

## Kotak Life Insurance Embarks on an Aggressive Plan in Kerala

- ◆ Commences operations at Trivandrum
- ◆ Plans to expand to 160 offices across the country by year-end
- ◆ To focus on deeper penetration in Kerala for larger share of the insurance market

**Trivandrum, October 19 2007:** Kotak Mahindra Old Mutual Life Insurance Limited (Kotak Life Insurance) today announced the launch of its new branch office at Trivandrum. This is Kotak Life Insurance's 5<sup>th</sup> branch office in Kerala after Cochin, Kottayam, Thrissur and Calicut. The move is aimed at making deeper inroads to harness the true potential of the state. **Mr. Pankaj Desai, Executive Director, Kotak Life Insurance** inaugurated the new branch office located at 1<sup>st</sup> Floor, Relcon Plaza, Pattom P.O. Trivandrum.

The new branch will cater to the districts of Trivandrum and Kollam covering towns like Varkala, Attingal, Nedumangad, Neyattinkara, Kottarakara and Punalur. The Company plans to recruit over 400 new life advisors in Trivandrum who will focus on providing need-based financial advice to the customers in the region. Kotak Life Insurance continues to invest heavily in maintaining a well-recruited, professionally-trained, and well-monitored life advisor force that is capable of providing the appropriate advice and recommend customised solutions to consumers. Kotak Life Insurance is optimistic to continue growing at a 100% rate in the next couple of years. Currently, the Company has around 25,000 active life advisors and plans are underway to increase this to around 40,000 in the current financial year.

This move is part of the Company's strategy to set up a robust multi-point distribution network to cater to the mass market in the country. With this new addition, Kotak Life Insurance now has 98 branches in 66 important locations across India.

Speaking at the occasion **Mr. Pankaj Desai** said, "We are extremely bullish with the response we have received so far from our customers in Kerala. With this new addition at Trivandrum, we are confident of accomplishing our vision to emerge as a dominant player in the life insurance market in the state. We are ramping up our distribution significantly and will expand to 160 offices by year end - mainly in smaller towns. We have identified 5 specific markets for expansion which include Gujarat, Punjab, Haryana, Maharashtra and Kerala and this expansion is another step in that direction."

### ***About Kotak Life Insurance's Performance and Products***

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For the Period ending 31<sup>st</sup> Aug '07, Kotak Life Insurance saw its Total Premium Income jump from Rs. 225.08 crores (in the period ending 31<sup>st</sup> Aug '06) to Rs. 366.32 crores a growth of 63%. In the same period, the Company's Adjusted Premium Equivalent (APE), a standard measure in the Industry that takes Single Premium Income at 10%, has grown from Rs. 129.85 crores (in the period ending 31<sup>st</sup> Aug '06) to Rs. 202.98 crores, a growth of 56%.

Sometime back the Company launched its first Direct Marketing Branch at Mumbai with the aim to develop a closer bond with its valued customers and respond better to their needs by providing them with more effective and efficient services.

Recently, the Company announced the launch of two innovative offerings from its stable viz. Kotak Platinum Advantage Plan and Kotak Eternal Life Plans.

'**Kotak Platinum Advantage Plan**' capital protection, embedded investment advice, life cover and aggressive market linked growth options in one life insurance plan. It also offers the flexibility to adjust the risk profile and tenure of investments based on evolving needs that come with various stages in a person's life. A unique blend of safety and returns, Platinum Advantage Plan allows customers to park their monies either in the Shield Account (which offers a guaranteed amount on maturity), or opt for the Dynamic Account (which allows access to more aggressive investment options) depending on his risk profile. Alternatively, he can opt for a combination of both the accounts which provides the comfort of a guarantee underpin with the opportunity to take some additional aggressive market exposure.

'Kotak Eternal Life Plans' is a new-generation participating whole life policy that provides enhanced protection (till the golden age of 99); even while bringing two significant benefits of wealth creation and protection. The plans provide for a high cover at lower premiums, cash lumpsum benefits at the end of Premium Payment Term and increased choice through a range of plan options. Designed in two unique variants, the product has been packaged to suit different sets and needs of customers.

Eternal Life Premier Shield is a first-of-its-kind offering in the industry. This allows an increasing premium option keeping pace with the customer's income even while offering affordable protection right from start. The **Premier Shield** offers a fixed 5% increase per year in the premium to a young policyholder allowing him to access high cover and level premium. Eternal Life Classic Shield is the conventional fixed premium option suitable at all ages.

Since inception, Kotak Life Insurance has been the market leader in the Guaranteed Fund space. Kotak Life Insurance Capital Guarantee feature is an ideal offering from the Company aimed at smart capital market investors. Products like Kotak Safe Investment Plan and Kotak Flexi Plan are all designed on these platforms.

Last year the Company introduced Kotak Headstart Child Plans, which is designed not only to protect the child but also provide financial security in the future, even in case of the insured parent's unfortunate death. Ever since being launched, Headstart has already been received with great enthusiasm across the country.

Headstart Child Plans comes with an innovative offering and a first-of-its-kind in the Indian Life Insurance Industry - the Dynamic Floor Fund (DFF). The fund strives for long term capital growth while providing capital protection in cases of volatile market behavior. This fund is ideally suited to the more risk-averse investor whose priority is capital preservation but who still wants to participate in actively managed upside market growth. It helps customers who may find it difficult to take a view on the markets and may not be in a position to efficiently switch from one fund to another to balance risk and return.

### ***About Kotak Mahindra Old Mutual Life Insurance***

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Kotak Mahindra Old Mutual Life Insurance is a joint venture between Kotak Mahindra Bank Ltd., its affiliates and Old Mutual plc. Kotak Mahindra Old Mutual Life Insurance is one of the fastest growing insurance companies in India and has shown remarkable growth since its inception in 2001. Kotak Mahindra believes in offering its customers a lifetime of value. A commitment that has made it a leading financial services group employing around 12,300 people in its various businesses and has a distribution network of branches, franchisees, representative offices and satellite offices across 320 cities and towns in India and offices in New York, London, Dubai, Mauritius and Singapore. The Group services around 2.9 million customer accounts.

Originating in South Africa in 1845, Old Mutual plc is an international savings and wealth management company based in the UK. Among the top 50 largest companies in the FTSE100, the group has a balanced portfolio of businesses offering Asset Management, Life Assurance, Banking and General Insurance Services in over 40 countries, with a focus on South Africa, Europe and the United States, and a growing presence in Asia Pacific. Old Mutual plc employs approximately 53,000 employees worldwide and is listed on the London and Johannesburg stock exchanges.

For more information, please visit, [www.kotaklifeinsurance.com](http://www.kotaklifeinsurance.com)

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