



## **Birla Sun Life Insurance launches 'Platinum Advantage Plan'**

~A plan that provides highest daily NAV protection along with flexibility of managing investments~

**Mumbai, October 6, 2010:** Birla Sun Life Insurance Company Ltd., a subsidiary of Aditya Birla Nuvo Ltd., has introduced BSLI Platinum Advantage Plan, a non participating ULIP that will help customers build wealth through participation in the equity markets while protecting their returns. BSLI Platinum Advantage Plan is a sequel to the former BSLI Platinum Premier plan and is packed with a bevy of additional benefits. One of the pioneering advantages of the BSLI Platinum series is that it safeguards against the potential downsides of the equity market through a guarantee of **highest daily NAV over 7 years**. The new plan also offers choices like **Enhanced Sum Assured** option and **Riders** that allow customers to increase their financial security at a nominal additional cost.

Commenting on the launch, Fabien Jeudy, Chief Actuarial Officer, Birla Sun Life Insurance said "Equity markets have a huge potential towards meeting customer's long-term wealth creation needs. Through BSLI Platinum Advantage plan we offer customers protection along with an excellent investment proposition that not only helps them participate in the equity market but also safeguard their investments through a highest daily NAV guarantee."

He further added "Given the overwhelming response to BSLI Platinum Premier Plan and the benchmark that it created for the industry, we have now launched BSLI Platinum Advantage Plan with the objective of meeting consumers' evolving needs efficiently through its enhanced product features."

This plan gives customers the advantage of 2 Investment Options of their choice – Guaranteed Option and Self-Managed Option. The Guaranteed Option allows customers to safeguard their investments from any downsides in the capital markets while the Self-Managed Option gives customers' complete access to invest premiums in a well established suite of 10 Investment Funds, ranging from 100% debt to 100% equity. Customers also enjoy full freedom to switch from one Investment Fund to another, as per their changing requirements. In addition to this, customers have the flexibility to invest additional amounts in the form of top-up premiums, anytime during the policy term, except in the five years prior to maturity date.

### **Key highlights of the new plan are:**

1. Investment flexibility – 2 Investment Options of their choice – Guaranteed Option and Self-Managed Option
2. Flexibility to choose the premium amount (payable annually for 5 years)
3. Option of Enhanced Sum Assured to increase financial security
4. Benefit of additional 5 riders
5. Tax benefits under section 80C and section 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 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 Million customers, BSLI is known for innovations. BSLI offers a complete range of products 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 1,45,000 empanelled advisors and over 600 partnerships with Corporate Agents and Banks. The AUM of Birla Sun Life Insurance is close to Rs. 17,000

crs and it has a robust capital base of Rs. 2450 crs as on June 30, 2010. For more information, please visit [www.birlasunlife.com](http://www.birlasunlife.com)

### **About Aditya Birla Financial Services Group (ABFSG)**

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

The 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 over 5.6 million customers manages assets worth USD 20 billion approximately and prides itself for having a talent pool of over 16,500 committed employees. ABFSG has its wings spread across more than 500 cities in India through more than 1600 branches and about 200,000 channel partners. This allows ABFSG to offer its customers virtually anything other than a savings or current account. With revenue of over 1.25 bn US\$, (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 29 billion Indian business house operating in 26 countries across the globe.

### **About Sun Life Financial**

Sun Life Financial is a leading international financial services organization 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 and Bermuda. As of June 30, 2010, the Sun Life Financial group of companies had total assets under management of \$434 billion. For more information please visit [www.sunlife.com](http://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.

**Disclaimer:-Conditions apply -Insurance is the subject matter of solicitation -Investment risk in the investment portfolio is borne by the policyholder - refer to product brochure for more details - Tax benefits are subject to changes in the tax laws. -The premium paid in Unit Linked Life Insurance policies are subject to investment risks associated with capital markets and the NAVs of the units may go up or down based on the performance of the fund and factors influencing the capital market and the insured is responsible for his or her decision. - Birla Sun Life, BSLI platinum Advantage & investments funds are only the name of the Insurance Company, unit linked life insurance contract and funds offered respectively and does not in any way indicate the quality of the contract, its future prospects or returns.**

#### **Premium Allocation Charge**

***A premium allocation charge is levied on the Basic Premium when received:***

- ***7.50% of the Basic Premium received in the first policy year***
- ***6.50% of the Basic Premium received in the second policy year***
- ***5.00% of the Basic Premium received from the third year onwards***

***\* Conditions Apply***

**For further media information, contact:**

Saman Khan

Manager-Corporate Communications | Birla Sun Life Insurance

Tel: +91 22 43569192 (D) | Mob: +91 9892460612 / 9594060612

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