

Best Term Insurance

BEST TERM INSURANCE

Every week **ET Wealth** brings you the rankings of one financial product done by **i-save**[®]. In this issue we Look at the best term insurance plans available in the market.

Product name	Price rating	Features rating	Service rating	Overall rating
Aegon Religare iTerm Plan	★★★★★	★★★★★	*	★★★★★
Aegon Religare iTerm Plan	★★★	★★★★★	*	★★★
Aviva i Life	★★★★	**	★★★★	★★★★
Aviva Life Shield Plus	**	**	★★★★	**
Aviva Life Shield Platinum	★★★	★★★★	★★★★	★★★
Bajaj Allianz New Risk Care II	*	★★★★	★★★★	*
Bajaj Allianz iSecure	★★★	★★★★★	★★★★	★★★★
Bajaj Allianz iSecure Online	★★★	★★★★★	★★★★	★★★★
Bharti AXA Life eProtect	★★★★★	*	★★★	★★★★
Bharti AXA Life i Life Secure	**	**	**	**
Bharti AXA Life Secure Confident	*	No Star	★★★	*
Birla SunLife Protector	★★★	★★★	★★★★	★★★★
Birla SunLife Protector Plus	★★★	★★★	★★★★	★★★
Canara HSBC Pure Term Plan	*	★★★★	★★	**
Future Generali Smart Life	★★★★	No Star	No Star	★★★
HDFC Life Click2Protect	★★★★	★★★★	★★	★★★★
ICICI Prudential Care	★★★	★★★★★	★★	★★★★
ICICI Federal Term Insurance	**	★★★	*	**
IndiaFirst Life Plan	★★★	★★★★	★★★★★	★★★
IndiaFirst AnyLinePlan	★★★★★	**	★★★★★	★★★★★
ING Term Life	*	★★★★	★★★★	*
Kotak Term Plan	★★★★	**	★★★	★★★★
Kotak Preferred Term Plan	★★★★	**	★★	★★★★
Kotak e-Term Plan	★★★★★	*	★★	★★★★
Kotak e-Preferred Term Plan	★★★★★	**	★★	★★★★
LIC Amulya Jeevan	*	No Star	★★★★	No Star
LIC Amulya Jeevan	No Star	★★★	★★★★	*
Max Life Platinum Product	**	★★★	★★★★	**
MetLife MetProtect	★★★★★	**	**	★★★★
Reliance Term Plan	No Star	★★★★	★★	*
Reliance eTerm Plan	★★★★★	★★★	★★	★★★★★
Sahara Kawach	No Star	No Star	*	No Star
SBI Life Smart Shield	**	★★★	**	**
SBI Life Smart Shield	**	*	**	**
SBI Life eShield	★★★★★	★★★	**	★★★★★
Star Union Dai-ichi Pure Term Assurance Plan	*	*	**	No Star
Star Union Dai-ichi Premier Protection Plan	No Star	*	**	No Star
Tata AIA Life Raksha	*	No Star	★★★	No Star
Tata AIA Raksha Supreme	★★★★★	**	★★	★★★★★

Aviva and Aegon Religare online plans get high product ratings.

Bajaj Allianz iSecure plans get consistent high ratings in both offline and online versions.

HDFC Life Click-2Protect gets an Excellent rating.

ICICI Prudential's iCare gets an Excellent rating.

Kotak products get good ratings in both offline and online versions.

Reliance eTerm gets a superior rating.

SBI Life and Tata AIA online plans get a superior rating.

■ Service ratings based on IRLA data for 2011-12. Where a company has recently commenced operations, service scores have not been considered for rating. ■ i-save ratings are not meant as financial advice or guidance. It is not a recommendation to purchase, hold or terminate any insurance policy or contract. ■ Data available as of 25 April 2013. ■ Detailed methodology on i-save.com

Rating methodology

i-save rating methodology for term insurance

Coverage: Comprehensive. All term insurance products available in the market have been covered.

Ratings: i-save term insurance ratings use a relative rating methodology to rate products on a 1 to 5 star scale. The ratings are a weighted aggregate of the product price, features and company service data, each rated on a relative 1 to 5 star scale. The ratings assigned correspond to the following:

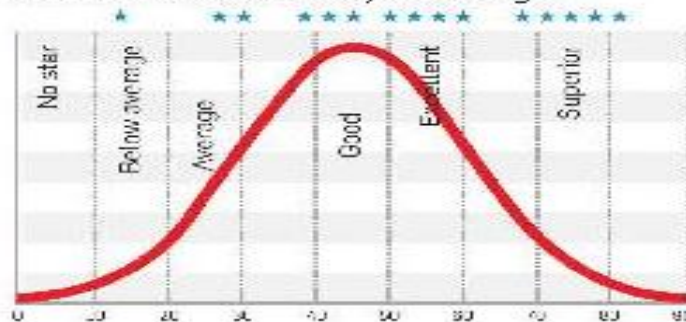
- ★ ★ ★ Good product
- ★ ★ Average product
- ★ Below average product
- No star Low rating

Parameters considered

Price: Lower premiums get higher scores. Premiums are compared across multiple age bands for both males and females, multiple sum assured (from Rs.10 lakh to Rs.1 crore) and multiple terms up to age 60 years or maximum term 30 years.

Product features: Features are assigned a numerical score based on product benefits, availability and flexibility.

Servicing capabilities: Scores are awarded to customer servicing and claims settlement statistics. These are not product specific. Data published by Irda for the past two years is used to compare and allocate a relative numerical score adjusted for age.



The relative position on the distribution curve highlights the overall 'ranking' of the product relative to its peer group based on a comprehensive product score of its price competitiveness, features and flexibility, and servicing capabilities.