



MEDIA RELEASE

RELIANCE LIFE INSURANCE LAUNCHES 'RELIANCE FIXED SAVINGS' PLAN

**TRADITIONAL PLAN OFFERING FIXED REGULAR ADDITIONS
OF UPTO 10% PER ANNUM**

**PLAN OFFERS FIXED REGULAR ADDITIONS
FOR AT LEAST 10 YEARS**

**PLAN OFFERS GUARANTEED BENEFITS OF FIVE RIDERS
TO ENHANCE PROTECTION COVER**

PLAN AVAILABLE FOR AGE GROUP 8 YEARS TO 60 YEARS

MINIMUM ANNUALISED PREMIUM OF RS 25,000

MUMBAI, September 8, 2014: Reliance Life Insurance Company (RLIC), part of Reliance Capital Limited, today launched 'Reliance Fixed Savings plan', a unique endowment insurance plan that secures future through fixed returns.

Reliance Fixed Savings is a non-linked, non-participating and non-variable endowment insurance plan that helps a policyholder create a corpus for securing future goals through systematic savings over a period of time.

The new insurance plan offers guaranteed benefits, including fixed regular additions that accrue every year. The plan also offers an additional lump sum at maturity along with a life cover to protect the family of the insured.

"Reliance Fixed Savings has been designed to provide risk-averse customers the core value of long-term savings and protection. The uniqueness of the plan lies in fixed regular additions that will be rewarded to policyholders throughout the policy tenure, in addition to the life cover. Customers can stop worrying about their long term goals, knowing exactly what they will get in the future," said Mr. Anup Rau, CEO, Reliance Life Insurance.

Reliance Fixed Savings provides guaranteed benefits through fixed regular additions from the very first policy year and incremental savings in the first three years. The policyholders will be rewarded with fixed regular additions at 8 per cent of the annualized premium in the first year, at 9 per cent in the second year and at 10 per cent from third year onwards. The plan is available for customers in the age group 8-60 years with a minimum annualized premium of Rs 25,000.



Another feature of the policy is that the premium payment term is for 5, 7 and 10 years with policy terms of 12, 15 and 20 years. The maximum maturity age is 80 years.

The accrued fixed regular additions are payable on the first day of the last policy year. At maturity, the insured will receive the guaranteed sum assured, which is equal to annualized premiums multiplied by premium payment term plus a fixed maturity addition.

In case of the unfortunate demise of the Life Assured, the nominee shall receive the sum assured on death or 105 per cent of all the premium paid plus accrued fixed regular additions till the time of death.

In order to enhance the protection benefits for policyholders, Reliance Fixed Savings has five optional riders – Reliance Term Life Insurance Benefit Rider, Reliance Major Surgical Benefit Rider, Reliance Critical Conditions Benefit Rider, Reliance Family Income Benefit Rider and Reliance Accidental Death and Total and Permanent Disablement Rider. These riders can be added in the base plan by paying additional premiums.

These riders provide a host of additional benefits at nominal premiums, which include increased life cover, lump-sum payouts in case of specific health-related issues or monthly income to the family in the event of the policyholder's unfortunate demise.

Besides these benefits, the insured will also be entitled for tax benefits on premium payment, as applicable.

"This is ideal for people who want to limit their premium payment commitment period but want to enjoy life cover and fixed savings for a longer time. Policyholders will be entitled for guaranteed maturity benefits at the end of the policy period," Mr. Rau added.

About Reliance Life Insurance Company Limited

www.reliancelife.com

Reliance Life Insurance Company Limited, part of Reliance Capital Limited, is one of India's top private sector life insurance companies with a total business premium, including new business and renewal premium, of over Rs. 4,283 crore for the year ended 31st March 2014.

The company sold over 5.8 lakh policies during the financial year 2013-14 and had an asset under management of Rs 18,328 crore as on 31st March 2014.

Reliance Life Insurance offers a comprehensive range of innovative and need-based products, including protection, investment and retirement, targeted at individuals and groups.

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Customer Queries and Complaints

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Product Features

Plan can meet the following needs:

- Your child's coaching fee and then higher education
- Your child's engagement and then marriage
- Down-payment for your house followed by the lump sum
- A pilgrimage before retirement

Key features of the plan:

- Select additional life cover of 10 times of annual premium
- Choose to get monthly income for at least 10 years in case of demise or disability
- 10% Fixed Regular Additions for at least 10 years
- Option to choose life cover of at least 10 times the annual premium
- Comprehensive protection
 - Protection against Death, Disease and Disability
 - Regular Monthly Income for family for at least 10 years
- Good returns
 - Regular Addition of 8% in 1st year, 9% in 2nd year and 10% every year from 3rd year onwards
 - Attractive maturity benefit – Lump sum of all premiums paid plus Fixed Maturity Addition
- Pay as you like
 - Option to pay premiums for 5 , 7 or 10 years
 - Choice of 3 policy terms – 12, 15 or 20 years
- Tax benefits: Get tax benefits on premiums paid under Section 80 C & 80D, and benefits on maturity under Section 10(10D)
- Easy to understand – First traditional plan where benefits are simply based on the amount of premiums based