

Bangalore, 25th May, 2011.

ING Life announces healthy bonus rates on its traditional products and Best Years Retirement Plan

- Declares 8.75% bonus on its flagship New Best Years and Best Years Retirement plan
- Customers gain handsome returns on their long term traditional products
- Company achieves Top 3 position amongst private players in death claim settlement

ING Life India, in its 10th year of operations, today declared **healthy bonus rates for its traditional products**, rewarding its customers with handsome gains. The company declared **8.75% on its flagship pension product, Best Years and New Best Years**, better than its 5 year average of 8.23%. The company also declared an attractive **7.5% p.a. reversionary bonus rates** on its participating products, Powering Life and New fulfilling Life. The company also announced that it has achieved **one of the best death claim records** in the industry, with its death claim rejection amongst lowest.

The healthy bonus track record further strengthens ING Life's position as a player offering long-term savings and protection products on traditional platform. It is also reflective in the company's product-mix for the last six months, which includes over 80% of its sales of traditional plans.

Announcing the bonus rates, **Mr. John Boers, Chief Financial Officer**, ING Life said, *'I am delighted that we have been able to reward our customers with continued healthy bonus. It confirms our commitment towards offering long-term savings and protection solutions, with strong traditional product portfolio. We have been able to announce the healthy bonus as a result of our focus on building efficiency and our investments towards strengthening our product and investment management functions.'*

The company was also reported by IRDA (in its annual report for FY 09-10), as one of the **Top 3 private players** in death claims settlement. ING Life settled over 89% of the death claims in FY 09-10, strengthening its customer-centric service proposition. Speaking on the achievement, **Mr. Ashwin B, Chief Operating Officer**, ING Life said, *'We have focused to improve our claims process, and make it convenient for our customers. Being amongst the top 3 is a significant achievement, and we are proud to be setting the standards in the industry. We will continue our focus to make it better for our customers.'*

ING Life had recently announced its strong performance for FY 2010-11, recording a growth of 13% in Q4 of FY 2010-11 by weighted individual premium, beating the challenging industry environment and emerging as one of the fastest growing company in the quarter. It had also declared a profit in Q4 of FY 2010-11. ING Life currently has a strong captive distribution network, including its tied agency force and bancassurance. It has a presence panning 229 cities across the country, with over 35,000 tied agents and a strong Bancassurance partner, ING Vysya Bank.

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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 **229** cities, with over **35,000** advisors. ING Life is staffed by more than **6,500** employees. 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, amongst others. Visit the company website www.inglife.co.in for detailed information on its product portfolio.*

Bonus Rate Declaration - 31.03.2011 (Par products)	
Product name	Reversionary bonus for year ended 31-3-2011 for policies in force
Reassuring Life Endowment Plan (Cash Bonus)	5% of annualized premium payable on 1st Policy anniversary and thereafter increasing @ 15% p.a.
Maximising Life Money back Plan (Cash Bonus)	5% of annualized premium payable on 1st Policy anniversary and thereafter increasing @ 12% p.a.
Platinum Life	0.5% p.a. over and above the guaranteed bonus rate of 5%
	Simple Reversionary Bonus
Fulfilling Life Anticipated Whole Life Plan	6.5% p.a.
Powering Life –Limited Premium Endowment Plan	7.5% p.a.
New Fulfilling Life Anticipated Whole Life Plan	7.5% p.a.
Creating Life Money Back Plan	4% p.a.
	Compound Reversionary Bonus
Rewarding Life Whole of Life Plan	4% p.a.
Reassuring Life Endowment Plan with reversionary bonus	2% p.a.
Creating Life Child Protection Plan	2% p.a.
Safal Jeevan Endowment Plan	2% p.a.
Safal Jeevan Money Back Plan	2% p.a.
Bonus Rate Declaration - 31.03.2011 (Non-linked non par individual pension product)	
Best Years' Retirement Plan and ING New Best Years' Retirement Plan	8.71% p.a.