



## **MEDIA RELEASE**

**RELIANCE LIFE INSURANCE LAUNCHES 'RELIANCE ONLINE TERM'  
ONE OF THE MOST COMPETITIVE ONLINE TERM PLANS AVAILABLE  
AS OF DATE IN THE INDUSTRY**

**PLAN OFFERS COVER OF RS 1 CRORE FOR AS LOW AS RS 15 PER DAY**

**GIVES HIGHER PROTECTION UP TO AGE 75 YEARS  
AT NOMINAL PREMIUMS**

**PLAN AVAILABLE ON NEW USER-FRIENDLY WEBSITE  
AND PROVIDES HOME VISITS FOR MEDICALS**

**RELIANCE ONLINE TERM PROVIDES LOWER RATES  
FOR WOMEN AND NON-SMOKERS**

**AVAILABLE FOR 18-55 YRS AGE GROUP WITH MAXIMUM  
POLICY TERM OF 35 YEARS**

**Mumbai, April 21, 2014:** Reliance Life Insurance Company (RLIC), part of Reliance Capital Limited, has launched 'Reliance Online Term', an online life cover plan at an affordable premium.

This is one of the most competitive online life insurance plans currently available in the industry, which offers Rs. 1 crore of life cover for as low as Rs 15 per day (for a 25 year-old healthy male).

The unique proposition of Reliance Online Term is that it offers higher life protection up to the age of 75 years through a transparent and hassle-free online process and provides the convenience of medical tests/check-ups, if any, at the customer's residence.

"Reliance Online Term is a simple life protection product that is based on two strong beliefs: one, adequate insurance cover should be within every Indian's reach and two, people should be able to buy it with ease. Our new offering empowers customers to make an informed choice vis-à-vis their liabilities and family responsibilities and protect their family's financial future at a minimal cost. With this, we aim to provide the most affordable online term life insurance plan to our customers," said Mr. Anup Rau, CEO, Reliance Life Insurance.



Reliance Online Term offers Rs. 1 crore of life cover at Rs. 450 per month for a 25-year-old male (non-smoker) for the term of 15 years. The online life protection plan comes with a minimum annual premium as low as Rs. 3,500.

The entry age for a customer is a minimum of 18 years and a maximum of 55 years with a minimum policy term of 10 years and a maximum of 35 years. The maximum maturity age is 75 years.

Reliance Online Term begins with a minimum cover of Rs 25 lakh and provides relatively lower premium rates for women and special rates for non-tobacco users.

The company offers home visits to do medical tests/examinations, if required, at the customer’s residence, providing him/her convenience and choice.

“With this online term plan, we are rewarding a healthy lifestyle through lower premium rates for non-smokers and offering home medicals to enrich customer experience and convenience,” he added.

The plan grants a free-look period of 15 days, as mandated by IRDA, to enable policyholder to go through terms and conditions of the policy and reverse the purchase decision if he/she finds it unsuitable.

It offers annual premium payment mode only with a grace period of 30 days from the due date for payment of regular premiums. The insured will also be entitled for tax benefits on premium payment, as applicable.

Reliance Life Insurance has launched a new user-friendly website ([www.reliancelife.com](http://www.reliancelife.com)) that allows customers to calculate their insurance requirements and make an online purchase in a simple three-step process.

**Indicative premiums are given below for reference and understanding.**

**Male Non-smoker**

Age	Term 20 years		
	50 lacs	75 lacs	1 crore
30 years	*	4,914	6,011
35 years	4,436	6,654	8,415

Age	Term 30 years		
	50 lacs	75 lacs	1 crore



Life Insurance

30 years	3,586	5,379	6,514
35 years	5,042	7,562	9,278

Annual Premiums excluding service tax and cess.

\*Premium is less than Rs 3,500, which is the minimum premium in Reliance Online Term.

#### Male Smoker

Age	Term 20 years		
	50 lacs	75 lacs	1 crore
30 years	5,156	7,734	9,836
35 years	7,386	11,079	14,257

Age	Term 30 years		
	50 lacs	75 lacs	1 crore
30 years	5,898	8,847	10,896
35 years	8,553	12,830	15,921

Annual Premiums excluding service tax and cess.

#### About Reliance Life Insurance Company Limited

[www.reliance.life.com](http://www.reliance.life.com)

Reliance Life Insurance Company Limited, associate of Reliance Capital Limited, is one of India's top private sector life insurance companies with business premium, including renewal premium of over Rs. 4,015 crore for the year ended 31st March 2013.

The company has sold over 7.5 lakh policies during the above financial year and has an asset under management of more than Rs 18,189 crore (as on 31st March 2013).

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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