



Is your term plan equipped to keep pace with increasing responsibilities?

~ Birla Sun Life Insurance presents term solutions with increasing sum assured at no extra premium ~

~ Launches Protector Plan & Protector Plus Plan~

Mumbai, June 30, 2011: Birla Sun Life Insurance Company, a subsidiary of Aditya Birla Nuvo Ltd., has announced the launch of its new term plan offering – Protector plans. These plans offer flexibility to customers by giving them the option to increase their sum assured over a period rising out of increasing responsibilities and inflation, at no extra cost. The Protector plan is available in two variants; BSLI Protector Plan and BSLI Protector Plus Plan.

Says Mayank Bathwal, Chief Financial Officer and Head - Institutional Sales, "Over time, an individual's responsibilities grow and this coupled with lifestyle improvements, makes one realize the need for increased protection. To ensure that one's loved ones continue to enjoy the same comforts even under unforeseen circumstances, there was a need for a plan that could keep pace with changing requirements."

He further adds "BSLI has repeatedly been able to not just assess consumers evolving needs but introduce innovative solutions time and again that have set industry benchmarks. Keeping this customer need in mind for a term plan that can grow with growing responsibilities, BSLI has introduced BSLI Protector Plans that aim at ensuring a family's financial security as per their evolving life cycle needs at affordable cost"

Both plans offer customers the flexibility of opting for a constant or increasing Sum Assured at inception. Customers, who opt for an increase in Sum Assured, have the option of increasing it by 5% or 10% every year, in order to factor in growing needs and responsibilities. Under this facility, on every policy anniversary, the Sum Assured increases by 5% or 10%.

For added protection, both plans can be enhanced with the following riders:

- BSLI Accidental death and disability rider
- BSLI Critical illness rider
- BSLI Surgical care rider
- BSLI Hospital care rider
- BSLI Waiver of premium rider

While, blending complete financial protection with affordability, the two plans also offer an additional advantage of lower premium for women.



Key features of the BSLI Protector Plans:

- Option to increase sum assured at no extra cost
- Choice of 5 additional riders to enhance your policy protection
- Flexibility of premium paying frequency: Annual / Semi – Annual/ Quarterly /Monthly
- Income Tax benefits as per prevailing norms under the Income Tax Act, 1961

Additionally, Protector Plan Plus offers the following benefits:

- Special rates in premium for non-smokers
- Automatic premium concession for women

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. Enjoying trust of over 2.4 Million customers, BSLI is known for innovations. 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 over 600 branches, over 1,45,900 empanelled advisors and over 240 partnerships with Corporate Agents and Banks. The AUM of Birla Sun Life Insurance is close to Rs. 19710 crs and it has a robust capital base of over Rs. 2450 crs as on May31, 2011. For more information, please visit www.birlasunlife.com

About Aditya Birla Financial Services (ABFSG)

The Aditya Birla Financial Services Group (ABFSG) has built a significant presence across its verticals, viz life insurance, asset management, NBFC, private equity, broking, wealth management & distribution and general insurance advisory services

The seven companies representing Aditya Birla Financial Services Group 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. ABFSG is committed to being a leader and role model in a broad based and integrated financial services business. Its 7 lines of businesses, with about 5.5 million customers manages assets worth USD 18 billion approximately and prides itself for having a talent pool of about 15,000 committed employees. ABFSG has its wings spread across more than 500 cities in India through over 1600 points of presence and about 200,000 channel partners. This allows ABFSG to offer its customers virtually anything under financial services except a savings or current account. With revenue of over USD 1.25 billion (in 2009-2010) ABFSG is a significant non bank player.

ABFSG is a part of **Aditya Birla Nuvo Ltd (ABNL)**, a USD 3.5 billion conglomerate having leadership position across its manufacturing as well as services sector businesses. ABNL is a part of the **Aditya Birla Group**, a USD 30 billion Indian business house operating in 27 countries across the globe.



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, 2011, the Sun Life Financial group of companies had total assets under management of \$469 billion. For more information please visit www.sunlife.com.

Sun Life Financial Inc. trades on the Toronto (TSX), New York (NYSE) and Philippine (PSE) stock exchanges under the ticker symbol SLF.

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