Press Release

IndiaFirst launched two new ULIPs – Smart Save and Young India

- Received IRDA approval for two new unit-linked plans as per the new ULIP norms
- Both ULIPs -'IndiaFirst Smart Save Plan' and 'IndiaFirst Young India Plan' - provide insurance cover and market linked investments growth
- Both plans provide customers the facility of loan and offer portability
- They also offer the customer a choice to invest across 5 different funds
- IndiaFirst Young India Plan also has an additional benefit equal to the sum of all future premium(s) payable on the life assured's death or disability due to an accident

Mumbai, 7th September, 2010: IndiaFirst Life Insurance, a joint venture between two of India's largest public sector banks - Bank of Baroda and Andhra Bank along with UK's leading risk, wealth and investment company Legal & General, launched the IndiaFirst Smart Save Plan and the IndiaFirst Young India Plan - two new unit linked products based as per the new IRDA guidelines.

This was announced by Dr. P. Nandagopal, Managing Director & CEO, IndiaFirst Life Insurance here on Tuesday

"We have always aimed to provide our customers with the best of products and services at a fair price. Our new products will help cater to the diverse needs of customers across different segments for long term protection coupled with wealth creation. We aim to address the diverse needs of our customers through a comprehensive product range," said Dr. Nandagopal.

The IndiaFirst Smart Save Plan and IndiaFirst Young India Plan come with enhanced features such as benefits of higher protection, multiple investment options across 5 different funds, lower charges, convenient partial withdrawals, switching & premium redirection, loan and portability facilities amongst others.

"We will be launching more new products in the next two-three months. The new products will be a mix of ULIP, health and traditional products," added Dr. Nandagopal.

The company has already activated all 4,500 bank branches and plans to strengthen its distribution network by launching its alternate channels shortly.

A Joint Venture of Bank of Baroda Legal & General Andhra Bank

* According to IRDA data post June, 2003

About IndiaFirst Life Insurance

Headquartered in Mumbai, IndiaFirst, which is capitalized at Rs. 330 crore, is the country's youngest life insurance company promoted by two of India's largest public sector banks - Bank of Baroda and Andhra Bank along with UK's leading risk, wealth and investment company Legal & General. Bank of Baroda holds a 44 per cent stake in IndiaFirst, while Andhra Bank and Legal & General hold a 30 per cent and 26 per cent stake respectively.

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Brief about the products

IndiaFirst Smart Save Plan

Suitable for long term investors with an ideal mix of protection and savings

IndiaFirst Smart Save Plan is a unit linked insurance plan that offers a mix of protection as well as investment to its customer. Given the plan term of minimum 15 years, the plan is suitable for long term investors.

The plan helps you grow your wealth through market linked investments, on the basis of your risk appetite. It also has a life cover, which promises the sum assured in case of the life assured's unfortunate death.

Features

Minimum/ Maximum age of the life assured while applying for the plan	Atleast 5 years and not more than 60 years as on your last birthday
Minimum age of the policyholder while applying for the plan	18 years as on your last birthday
Plan term	Regular/ Limited premium: 15, 20, 25 years Single premium: 15 years
Premium paying term	Regular premium: 15, 20, 25 years Limited premium: 7 and 10 years Single premium: Onetime payment only
Premium paying mode	Regular/ Limited premium: Six monthly and yearly
Minimum annualized premium (in Rs.)	Regular premium: Rs. 12,000 Limited premium: Rs. 15,000

* According to IRDA data post June, 2003

	Single premium: Rs. 45,000 (onetime only)
Maximum annualized premium (in Rs.)	No limit
Loan facility	Before completion of 5 plan years
Portability option	Available
Tax benefits	Premiums invested: Section 80C Maturity benefits received: Section 10(10D)

Flexibility of Investment

The plan offers the flexibility to decide the amount to be invested, based on your existing income and liabilities. It also allows the policyholder the flexibility to decide the number of years you would like to stay invested. You also have the option of making a onetime investment.

An important feature of the plan is that it allows you to decide the amount to be invested across five different funds, i.e., Debt1, Equity1, Balanced1, Index Tracker and Value fund. You may at any time switch between funds or re-direct their future premiums in different funds based on the changes in your risk profile and market conditions.

Maturity benefit

You receive the fund value at the end of the plan term. On maturity you may choose to -

- Receive the entire fund value as a lump sum payment or
- Defer your maturity payment through the 'Settlement Option'. You may choose to receive this payment in installments over a period of time specified by you. This period is called the Settlement Period. During this period, the fund management and administration charges will be charged.

Death benefit

The fund value or the sum assured, whichever is higher, is paid to the family/ nominee in the unfortunate event of the life assured's death, The sum assured is reduced by the size of withdrawals made during the 24 months immediately preceding the life assured's death, if the life insured is less than 60 years of age. However, all partial withdrawals are deducted from the sum assured, if the life insured is above 60 years of age.

Sum assured calculation

Calculation of the sum assured depends on the type of plan you hold. The sum assured limits are -

Minimum sum assured

	Age under 45 while applying for the plan	Age 45 & above while applying for the plan
Regular / Limited	Higher of [105% of (premium paying term * annualised premium) or (10* annualised premium)]	

* According to IRDA data post June, 2003

Single	125% of single premium	110% of single premium

The maximum sum assured is set at 'X' times annualised/ single premium for regular premium, limited premium and single premium policies. Where X will be taken from the table below –

Plan under/ Age band while applying for the plan (years)	Up to 45	46 – 50	51-55	56-60
Regular premium	40	30	25	20
Limited premium	25	15	11	11
Single premium	5	5	1.1	1.1

Partial withdrawals

You may access your money in case of any emergency, by withdrawing partially after the completion of five plan years.

Minimum withdrawal	Rs. 5,000
Maximum withdrawal – Regular/ Limited premium	Up to 25% of the fund value, only if your fund is left with a minimum balance equal to 110% of your annual premium after the withdrawal
Maximum withdrawal – Single premium	Fund value after the withdrawal should not be less than Rs.45,000/-

Note: You can withdraw only if you have paid all your regular/ limited premiums for the first 5 years

Risk factors

- Under this plan the investment risk in the investment portfolio is borne by the Policyholder
- Insurance is the subject matter of the solicitation.
- The premiums paid in unit linked plans are subject to investment risks associated with capital markets.
- The value of the units may go up or down based on the performance of the fund.
- Other factors influencing the capital market also affect the value of the units. Hence you, as the policyholder are responsible for all your decisions.
- None of our funds offer a guaranteed or assured return.
- The past performance of our other funds does not necessarily indicate the future performance of any of these funds.

IndiaFirst Young India Plan

Ensures that your family receives financial support as planned by you

IndiaFirst Young India Plan is a unit linked insurance plan that offers you an insurance cover on your life while helping you grow your money through market linked instruments. This ensures that your family receives financial support as planned by you, even in your absence. Given the plan term of minimum 10 years, the plan is suitable for long term investors.

Features

Minimum/ maximum age of the life assured while applying for the plan	Atleast 18 years and not more than 55 years as on his/her last birthday
Maximum age of the life assured at the end of the plan term	65 years as on your last birthday
Plan term	10, 15, 20 and 25 years
Premium paying mode	Six monthly and yearly
Minimum/ maximum annualized premium (in Rs.)	Rs. 12,000/ No limit
Loan facility	Before completion of 5 plan years
Portability option	Available
Tax benefits	Premiums invested: Section 80C Maturity benefits received: Section 10(10D)
Additional benefit	Future premiums paid by the company on the life assured's death or total and permanent disability due to accident

Flexibility of Investment

The plan offers the flexibility to decide the amount to be invested, based on the customer's existing income and liabilities. It also allows you the flexibility to decide the number of years you would like to stay invested.

An important feature of the plan is that it allows you to decide the amount to be invested across five different funds, i.e., Debt1, Equity1, Balanced1, Index Tracker and Value fund. You may at any time switch between funds or re-direct their future premiums in different funds based on the changes in your risk profile and market conditions.

Maturity benefit

You receive the fund value at the end of the plan term. On maturity we will -

- Pay you the fund value as a lump sum.
- In case opted for, we will pay the child or beneficiary the fund value in the unfortunate event of the life assured's demise during the plan term, if he/ she has attained the age of 18 years. Alternatively, we will pay the fund value to the appointee, if the beneficiary is a minor.

* According to IRDA data post June, 2003

You may choose to receive this payment in installments over a period of time specified by you. This period is called the **Settlement Period**. During this period, the fund management and policy administration charges will be charged.

Death benefit

The beneficiary will receive the sum assured amount if he/ she has attained 18 years of age, in the unfortunate event of the life assured's demise, during the plan term. The sum assured will be paid out to the appointee if the beneficiary is a minor.

There is also an Additional Benefit equal to the sum of all future premium(s) payable on death or disability due to accident of the life assured. You may choose this benefit at the start of the plan, to be paid in one of the two following ways -

Option I: Paid to the life assured/ nominee immediately on the life assured's disability/ death. In case of death, the fund value is paid out and plan terminates.

Option II: We will pay all the future premiums immediately to the plan by creating units under funds as exist on that time. The fund value will be paid at the maturity date. Hence, this benefit ensures that the beneficiary receives the fund value as planned by the life assured, at the end of the plan term. The beneficiary however, does not have any right to exercise any fund related option except receiving the policy money as decided by the life assured prior to his/her death.

Sum assured calculation

Plan under/ Age band while applying for the plan (years)	Up to 45	46 – 50	51-55
Minimum	Higher of [105% of (premium paying term * annualised premium) or 10* annualized premium]		
Maximum	40	30	25

Limits on partial withdrawals

You may access your money in case of any emergency, by withdrawing partially after the completion of five plan years.

Minimum withdrawal	Rs. 5,000
Maximum withdrawal	Up to 25% of the fund value only if your fund is left with a minimum balance equal to 110% of your annual premium after the withdrawal

* According to IRDA data post June, 2003

Note: You can withdraw only if you have paid all your regular premiums for the first 5 years

Risk factors

- Under this plan the investment risk in the investment portfolio is borne by the Policyholder
- Insurance is the subject matter of the solicitation.
- The premium paid in unit linked plans are subject to investment risks associated with capital markets.
- The value of the units may go up or down based on the performance of the fund.
- Other factors influencing the capital market affect the value of the units. Hence you, as the policyholder are responsible for all your decisions.
- None of our funds offer a guaranteed or assured return.
- The past performance of our other funds does not necessarily indicate the future performance of any of these funds.

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