

For Immediate Release

Kotak Life Insurance unveils new brand positioning

Mumbai, December 2, 2009: Kotak Mahindra Old Mutual Life Insurance Limited (Kotak Life Insurance), today unveiled its new brand tagline – ‘**Faidey Ka Insurance**’. The new positioning statement conveys, ‘Life Insurance with Investment Edge’ in a direct and concrete manner. The new tagline is supplemented by a novel advertising campaign, which conveys this shift in an innovative and refreshing manner.

Speaking on the change, Mr. **Gaurang Shah**, Managing Director, Kotak Life Insurance said, “Today consumers seek beyond protection and endowment from their insurance plans. In this context, leveraging Kotak’s core strength of investment expertise seemed a natural extension for the brand. Hence the brand idea became ‘Life Insurance with Investment Edge’, expressed as ‘Faidey ka Insurance’. The new positioning is a reflection of Kotak Group’s extensive strength in the area of research and capital markets.”

In today’s insurance parlance, a child plan is synonymous with the parent’s expectations from their child. Kotak Life Insurance through its television campaign designed by JWT and executed by SODA Films, attempts to break this mould. It gently suggests to parents to refrain from forcing their expectations on their child but allow and enable the children to exercise their choices and do what they like to do. It also reminds the parents that, they should invest and plan so that they can provide maximum resources when the need arises.

The campaign tries to reach out to its target audience through multiple mediums, such as Television, Out of Home Advertising, Radio and Internet. The television campaign kick-starts from 3rd December, while the Outdoor, Radio and Internet mediums will follow. The Outdoor campaign will be pan-India reaching out to consumers in the Top 8 metros and other focus markets of Kotak Life Insurance in Gujarat, Punjab and the Southern Region.

About Kotak Mahindra Old Mutual Life Insurance Ltd.

WWW.KOTAKLIFEINSURANCE.COM

Kotak Mahindra Old Mutual Life Insurance Ltd. is a 74:26 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 2000. Kotak Life Insurance employs around 5,843 people in its various businesses

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.

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