



Press Release

Birla Sun Life Insurance launches new whole life plan – BSLI Wealth Secure

The plan allows customers to secure their family's future for an entire lifetime and maximize wealth with unique investment strategies

Mumbai, June ____, 2012: Birla Sun Life Insurance Company, a joint venture between the Aditya Birla Group, India's leading transnational conglomerate and Sun Life Financial Inc, one of the leading international financial services organizations from Canada, has announced the launch of its new whole life plan, '**BSLI Wealth Secure**'. The plan enables customers to meet their financial goals according to their changing life stages with equity market participation, and also provides them financial security throughout their entire lives.

Niall O'Hare, Chief Actuarial Officer, Birla Sun Life Insurance, says, "With three investment options to choose from, the plan can meet the demands of the diverse investors. BSLI Wealth Secure plan combines long-term savings and whole life cover in such a way that it allows customers to focus on their goals and maximize savings for their future." He adds, "With a built-in savings component, BSLI Wealth Secure plan can help accumulate sizable returns with every premium paid, owing to its long tenure and equity market participation."

The plan enables a customer to fulfill his family's dreams with prudent investments and also financially secure their future with a whole Life cover.

Many customers tend to stay away from the equity market opportunity due to lack of knowledge, thereby compromising on their long-term wealth creation goals. The company is positive that the product will induce many more customers to achieve a balanced growth on their investments while they benefit from advanced investment strategies and also a whole life cover.

The plan offers customers a choice to select the premium amount. Based on his/her current age and the premium amount that the customer opts for, the company will determine the life cover applicable on the policy. This is also the minimum Basic Sum Assured.

Key features of BSLI Wealth Secure plan include –

- Insurance cover for whole life.
- Option to select from three investment strategies - Systematic Transfer Option, LifeCycle Option and Self-Managed Option.

ü **Systematic Transfer Option** mitigates the risk arising from the volatility in the equity market by averaging out a customer's cost of purchase. This option allows customers to enter the equity market not at once, but slowly at different times and at different levels, thus reducing the overall risk to their portfolio.

ü **LifeCycle Option** is meant for individuals who want their investments to change according to their changing age and risk profile.

ü **Self-Managed Option** is meant for individuals who seek complete freedom and flexibility to manage their investments by allocating the premiums across investment funds of their choice in varying proportions. Self-managed Option gives customers access to BSLI's well established suite of 13 investment funds with complete control on how to invest premiums, and the independence to switch from one investment fund to another.

- Option of increasing life cover by up to 300% of the minimum Basic Sum Assured.
- Advantage of enhanced financial security with BSLI Riders.
- Flexibility to make partial withdrawals to meet any financial emergencies after completion of five policy years.
- Additional boost to Fund Value in the form of Guaranteed Additions.
- Payment of Sum Assured or fund value to the nominee, whichever is higher, in the unfortunate event of death of the Life Assured during the term of the policy.
- 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. 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 632 branches, over 132,816 empanelled advisors and over 200 partnerships with Corporate Agents, Brokers and Banks. The AUM of Birla Sun Life Insurance is close to Rs 15,726 crs and it has a robust capital base of over Rs. 2450 crs as on [May 30, 2012](#). For more information, please visit www.birlasunlife.com

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 ~USD 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 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 Rs. 6550 Crore (USD 1.3 billion) and earnings before tax at Rs. 600 Crore. 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 200,000 agents / channel partners.

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 March 31, 2012, the Sun Life Financial group of companies had total assets under management of \$494 billion. For more information please visit www.sunlife.com.

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