

# Play your part in securing lives financially

Uncertainty is a part of life. You may never know when it comes knocking, but you can always prepare for it. An unforeseen eventuality can expose people to grave financial risk and danger. Life Insurance is a key solution that provides a ring of financial security and protection in times of any eventuality.

Life Insurance is a sunrise industry. Which means ample opportunities for you to grow. Along with financial surety it helps funnel funds into the Indian economy. Everyone, big or small, needs a life cover. Be the one to usher a positive change in the lives of many Indians with Life Insurance.

## WHAT'S IN IT FOR THEM?



### Protection against life's uncertainties:

Life Insurance can be instrumental in mitigating risks like Early demise, Income drought, Healthcare risks, Long life, Hedging inflation



### Everybody insured is under insured:

Research shows that the average life cover is between Rs. 100,000-150,000 as against the required Rs. 600,000 - Rs. 700,000



### Contribute to the economy:

Life Insurance industry premium collections hover around Rs. 4 lac crores annually. This turns out to be a healthy 3% of our GDP.



### Huge scope of opportunity:

Currently, 50% Indians are uninsured



### Growing numbers of young Indians:

Number of young Indians with disposable income needing life cover is growing. Add to it greater life expectancy and lack of social security.



### Powering the Indian Economy:

Life Insurance serves for not only the greater good of an individual, but the country's economy



### Fast Facts

- Average Indian with an Income of Rs. 500,000 needs at least Rs. 50 - 70 lacs of life cover
- Average Indian with a working life of 480 months would need to save enough for a retirement period of 240 months
- Education cost is expected to go up from \_\_\_ to \_\_\_ in 20 years
- Lifestyle diseases will put more young people at risk



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