

For Immediate Release

Kotak Life Insurance Launches “Kotak Long Life”

-Kotak Long Life Secure Plus & Kotak Long Life Wealth Plus Will Provide Consumers Benefits of Long-Term Systematic Investment Coupled With Market Linked Returns-

Mumbai, 21 October, 2008: Kotak Mahindra Old Mutual Life Insurance Limited (Kotak Life Insurance) a leading player in the Life Insurance space today announced the launch of Kotak Long Life - a unit linked plan (ULIP). The plan has two variants, Kotak Long Life Secure Plus and Kotak Long Life Wealth Plus, which provides comprehensive protection and helps to accumulate wealth systematically over the long term. While, Kotak Long Life Secure Plus focuses on complete financial protection, Kotak Long Life Wealth Plus offers opportunity for wealth maximization. The plans will have visibility to a range of fund options are available to help customers efficiently manage their investments. The plans further provide rider options for additional protection at lower costs

Mr. Pankaj Desai, Executive Director, Kotak Life Insurance, speaking at the launch of Kotak Long Life, said, “In keeping with our commitment to our customers to provide innovative world class insurance products and solutions that match varying customer needs, we are delighted offer Kotak Long Life Secure Plus and Kotak Long Life Wealth Plus. These products will provide consumers the benefits of long-term systematic investment coupled with market-linked returns.

The plans reward long-term investment by allocating guaranteed loyalty units to the fund balance at the end of 10, 15 and 20 years, hence, boosting the fund value.

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About Kotak Mahindra Old Mutual Life Insurance

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 4,935 people in its various businesses and has 151 branches across.

The Kotak Mahindra Group

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 around 20,000 people with over 1,350 offices, spread across 370 cities, and services around 4.4 million customer accounts across India. Kotak also has offices in London, New York, San Francisco, Singapore, Dubai and Mauritius

Old Mutual plc

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 May 30th 2008

Disclaimer:

- In this policy, the investment risk in the investment portfolio is to be borne by the policyholder.
- Unit Linked Life Insurance products are different from the traditional insurance products and are subject to the risk factors.
- The premium paid in Unit Linked Life Insurance policies are subject to investment risks associated with capital markets and the NAVs of the units may go up or down based on the performance of fund and factors influencing the capital market and the insured is responsible for his/her decisions.
- For more details on risk factors, terms and conditions please read sales brochure carefully before concluding a sale.
- Kotak Mahindra Old Mutual Life Insurance Ltd is only the name of the Insurance Company and Kotak
- Long Life Secure Plus (UIN 107L044V01) (Form No. LLSP) and Kotak Long Life Wealth Plus (UIN 107L045V01) (Form No. LLWP) are only the names of the unit linked life insurance contracts and does not in any way indicate the quality of the contract, its future prospects or returns.
- Insurance is the subject matter of solicitation.
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