



Birla Sun Life Insurance announces its second innings with Yuvraj Singh

~ Renews its brand association for 2 years ~

Mumbai, August 15, 2011: Birla Sun Life Insurance (BSLI), one of India's leading life insurance players, and a part of the Aditya Birla Financial Services Group, has renewed its association with ace cricketer Yuvraj Singh as brand ambassador of the company for the next 2 years. The company remains confident that the brand will continue to derive from the association with ace cricketer Yuvraj Singh.

Commenting on the occasion, Mr. Ajay Kakar, Chief Marketing Officer – Financial Services, Aditya Birla Group, said, "The game of Cricket has a strong emotional connect and rules the heart of every single Indian consumer. Millions of cricket fans in India closely follow cricketers and their lives. Like any other individual, a cricketer's life too is governed by periodic highs and lows. Yuvraj Singh, who has been our brand ambassador for the last two years, has been through rewarding as well as testing times in his recent past and resonates the brand philosophy of '*Jab Tak Balla Chalta Hain, Thaat Chalte Hai Warna.*' ('You rule till your bat rules')".

He further adds "As a brand, we encourage our customers to plan systematically in order to protect their future and Yuvraj Singh will continue to partner us in this journey".

Yuvraj Singh, ace cricketer and brand ambassador for Birla Sun Life Insurance adds "Having been through the highs and lows in my cricketing career, I strongly believe that good and bad phases are a part of every individuals life. And, it is only in our interest to follow a disciplined approach towards planning a secure future. Am hoping that through my continued partnership with Birla Sun Life Insurance, I will be able to help spread this message across to many more individuals and help make a difference in their life".

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 organizations 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. Enjoying trust of over 2.4 Million customers, BSLI is known for innovations. BSLI offers a complete range of offerings comprising of protection solutions, children's future solutions, wealth with protection, health and wellness as well as retirement solutions and has an extensive distribution reach over 500 cities through its network of over 600 branches, over 1,43,911 empanelled advisors and over 240 partnerships with Corporate Agents and Banks. The AUM of Birla Sun Life Insurance is close to Rs. 19984 crs and it has a robust capital base of over Rs. 2450 crs as on May31, 2011. For more information, please visit www.birlasunlife.com

About Aditya Birla Financial Services (ABFSG)

The Aditya Birla Financial Services Group (ABFSG) has built a significant presence across its verticals, viz life insurance, asset management, NBFC, private equity, broking, wealth management & distribution and general insurance advisory services

The seven companies representing Aditya Birla Financial Services Group are Birla Sun Life Insurance Company Ltd., Birla Sun Life 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. ABFSG is committed to being a leader and role model in a broad based and integrated financial services business. Its 7 lines of businesses, with about 5.5 million customers manages assets worth USD 18 billion approximately and prides itself for having a talent pool of about 15,000 committed employees. ABFSG has its wings spread across more than 500 cities in India through over 1600 points of presence and about 200,000 channel partners. This allows ABFSG to offer its customers virtually anything under financial services except a savings or current account. With revenue of over USD 1.25 billion (in 2009-2010) ABFSG is a significant non bank player.

ABFSG is a part of **Aditya Birla Nuvo Ltd (ABNL)**, a USD 3.5 billion conglomerate having leadership position across its manufacturing as well as services sector businesses. ABNL is a part of the **Aditya Birla Group**, a USD 30 billion Indian business house operating in 27 countries across the globe.

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