

Media Release
For immediate publication

Tata AIG Life launches InvestAssure Flexi

- Customised ULIP solution for *every life-stage & need*
- *Inbuilt flexibility* across a host of features
- Competitive charges *augment customer gains*

Kolkata, January 15, 2008: Tata AIG Life Insurance Company Limited (Tata AIG Life) today announced the launch of InvestAssure Flexi. This unit linked insurance plan provides customers a host of flexible features to enable them select the right solution for their need. Flexible features also means that the customer can tailor the plan in a multitude of ways to accommodate specific personal needs. Additional options like investing in a combination of seven funds with dynamic fund switching options up to 12 times a year make InvestAssure Flexi an unbeatable plan.

For plan where 10 or more annual premiums are paid, the policy also offers a guaranteed bonus at maturity, which increases the maturity corpus. It also offers maturity till 80 years of age. The customer has the flexibility to choose sum assured up to 60 times the annual premium.

Flexibility on many fronts ensures that customers can now choose and mould their InvestAssure Flexi plan as they require:

- A *flexible policy term*: one can choose any term between 5 & 40 years
- A *flexible premium paying term*, again as per one's own paying preference
- A suite of *seven funds* to invest in
- The option to choose *top-ups* at any time for additional benefits
- The option to *switch one's investment* between funds
- The freedom to *redirect future premiums* to other funds except to Capital Guarantee Fund
- The freedom to *withdraw from selected funds* after 5 years or 3 years for Top-up Accounts
- The choice of either *lumpsum or periodic payments* upon maturity

The seven fund options - Capital Guarantee Fund, Large Cap Equity Fund, Whole Life Mid Cap Equity Fund, Whole Life Aggressive Growth Fund, Whole Life Stable Growth Fund, Whole Life Income Fund and Whole Life Short Term Fixed Income Fund - provide an exhaustive set of investment options through a single window. Switching options help customers in taking advantage of market dynamics.

Speaking at the launch, Mr. Trevor Bull, Managing Director - Tata AIG Life Insurance Company Limited said, 'InvestAssure Flexi will enable investors to manage their risk-return balance by providing them flexibility to customize their investment portfolio while providing inbuilt tailored protection. We are confident that the launch of this product along with our aggressive growth strategy and well developed distribution network will boost our next phase of growth. Our exceptional fund performance and our proven and successful investment practices will help deliver long term rewards through InvestAssure Flexi.'

Mr. Joydeep Roy, Chief Distribution Officer, said, 'This is an important addition that enriches Tata AIG Life's product mix. We have always been customer centric and at the heart of all our products is the customer's need. We believe this product will provide a truly customised solution and raise the bar of customer expectation.

Mr. Philip Hayman, Chief Agency Officer, said, 'We are extremely excited about InvestAssure Flexi. This takes our product offering to the next level because of the unique combination of flexibility and choice it offers. InvestAssure Flexi provides the opportunity to investors to customize their plan based on their investment horizon and risk taking ability. Our well developed professional advisor network will benefit from the introduction of this product as it will enable

them to offer a wider array of features to benefit the retail investors. This product offering is a milestone in Tata AIG Life's commitment to introducing innovative insurance solutions and enhancing its product suite to address the varying needs of Indian consumers.'

The product is a complete and all-inclusive insurance plan which precludes the investor's need to look for multiple life insurance products to satisfy his financial needs. With this product, the investor can attend to an entire range of fiscal goals including legacy planning. Customers can avail of this policy *30 days* from birth till the age of *70 years*. Additionally, the premium paid under this policy is eligible for tax deduction under *Section 80C* of the Income Tax Act, 1961.

InvestAssure Flexi will be available nationally through Tata AIG Life's advisors and other distribution partners.

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), a world leader 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 on the New York Stock Exchange, as well as the stock exchanges in Paris and Tokyo.

Disclaimers:

- IN THIS POLICY, THE INVESTMENT RISK IN INVESTMENT PORTFOLIO IS BORNE BY THE POLICYHOLDER
- Insurance is the subject matter of the solicitation
- ULIP products are different from traditional Life Insurance products and are subject to risk factors
- Premium paid in ULIPS are subject to investment risks associated with capital Markets & the NAV of the units may go up or down based on the performance of the fund and factors influencing capital markets & the insured is responsible for his decision
- Please refer to the product brochure for detailed terms and conditions before concluding a sale
- Regd. & Corporate Office: Tata AIG Life Insurance Company Ltd. (Regd. 110) Peninsula Tower, 6th Flr., Peninsula Corporate Park, Ganpatrao Kadam Marg, Lower Parel, Mumbai - 400 013
- For more information, call on our 24 hours toll free helpline at 1800 119966 or SMS 'LIFE' to 58888
- Visit our website www.tata-aig-life.com