do not have to actively manage their investment, and yet reap the benefit of the investment choice they made. ING Prudent is a pre-defined strategy, whereby 60% of the customer's fund is put in ING Preserver (company's 100% debt fund) and the balance 40% is put in ING Prime Equity (the company's 100% equity fund). This is meant for a more prudent investment choice. On the other hand, ING Enhancer offers a more aggressive investment strategy to customer, whereby 60% of the fund is invested in ING Prime Equity, and the balance 40% is invested in ING Preserver. However, the customers have the choice to choose the proportion as per their own investment planning, without going through ING Preserver or ING Enhancer.

The 5 new ULIP products meet the customers' various needs, such as savings needs, investment needs, children's education and saving for retirement. **ING New Creating Star** is a

pioneering product in the children's segment, which helps ensure that the financial requirements for a child's education is available when needed. It packs several attractive features, such as life cover for parents and the child, loyalty additions, premium protector benefit, whereby in case of tragic death of the parent, the premium continues to be paid by the company and the funds are available in time for the child's education. Education payouts are available, when the funds are required for the child's education.

ING New Golden Life is a unit-linked pension plan, allowing customers to plan their retirement at their own pace with benefits such as flexibility to choose the age of retirement, loyalty additions and a flexible investment strategy. **ING Future Perfect**, an attractive retirement solution offers protection while you earn, and regular income after you retire with key benefits such as loyalty additions, systematic survival benefit option after 60 years. **ING New Prime Life** is a savings and protection plan, with flexible investment options and key benefits such as loyalty additions, enhanced protection benefit, Extended Cover Term & Systematic Survival Benefits Option and Enhanced Accidental Protection. **ING Freedom Plan** is a long term savings and protection solution that provides policy holders an insurance cover and planned savings, with benefits such as loyalty additions, survival benefits during responsibility years and a choice of coverage term.

With the above products and funds, ING Life has significantly strengthened its product portfolio. The company 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.

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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 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 lakhs 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 Group (26%; ING Insurance International B.V.), Exide Industries (50%), Ambuja Cements Limited (11.5%) and Enam Group (12.5%). 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.