



Jayant Dua appointed Managing Director of Birla Sun Life Insurance

Mumbai, August 04, 2010: Birla Sun Life Insurance Company Ltd. (BSLI), a subsidiary of Aditya Birla Nuvo Ltd, today announced the appointment of Jayant Dua as the Managing Director of the company. Jayant's appointment will be effective July 1, 2010 and he will be based out of Mumbai. Prior to this, he spearheaded Aditya Birla Insulators (ABI) in the capacity of President and CEO.

Speaking on the occasion, Ajay Srinivasan, Chief Executive – Financial Services, Aditya Birla Group who had in the interim taken additional charge as Managing Director, BSLI said "The life insurance industry completes a decade long journey this year since the entry of the private sector, presenting larger and even more challenging opportunities ahead. Jayant, with his diverse exposure across various facets of business will play a key role in leading Birla Sun Life Insurance towards achieving its goals."

Jayant brings with him rich and diverse work experience across various facets of business like Sales, Marketing, IT and Strategy. He has been associated with the Aditya Birla Group for the last 14 years. Prior to his appointment with the Insulators Business, Jayant spent close to a decade in the Groups' Cement Business in roles as diverse as Marketing, IT and Strategy.

Jayant is a Chemical Engineer from IIT Delhi and an MBA from IMI, Delhi. He has recently completed the Advanced Management Program (AMP) from Harvard Business School, USA.

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 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, close to 1,40,000 empanelled advisors and over 600 partnerships with Corporate Agents and Banks. The AUM of Birla Sun Life Insurance is close to Rs. 16,000 crs and it has a robust capital base of over Rs. 2450 crs as on March 31, 2010. For more information, please visit www.birlasunlife.com

About Aditya Birla Financial Services Group (ABFSG)

The Aditya Birla Financial Services Group (ABFSG) has a significant presence across various verticals, including life insurance, insurance broking, mutual funds, private equity, security based lending, factoring, insurance advisory services, wealth management, retail broking and distribution of third party products.

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 Capital Advisors Ltd., Aditya Birla Money Ltd., Aditya Birla Money Mart Ltd, Aditya Birla Finance Ltd. and Birla Insurance Advisory & Broking Services Ltd.

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 5.5 million customers manages assets worth USD 18 billion approximately and prides itself for having a talent pool of over 16,000 committed employees.

ABFSG has its wings spread across more than 500 cities in India through 1600 branches and over 200,000 channel partners. This allows ABFSG to offer its customers virtually anything other than a savings or current account. With over billion dollar revenue, 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 25 countries across the globe.

About Sun Life Financial Inc.

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 March 31, 2010, the Sun Life Financial group of companies had total assets under management of \$435 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.

PRS/8/10-11/4104

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