



A new look at life

Tata AIG Life launches its first single premium Unit Linked plan - InvestAssure Plus

~ A single premium unit linked plan that offers an opportunity to create long term capital~

Mumbai, September 20, 2006: Tata AIG Life Insurance Company Limited (Tata AIG Life) today announced the launch of its single premium unit linked plan - *InvestAssure Plus*. This plan combines the security of a life insurance plan and provides the opportunity to earn higher, market linked returns.

InvestAssure Plus is the easy investment policy option available for individuals, who are looking at investing lump sum cash for long term tenure of 15, 20, 25 and 30 years. The premium paid under this policy is eligible for tax deduction under Section 80C of the Income Tax Act, 1961.

InvestAssure Plus will provide the policy holder with the option of investing under the following 5 investment funds:

- Equity Fund
- Income Fund
- Short Term Fixed Income Fund
- Aggressive Growth Fund
- Stable Growth Fund

The policyholder has the option of choosing different investment funds depending on the prevailing market conditions and his risk taking appetite.

Speaking on the occasion, Mr. Trevor Bull, Managing Director, Tata AIG Life Insurance Company Limited said, "We are pleased to reinforce our product offering in the unit linked segment with the launch of *InvestAssure Plus* - a single premium unit linked insurance product that is aimed at creating long term capital by generating market linked returns while providing simplicity and convenience of investment and protection. The launch of *InvestAssure Plus* comes close on the heels of the new IRDA guidelines for unit linked products and the addition of *InvestAssure Plus* to our existing product suite will enable us to fulfill the new needs of our existing customers and meet the needs of fresh customer type."

Mr. Joydeep Roy, Chief Distribution Officer, Tata AIG Life Insurance Company Limited Single Premium ULIP takes us another step forward to fulfill all aspects of a customer's financial needs. It gives customers a choice to switch between various fund types - Debt, Equity and Balanced depending on the market conditions and also based on the advice of customer's financial advisor. Due to its low charge patterns, *InvestAssure Plus* will also give the opportunity for higher investment returns and thus will become a key component of an investor's insurance portfolio.

Apart from death and maturity benefits, InvestAssure Plus provides flexibility of partial withdrawal from the third policy anniversary onwards. The policyholder also has an option to pay additional premiums as top-up premiums at any time with or without uplift on the prevailing sum assured. If at any point of time during the term of the contract, the total amount of top-up premiums paid is greater than 25% of the single premium; then such excess amount of Top-Up Premium will be used to provide additional Sum Assured subject to underwriting.

InvestAssure Plus is an easy to buy, hassle-free, unit linked Insurance product. The minimum entry age is 0(30 days) years and the maximum policy issue age is 60 years.

Tata AIG Life is committed to introducing innovative insurance solutions and enhancing its product suite to address the varying needs of Indian consumers.

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.

The Tata Group

The Tata Group is one of India's largest and most respected business conglomerates, with revenues in 2004-05 of \$17.8 billion (Rs. 799,118 million), the equivalent of about 2.8 per cent of the country's GDP. Tata companies together employ some 215,000 people. The Group's 32 publicly listed enterprises - among them standout names such as Tata Steel, Tata Consultancy Services, Tata Motors and Tata Tea - have a combined market capitalisation that is the highest among Indian business houses in the private sector, and a shareholder base of over 2 million. The Tata Group has operations in more than 40 countries across six continents, and its companies export products and services to 140 nations.

American International Group, Inc. (AIG)

American International Group, Inc. (AIG), world leaders in insurance and financial services, is the leading international insurance organization with operations in more than 130 countries and jurisdictions. AIG companies serve commercial, institutional and individual customers through the most extensive worldwide property-casualty and life insurance networks of any insurer. In addition, AIG companies are leading providers of retirement services, financial services and asset management around the world. AIG's common stock is listed in the U.S. on the New York Stock Exchange, as well as the stock exchanges in London, Paris, Switzerland and Tokyo.