



MEDIA RELEASE

RELIANCE LIFE INSURANCE LAUNCHES 'INCREASING INCOME INSURANCE PLAN'

**TRADITIONAL NON-PAR SAVINGS PLAN THAT ENSURES LONG TERM GUARANTEED
MONTHLY INCOME THAT INCREASES EVERY YEAR**

POLICY TERM DIVIDED EQUALLY INTO SAVING PHASE AND INCOME PHASES

**PLAN AVAILABLE UNDER TWO OPTIONS – ONLY INCOME OPTION
AND INCOME WITH MATURITY OPTION**

**PLAN OFFERS CONTINUED LIFE INSURANCE COVER OF UPTO 10 TIMES
ANNUAL PREMIUM, OVER AND ABOVE INCOME BENEFITS**

**AGE OF ENTRY STARTS AT 14 TILL 60 YEARS
FOR POLICY TERMS OF 12 TO 24 YEARS**

**PLAN OFFERS TAX BENEFITS ON PREMIUMS PAID
AND BENEFITS RECEIVED ON MATURITY**

MUMBAI, August 17, 2015: Reliance Life Insurance Company (RLIC), part of Reliance Capital Limited, today launched a new plan 'Reliance Increasing Income Insurance Plan'.

Reliance Increasing Income Insurance Plan is traditional non-participating plan that secures an assured source of monthly income to meet growing expenses and support the dreams and aspirations of policyholder.

The key feature of the plan is that it offers a long term regular monthly income after the end of premium payment term that increases every year at 3% under the Income with Maturity Benefit option and 6% under Only Income Option.

"With increasing inflation and demands of a better lifestyle, there is a strong need to save up for an alternative source of income. We have carefully designed a plan that will provide a long term income that increases every year. From the protection perspective, the life insurance benefits along with the savings component make Reliance Increasing Income a very relevant proposition", said Mr. Manoranjan Sahoo, Chief Agency Officer, Reliance Life Insurance.



The age of entry in the plan is from 14 years to 60 years with the policy term varying from 12 years to 24 years.

The plan is divided into two phases – Saving phase and Income phase. The Saving phase, the first half of the policy term, is a phase wherein the customer would be paying regular premiums. The Income phase, the second half of the policy term, is the phase wherein customer would start receiving monthly income of as part of the plan.

The plan is available under two options – Income with Maturity Option and Only Income option.

For a 24 year policy, under “Income with Maturity Benefit” option the policyholder starts getting 1% of sum assured every month as regular income from 13th policy year and earns 12% of the sum assured as total income during the year. The total income for the year will go up to 45% of sum assured in the 24th policy year on the back of annual increment of 3 per cent.

Whereas under “Only Income” option the policyholder starts getting 2% of sum assured every month as regular income from 13th policy year and earns 24% of the sum assured as total income during the year. The total income for the year will go up to 90% of sum assured in the 24th policy year on the back of annual increment of 6%.

“The Monthly Income from this product can be great way to achieve your financial goals – whether your goal is to reduce loans, save for an early retirement, acquire an asset or even provide your children with the best education facilities. An additional income stream means you can achieve these financial goals with ease.” Mr. Sahoo added.

Apart from guaranteed money income, the policyholder can also plan to receive a lump sum benefit equal to double the Sum Assured by choosing Income with Maturity Benefit option.

In the unfortunate event of demise of the policyholder during the policy term, provided the policy is in force, the Sum Assured on Death or 105 per cent of all the premiums will be paid, depending on the case. The nominee would receive the full death benefit, irrespective of the income benefits already paid.

The plan allows saving of tax under section 80C on premium paid and under section 10(10D) for benefits received.



Life Insurance

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. 4,621 crore and issued over 4.8 lakh policies for the year ended 31st March 2015.

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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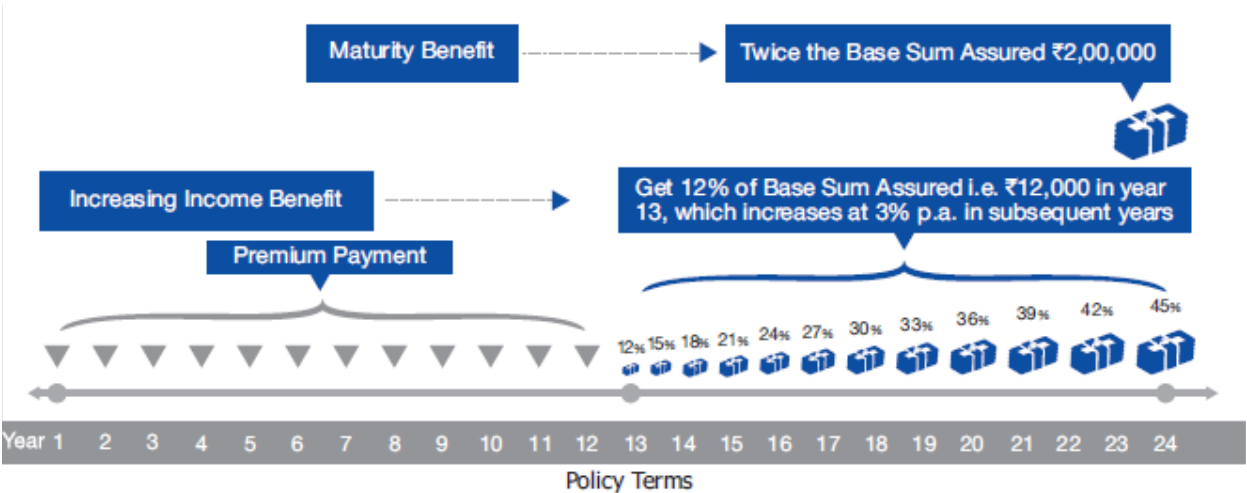
Life Insurance

Illustration

Example 1: Sanjeev, aged 30 years, opts for Reliance Increasing Income Insurance Plan and:

- Selects the option of Income with Maturity Benefit, policy term of 24 years and Base Sum Assured of Rs. 1,00,000
- Pays an annual premium of Rs. 22,966 p.a. (exclusive of taxes), assuming that he is in good health
- Enjoys increasing Guaranteed Income which starts at the end of the premium payment term till maturity
- Receives a Guaranteed Sum Assured on Maturity equal to twice (two times) the Base Sum Assured at end of the policy term

Scenario I: If Sanjeev, i.e. the Life Assured, survives till maturity:



Increasing Income Benefit:

Policy Year	Monthly Income (Rs.)	Total Income during the year (Rs.)
13	1,000	12,000
14	1,250	15,000
15	1,500	18,000
16	1,750	21,000
17	2,000	24,000
18	2,250	27,000
19	2,500	30,000



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20	2,750	33,000
21	3,000	36,000
22	3,250	39,000
23	3,500	42,000
24	3,750	45,000

Maturity Benefit:

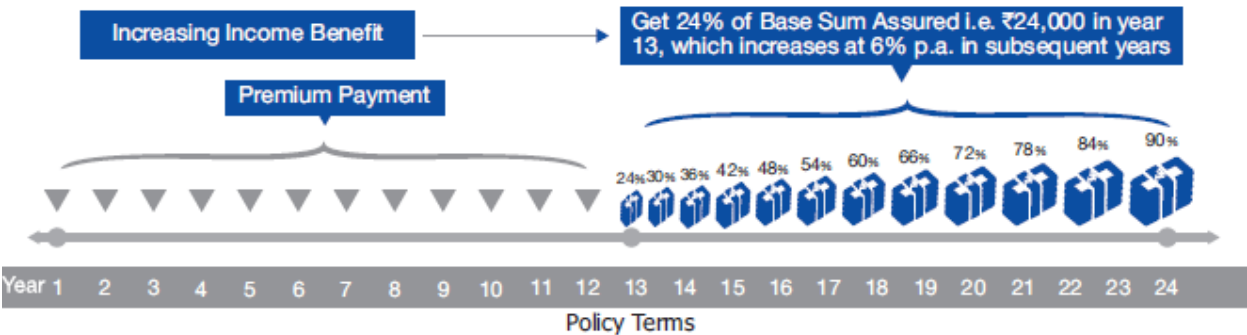
At the end of the policy term Sanjeev will receive Guaranteed Sum Assured on Maturity which is equal to twice the Base Sum Assured, i.e. Rs. 2,00,000

Scenario II: In case of Sanjeev’s unfortunate demise in the sixth policy year, his nominee receives a lump sum benefit of Rs. 2,29,660 and the policy gets closed.

Example 2: Kamal, aged 30 years, opts for Reliance Increasing Income Insurance Plan and:

- Selects Only Income Option, Policy term of 24 years and Base Sum Assured of Rs. 1,00,000
- Pays an annual premium of Rs. 31,728 p.a. (exclusive of taxes), assuming that he is in good health
- Enjoys increasing Guaranteed Income which starts at the end of the premium payment term till maturity

Scenario I: If Kamal, i.e. the Life Assured, survives till maturity:



Increasing Income Benefit:

The logo for Reliance Life Insurance features the word "RELIANCE" in white, uppercase letters on a blue rectangular background. A small red triangle is positioned below the letter "A".

Life Insurance

Policy Year	Monthly Income (Rs.)	Total Income during the year (Rs.)
13	2,000	24,000
14	2,500	30,000
15	3,000	36,000
16	3,500	42,000
17	4,000	48,000
18	4,500	54,000
19	5,000	60,000
20	5,500	66,000
21	6,000	72,000
22	6,500	78,000
23	7,000	84,000
24	7,500	90,000

Scenario II: In case of Kamal's unfortunate demise in the sixth policy year, his nominee receives a lump sum benefit of Rs. 3,17,280 and the policy gets terminated