



PRESS RELEASE

Secure Your Family's Financial Needs at Affordable Premiums with BSLI Savings Plan

- *A participating traditional plan with guaranteed additions for first 5 years*
- *Annual premium can be as low as Rs. 2,500 or higher, as per individual requirements*

Mumbai, October 14, 2013: Birla Sun Life Insurance, the life insurance arm of the Aditya Birla Financial Services Group, has announced the launch of a participating traditional plan, BSLI Savings Plan, with guaranteed additions for the first 5 years of the policy term.

BSLI Savings Plan is a savings cum insurance plan that aims to provide secured growth to your savings and comprehensive financial protection to your family from the risk of unfortunate death. By way of its guaranteed additions, bonus accumulation, and life insurance benefit, this product offers a three-way solution to the customer's financial needs.

Commenting on the launch, Jayant Dua, MD & CEO, Birla Sun Life Insurance, said, "In times of uncertainty and increasing costs, customers seek solutions that enable them to save systematically with a steady growth in savings over time. BSLI Savings Plan is designed to cater to the changing needs across customer segments with the flexibility it offers in choosing the policy term and the premium paying term with guaranteed additions."

Customers can opt for a premium payment term of 10, 15 or 20 years with the minimum age of entry at 18 years and the maximum at 50 years. At inception, the customer needs to choose the sum assured, the policy term and the premium payment term. The minimum sum assured for this plan is Rs. 30,000.

Recognising the customers changing profile in uncertain times, this plan offers reduced paid-up benefit and auto cover continuation benefits. For customers who have paid the premium for 3 years but are unable to pay a subsequent premium, full death benefits will continue for 2 successive years (auto cover continuation period) from the due date of the first unpaid premium, although the policy is in reduced paid-up status.

Key benefits of BSLI Savings Plan:

- Flexibility to choose Sum Assured based on your protection and savings need
- Flexibility to choose the policy term and the premium paying term
- Additional Sum Assured payable in case of accidental death
- Guaranteed Additions for the first 5 policy years
- Boost savings by bonuses starting from the first policy year
- Ability to take a loan against policy
- Reduced paid-up benefit
- Auto cover continuation
- Tax benefits under Sections 80C, 80D and 10(10D) of the Income Tax Act, 1961

About Birla Sun Life Insurance

Birla Sun Life Insurance Company Limited (BSLI) is a joint venture between the Aditya Birla Group, a well known Indian conglomerate and Sun Life Financial Inc., one of the leading international financial services organisations from Canada. With an experience of over a decade, BSLI has contributed to



the growth and development of the Indian life insurance industry, and currently is one of the leading [life insurance](#) companies in the country. BSLI offers a complete range of offerings, comprising of protection solutions, children's future solutions, wealth with protection solutions, health and wellness solutions, as well as retirement solutions; it has an extensive distribution reach over 500 cities through its network of around 600 branches, over 1,09,996 empanelled advisors, and over 200 partnerships with corporate agents, brokers and banks. The AUM of Birla Sun Life Insurance is close to ` 23,197 Crores and it has a robust capital base of over ` 2,450 Crores, as on 30th November, 2012. For more information, please visit www.birlasunlife.com

About Sun Life Financial

Sun Life Financial is a leading international financial services organisation providing a diverse range of protection and wealth accumulation products and services to individuals and corporate customers. Chartered in 1865, Sun Life Financial and its partners today have operations in key markets worldwide, including Canada, the United States, the United Kingdom, Ireland, Hong Kong, the Philippines, Japan, Indonesia, India, China, Vietnam and Bermuda. As of 30th September, 2012, the Sun Life Financial group of companies had total AUM of \$ 515 billion. For more information please visit www.sunlife.com. Sun Life Financial Inc. trades on the Toronto (TSX), New York (NYSE) and Philippine (PSE) stock exchanges under the ticker symbol SLF.

About Aditya Birla Financial Services Group

Aditya Birla Financial Services Group (ABFSG) ranks among the top 5 fund managers in India (excluding banks and LIC) with an AUM of ~ \$ 17.5 billion. Having a strong presence across the life insurance, asset management, NBFC, private equity, retail broking, distribution & wealth management, and general insurance broking businesses, ABFSG is committed to serve the end-to-end financial services needs of its retail and corporate customers. The seven companies representing ABFSG are: Birla Sun Life Insurance Company Ltd., Birla Sun Life Birla Sun Life Insurance - A coming together of values Asset Management Company Ltd., Aditya Birla Finance Ltd., Aditya Birla Capital Advisors Pvt. Ltd., Aditya Birla Money Ltd., Aditya Birla Money Mart Ltd. and Aditya Birla Insurance Brokers Ltd. In FY 2011-12, ABFSG reported consolidated revenue from these businesses at ` 6,550 Crores (\$1.3 billion) and earnings before tax at ` 600 Crores. Anchored by about 17,000 employees and trusted by about 5.5 million customers, ABFSG has a nationwide reach through more than 1,775 points of presence and about 2,00,000 agents/channel partners.

This policy is underwritten by Birla Sun Life Insurance Company Limited (BSLI). This is a traditional participating endowment plan. All terms & conditions are guaranteed throughout the policy term, except for the bonuses which would be declared at the end of each financial year. Service Tax and Education Cess and any other applicable taxes will be added (extra) to your premium and levied as per extant tax laws. An extra premium may be charged as per our then existing underwriting guidelines for substandard lives, smokers or people having hazardous occupations etc. This brochure contains salient features of the plan including risk factors, terms & conditions, please read the brochure carefully before concluding the sale. For precise terms & conditions please refer to the policy contract. Tax benefits are subject to changes in the tax laws. For more details and clarification call your BSLI Insurance Advisor or visit our website and see how we can help in making your dreams come true. Insurance is the subject matter of the solicitation. UIN: 109N088V01

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