



Media Release

For immediate publication

Tata AIG Life launches InvestAssure Health

Twin Benefits of Health coverage and wealth creation

Mumbai, October 6, 2008: Tata AIG Life Insurance Company Limited (Tata AIG Life) today announced the launch of **Tata AIG Life InvestAssure Health** – its first ever unit-linked health product. Tata AIG Life was the **first** private sector Life Insurance Company in India to launch health related insurance solutions for customers, having launched the first health insurance plan in 2003.

Tata AIG Life InvestAssure Health is a unit linked investment plan to suit customers' needs and priorities and to help them achieve their financial goals along with a comprehensive health policy that gives an all-inclusive coverage to help the insured recover worry-free when they are ill. IA Health enables customers to create a fund to pay for high medical expenses.

Customers of **Tata AIG Life InvestAssure Health** can avail of a lump sum benefit that will be paid for each day of stay in hospital arising out of an accident or sickness provided there is an overnight stay in the hospital. The ICU benefit is payable for hospitalization up to 15 days per policy year and up to 90 days for the entire policy term.

The salient features of the policy are:

- **946 surgeries covered**
- **120 days (yearly) and 730 days (lifetime) of hospital stay covered**
- **No limit to the number of claims for surgery**
- **Full family coverage available (spouse and two children)**
- **No Documentation/medical tests required for coverage up to Rs. 3000 daily hospitalization benefit**
- **Maximum limit to total daily hospitalization benefit for entire lifetime would be Rs.21.90 lacs**
- **Issue age for adult 18 yrs to 55 yrs and for child, 5 yrs to 17 yrs.**

The highlights of the product from an Investment point of view are:

- **6 fund options for investment where the investment is a substantial portion of the premium year on year**
- **Bonuses on maturity ranging from 2% to as high as 4.% of the fund value**



- Helps you grow a fund. The money can be used for future changing health needs
- Flexibility of partial withdrawals
- 12 free switches annually
- 4 top-ups in a year

Speaking at the launch, **Mr. Trevor Bull, Managing Director, Tata AIG Life Insurance Company Limited** said, “We wanted to create a product which gives policyholders a dual sense of comfort – protecting health and wealth. The choice of a ULIP platform has enabled us to build in competitive key and high-value medical protection together with an accumulation of additional funds for their future changing health needs”. He further added “As an important additional feature we have recognized the eroding impact of long term medical expense inflation to the protection benefits and incorporated a very important 5% escalation on the protection cover elements to provide even greater peace of mind”.

Since this is an investment linked product, attractive options such as premium holiday and partial withdrawal are available in subsequent years of the plan. This gives the insured complete access to their funds in order to pay for urgent and sudden additional expenses and major medical emergencies.

Customers can also avail of 80D benefit. 80C would be valid on availing of the yearly renewable term rider. There is also an option to attach riders namely - (Accidental Death Benefit (ADB) Rider, Accidental Death and Dismemberment (Long Scale) (ADDL) Rider, Critical Illness (lump sum benefit) Rider, Yearly Renewable Term Rider and Surgical Benefit Rider.

Tata AIG Life InvestAssure Health will be available nationally through Tata AIG Life’s advisors and several other distribution partners.

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 one of 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 2006-07 of \$28.8 billion (Rs129,994 crore), the equivalent of about 3.2 per cent of the country's GDP, and a market capitalization of \$72.2 billion as on December 6, 2007. Tata companies together employ some 289,500 people. The Tata Group has operations in more than 85 countries across six continents, and its companies export products and services to 80 countries.

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 Ireland and Tokyo.

Disclaimers:

- Insurance is the subject matter of the solicitation
- 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
- Return of premium is exclusive of service tax