

## Media Release

For immediate publication

### Financial milestones now easily achievable with Jeevan Lakshya

#### Tata AIG Life launches a simple insurance solution for wealth creation and protection

- Guaranteed allocation of upto 103% of your premium from 3rd yr onwards.
- Maturity Bonus of 3% of Regular Premium Fund value to augment your wealth
- Easy to buy insurance with a simple health declaration
- Fund strategies
  - Choice of 6 fund options
  - S.M.A.R.T.(Systematic Money Allocation & Regular Transfer) option to ensure that your investment gets the maximum value even in a volatile market
- Tax Benefits under Section 80 C and 10 (10 D) of the Income Tax Act 1961

**Mumbai, June 18, 2009:** Tata AIG Life Insurance Company Limited today announced the launch of Tata AIG Life Jeevan Lakshya, a hassle free unit linked insurance plan that helps the customer create wealth to meet his financial goals.

The product has an innovative feature whereby, every year from the 3<sup>rd</sup> year onwards, additional allocations are added to the customer's fund. In addition to this annual addition there is a maturity bonus to add to the accumulated capital further.

The plan offers the customer multiple investment choices through various fund options and by SMART (Systematic Money Allocation & Regular Transfer) a rupee cost averaging route to optimize wealth in volatile markets.

- Equity Fund
- Aggressive Growth Fund
- Stable Growth Fund
- Short Term Fixed Income Fund
- Income Fund
- Select Equity Fund



Speaking at the occasion, **Mr. M. Suresh, CEO designate, Tata AIG Life Insurance Company Limited** said, “Planning for and meeting financial goals is a critical element of an individual’s life. At Tata AIG Life we constantly explore ways in which we can help our customers achieve the key milestones of their lives which could be ranging from child’s education, to building a dream house, leading a comfortable retired life, amongst others. Given the fast pace and complexities of our day to day lives Tata AIG Life Jeevan Lakshya aims to offer a simple solution for wealth creation and protection.”

Apart from death and maturity benefits, Tata AIG Life Jeevan Lakshya provides the option of free partial withdrawal five years onwards. The policy can be bought between the ages of 30 days and 60 years with maximum maturity age of 75 years.

Tata AIG Life’s Jeevan Lakshya will be available nationally through Tata AIG Life’s distribution partners.

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#### **Tata AIG Life Insurance Company Ltd.**

Tata AIG Life Insurance Company Limited (Tata AIG Life) is a joint venture company, formed by Tata Sons Limited and American International Group, Inc. (AIG). Tata AIG Life combines the Tata Group’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 Limited holds 74 per cent stake in the insurance venture with AIG holding the balance 26 per cent. Tata AIG Life provides insurance solutions to individuals and corporates. Tata AIG Life Insurance Company Limited was licensed to operate in India on February 12, 2001 and started operations on April 1, 2001.

#### **The Tata Group**

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. The Group’s Net Profit for 2007-08 is USD 5.4 billion (around Rs. 21,578 crores). The Group employs 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 Group currently encompass seven business sectors - Communications and Information Technology, Engineering, Materials, Services, Energy, Consumer Products and Chemicals. The Group's 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.

#### **American International Group, Inc. (AIG)**



American International Group, Inc. (AIG), a world leader in insurance and financial services, is a 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.

**# For further information contact:**

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**Disclaimers:**

- Insurance is the subject matter of the solicitation
- 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, 6<sup>th</sup> Flr., Peninsula Corporate Park, Ganpatrao Kadam Marg, Lower Parel, Mumbai – 400 013
- For more information, call on our 24 hours toll free helpline at 1800 119966 or SMS 'LIFE' to 58888
- Visit our website [www.tata-aig-life.com](http://www.tata-aig-life.com)
- Return of premium is exclusive of service tax
- UIN no- 110L069V01
- This product is underwritten by Tata AIG Life
- **IN THIS POLICY, THE INVESTMENT RISK IN INVESTMENT PORTFOLIO IS BORNE BY THE POLICYHOLDER.**
- ULIP products are different from traditional Life Insurance products and are subject to risk factors

\*The above Maturity Bonus will not be payable on the death of the Insured or the lapse or Surrender of the Policy or on the Top-up Fund Value under the Policy (if applicable).