

Kotak Life Insurance Launches “Kotak Single Invest”

Invest once and reap big benefits

Mumbai, August 18, 2009: Kotak Mahindra Old Mutual Life Insurance Limited (Kotak Life Insurance), one of India’s leading life insurance companies today announced the launch of its ‘Kotak Single Invest’ plan, a hassle free unit linked plan, wherein a single premium enables the policy holder to reap the benefits of insurance and investment throughout the policy term.

Speaking at the launch, Mr. Gaurang Shah, Managing Director, Kotak Life Insurance, said, “We are delighted to bring our new offering - Kotak Single Invest to our customers. The plan offers investors the benefits of one time investment supplemented with easy liquidity, well defined fund options and higher allocation of premium to generate the best returns based on risk appetite. Kotak Single Invest is an intelligent addition to our product suite. It reinforces our philosophy of delivering innovative and pragmatic financial solutions to our customers”.

Kotak Single Invest is tailored to offer maximum convenience to investors.; from hassle free and easy one time payment to 12 free switches in a policy year. The product offers easy liquidity and high allocation of investments which translates into higher potential of returns. The allocation can be between 97.75% and 99% depending upon the size of Single Premium invested.

Along with Tax Benefits, Kotak Single Invest has a range of fund options to match each investors risk profile and investment objective. The 3 options are as below:

1. Opportunities Fund provides an opportunity for long term capital growth by investing in diversified and flexible mix of large/medium sized company equities.
2. Dynamic Floor Fund is a unique and first-of-its-kind fund that embedded investment advice in one single fund. This fund has been successful in providing stable, inflation beating growth in long term and protecting the capital against short term capital shocks.
3. Dynamic Bond Fund is ideally suited to the more risk averse investor whose priority is capital preservation.

About Kotak Mahindra Old Mutual Life Insurance

WWW.KOTAKLIFEINSURANCE.COM

Kotak Mahindra Old Mutual Life Insurance is a joint venture between Kotak Mahindra Bank Ltd., its affiliates and Old Mutual plc. A company that combines its international strengths and local advantages to offer its customers a wide range of innovative life insurance products, helping them take important financial decisions at every stage in life and stay financially independent. The company is one of the fastest growing insurance companies in India and has shown remarkable growth since its inception in 2001. Kotak Life Insurance employs around 5,900 people in its various businesses and has 188 branches across.

The Kotak Mahindra Group

WWW.KOTAK.COM

The Kotak Mahindra group is one of India's leading banking and financial services organizations, with offerings across personal financial services; commercial banking; corporate and investment banking and markets; stock broking; asset management and life insurance. The Kotak Group employs more than 20,000 people with over 1,300 offices, and services around 5.6 million customer accounts across India. Kotak also has offices in London, New York, San Francisco, Singapore, Dubai and Mauritius

Old Mutual plc

WWW.OLDMUTUALPLC.COM

Old Mutual plc is an international savings and wealth management company based in the UK. Originating in South Africa in 1845, it is 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.

* Numbers as on 31st March 2008

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