

# FLEXIBILITY



Flexi Premium Paying Period



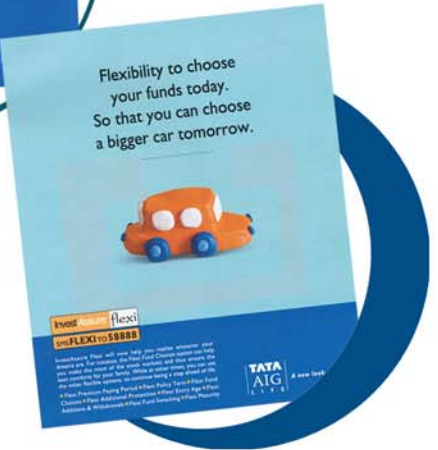
Flexi Policy Term



Flexi Fund Choices



Flexi Additional Protection



## TATA AIG LIFE INSURANCE

The Tata AIG Life Insurance brand is built on the pillars of anticipation and innovation. These features indicate the brand's ability to anticipate its customers' needs and then provide innovative solutions to resolve those needs.

The first private sector insurance company in India to introduce 24x7 dedicated, toll-free customer help lines, Tata AIG Life Insurance offers life insurance products to individuals, associations and businesses. Tata AIG Life has streamlined its micro-insurance claims settlement system which delivers settlements for 90 per cent of the cases within a turnaround time of 30 days.

The appeal of the Tata AIG Life brand lies in its ability to connect with customers at an emotional level while offering them world-class solutions. The Tata brand has had a strong influence in shaping the Tata AIG Life brand. Customers see the brand as trustworthy, approachable, reliable, forward looking, rooted in traditional values and ethical in its dealings.

The brand, which embodies the strengths of both AIG and the Tata brand name, seeks to understand the financial behaviour of Indian customers, anticipate their financial protection needs, blend wealth creation with financial protection and design insurance solutions that anticipate and answer customers' needs.