

## PRESS RELEASE

### **Tata AIG Life announces StarKid Talent Search with the launch of StarKid child endowment policy** *Ten winners to receive scholarships of Rs 50,000 each*

Mumbai, October 8, 2004

With its belief of constantly delivering high quality and innovative insurance products, Tata AIG Life Insurance Company Limited (Tata AIG Life) today announced the launch of its child endowment policy-**StarKid** and kicked off **StarKid Talent Search**, a unique programme for pre-primary and primary school children. The talent search will identify latent talent and focus on a child's overall personality development.

To ensure that the talent search is conducted professionally and scientifically, Tata AIG Life is collaborating with Dr Manisha Sen, Professor and Head, Department of Applied Psychology, University of Mumbai. She and her team of specialists have developed the talent search module and will independently assess the contestants.

The selection of the **StarKid Talent Search** will be conducted over three phases. Phase one is based on a child's personality traits and on a behavioral indices score by their teachers. Phase two is conducted by Dr Sen who will judge their creativity and team building abilities. The final phase evaluates a child for social and cognitive skills. For kindergarten students, selection is based on their creative skills and their interaction in group activities.

*Ten StarKids selected in the grand finale will be awarded Rs 50,000 each.*

Ian J-Watts, Managing Director, Tata AIG Life Insurance Company Limited said, "The **StarKid Talent Search** is our way of identifying and acknowledging a child's potential. We are committed to a process of involving parents in a cooperative effort that stresses on the overall development of a child."

The talent search is initially being launched in Mumbai and will progressively be extended across the country. In Mumbai, it will cover over 200 schools and the Company anticipates over one-lakh participants.

In addition to the **StarKid Talent Search**, Tata AIG Life announced the launch of **StarKid**, its child endowment policy. The policy has been designed to aid a parent to meet the financial requirement for education or career development for their child.

The **StarKid** policy is designed for children between the ages of 30 days and 8 years. Under this policy, the child receives cash benefits equal to 20 per cent



of the sum assured at the age of 18, 19, 20, 21 and 22. This helps aid the child for his education. What is unique to the policy is that Tata AIG Life makes a guaranteed addition equal to 50 percent of the premium paid by the parent. In addition it also shares its profits through reversionary and terminal bonuses.

This policy has a limited premium paying term of ten years. In case of loss of life or disability of parent before the premium payment term, the Company waives off all future premiums. In case of loss of life of the parent after premium payment term, and before the child turns 18, Tata AIG Life pays 50 percent of the sum assured to the child.

“All parents wish to give their children a head-start in life. With the rising cost of education, it is becoming increasingly important to have adequate savings and prudent investments. Our **StarKid** policy endeavors to bridge this need of parents. The earlier that one starts, the greater will be the returns for the child.” added Ian J-Watts.

##

#### **About Tata AIG Life Insurance Company Ltd**

Tata AIG Life Insurance Company Limited (Tata AIG Life) is a joint venture company, formed by the Tata Group and American International Group, Inc. (AIG). Tata AIG Life combines the Tata Group's pre-eminent leadership position in India and AIG's global presence as the world's leading international insurance and financial services organization. The Tata Group holds 74 per cent stake in the insurance venture with AIG holding the balance 26 per cent.

Tata AIG Life provides insurance solutions to individuals and corporates. Tata AIG Life Insurance Company was licensed to operate in India on February 12, 2001 and started operations on April 1, 2001. Tata AIG Life offers a broad array of life insurance coverage to both individuals and groups, providing various types of add-ons and options on basic life products to give consumers flexibility and choice.

Tata AIG Life offers products in Ahmedabad, Bangalore, Chandigarh, Chennai, Guwahati, Hyderabad, Jaipur, Jamshedpur, Jodhpur, Kochi, Kolkata, Mangalore, Mumbai, New Delhi, Pune, Rajkot, Trichi, Vijaywada and Lucknow.

#### **The Tata Group**

The Tata Group is India's best-known industrial group with an estimated turnover of around US \$ 14.25 billion (equivalent to 2.6 % of India's GDP), covering 91 major companies with business operations in seven business sectors - Engineering, Materials, Energy, Chemicals, Consumer Products, Services, and Communications and Information Systems. The Tata brand is India's most respected brand across consumer segments with many national and internationally renowned product and service brands: Tata Indica, Tata Indigo, Indigo Marina, Tata Safari, Tata Indicom, Taj Hotels, Resorts and Palaces, IndiOne, Tata Tea, Tetley, Tata Salt, Titan, Tanishq, Voltas and Westside. By combining ethical values with business acumen, globalisation with national interests and, core businesses with emerging ones, the Tata Group aims to be the largest and most respected global brand from India, whilst fulfilling its long-standing commitment to improving the quality of life of its stakeholders.



### **American International Group Inc. (AIG)**

American International Group, Inc. (AIG) is the world's leading international insurance and financial services organization, with operations in more than 130 countries and jurisdictions. AIG member companies serve commercial, institutional and individual customers through the most extensive worldwide property-casualty and life insurance networks of any insurer. In the United States, AIG companies are the largest underwriters of commercial and industrial insurance and AIG American General is a top-ranked life insurer. AIG's global businesses also include financial services, retirement services and asset management. AIG's financial services businesses include aircraft leasing, financial products, trading and market making. AIG's growing global consumer finance business is led in the United States by American General Finance. AIG also has one of the largest U.S. retirement services businesses through AIG SunAmerica and AIG VALIC, and is a leader in asset management for the individual and institutional markets, with specialized investment management capabilities in equities, fixed income, alternative investments and real estate. AIG's common stock is listed on the New York Stock Exchange, as well as the stock exchanges in London, Paris, Switzerland and Tokyo.

### **Contact**

#### **Tata AIG Life Insurance Company Ltd**

Deepak Kanulkar / Runa Badami  
989288-2888  
Tel: 022-5693-0000  
Fax: 022-56938265  
deepak.kanulkar@tata-aig.com

#### **Ad Factors PR**

Rohit Rao  
98209-59959  
Tel: 022-22813565  
Fax: 022-22855887  
rohit@adfactorspr.com

*Visit us at [www.tata-aig.com](http://www.tata-aig.com)*

