



Media Release

For immediate publication

Tata AIG Life launches a plan with zero premium allocation charges – Tata AIG Life InvestAssure Sampatti

- **Guaranteed Maturity Bonus up to 7% of Regular Premium Fund Value*
- *Large number of funds to choose from including a new Infrastructure fund and the Super Select Equity fund*

Mumbai, December 17, 2009: Tata AIG Life Insurance Company Limited (Tata AIG Life) today announced the launch of Tata AIG Life InvestAssure Sampatti – a non participating unit-linked endowment plan with zero premium allocation charges. This plan offers the policy holder a clear advantage by investing his premium in funds of his choice, thus ensuring that the investments get a better opportunity to grow and yield maximum returns.

Tata AIG Life InvestAssure Sampatti offers investors the flexibility to choose from various portfolio strategies to manage their wealth. The following options are available:

- **Systematic Money Allocation & Regular Transfer (SMART)** – SMART invests the policy holder's premium in a structured manner at regular intervals thereby reducing the risk of investing a lump sum amount in volatile market conditions.
- **Automatic Asset Allocation (AAA)** – AAA is an age based portfolio rebalancing tool that automatically keeps reducing the equity exposure to ensure that as policy nears maturity, policy holder's equity exposure is minimal and there is no adverse impact of short term market fluctuations.
- **Managing funds by self** – Apart from the above fund management option, the policy holder can also choose to manage funds on his own



Speaking at the launch, Mr. M. Suresh, Managing Director, Tata AIG Life Insurance Company Limited said, “The ability to create wealth has become an integral part of unit-linked plans. This ability couples with insurance protection has made them an extremely attractive option for customers. With Tata AIG Life InvestAssure Sampatti, we make this proposition even stronger by a design that creates early wealth, in turn leading to larger amount of savings accumulation in the long run”.

The policy can be bought for anyone between the ages of 30 days and 60 years. Premiums paid under this plan are eligible for tax benefits under section 80C and 10(10) D of the Income Tax Act, 1961.

Tata AIG Life InvestAssure Sampatti will be available nationally through Tata AIG Life’s advisors and several other distribution partners.

** Provided all the regular premiums due under the policy are paid and the policy is in force.*

About Tata AIG Life Insurance Company Ltd

Tata AIG Life Insurance Company Limited (Tata AIG Life) is a joint venture company, formed by Tata Sons and American International Group, Inc. (AIG). Tata AIG Life combines Tata’s pre-eminent leadership position in India and AIG’s global presence as one of the world’s leading international insurance and financial services organization. Tata Sons holds a majority stake (74%) in the company and American International Assurance Company, Ltd. (AIA) holds 26% through an AIA Group company. AIA is a leading international insurance franchise of AIG. Tata AIG Life Insurance Company was licensed to operate in India on February 12, 2001 and started operations on April 1, 2001.

About Tata

Tata is a rapidly growing business group based in India with significant international operations. Revenues in 2007-08 are USD 62.5 billion (around Rs. 251,543 crores), of which 61% was from business outside India. Tata Companies’ Net Profit for 2007-08 is USD 5.4 billion (around Rs. 21,578 crores). Tata Companies employ around 350,000 people worldwide. The Tata name has been respected in India for 140 years for its adherence to strong values and business ethics. The business operations of the Tata Companies currently encompass seven business sectors - Communications and Information Technology, Engineering, Materials, Services, Energy, Consumer Products and Chemicals. The 28 publicly listed enterprises have a combined market capitalization of around \$60 billion, among the highest among Indian business



houses, and a shareholder base of 2.9 million. The major companies in the Group include Tata Steel, Tata Motors, Tata Consultancy Services (TCS), Tata Power, Tata Chemicals, Tata Tea, Indian Hotels, Tata Teleservices and Tata Communications.

About AIG

American International Group, Inc. (AIG), a world leader in insurance and financial services, is the leading international insurance organization with operations in more than 130 countries and jurisdictions. AIG companies serve commercial, institutional and individual customers through the most extensive worldwide property-casualty and life insurance networks of any insurer. In addition, AIG companies are leading providers of retirement services, financial services and asset management around the world. AIG's common stock is listed on the New York Stock Exchange, as well as the stock exchanges in Ireland and Tokyo.

Disclaimers:

- IN THIS POLICY, THE INVESTMENT RISK IN INVESTMENT PORTFOLIO IS BORNE BY THE POLICYHOLDER
- Tax benefits are as per the Income Tax Act, 1961, and are subject to modifications made thereto from time to time. Kindly refer to your tax consultant for exact section applicable to you.
- Tata AIG Life Insurance Company Limited is only the name of the Insurance Company & _ Tata AIG Life Insurance Company Limited is only the name of the Insurance Company & _ Tata AIG Life InvestAssure Sampatti is only the name of the Unit Linked Life Insurance contract and does not in any way indicate the quality of the contract, its future prospects or returns is only the name of the Unit Linked Life Insurance contract and does not in any way indicate the quality of the contract, its future prospects or returns.
- 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 fund and factors influencing the capital market and the insured is responsible for his/her decisions
- Please refer to the product brochure for detailed terms and conditions before concluding a sale
- Regd. & Corporate Office: Tata AIG Life Insurance Company Ltd. (Regd. 110) Peninsula Tower, 6th Flr, Peninsula Corporate Park, Ganpatrao Kadam Marg, Lower Parel, Mumbai – 400 013
- For complete details please contact our Insurance advisor or visit Tata AIG Life's nearest branch office or call our toll free number 1-800-11-9966(MTNL & BSNL lines) or visit our website www.tata-aig-life.com.
- UIN - 110L070V01