

Religare Health Insurance launches its Critical Illness and Personal Accident Product; adds revolutionary feature to existing Health Insurance product

December 19, 2013, New Delhi: Religare Health Insurance Co Ltd, a specialized health insurance company, has launched its Critical Illness and Personal Accident Plan- '**ASSURE**' for the retail market.

'**Assure**' offers a sum insured of upto Rs. 1 Crore, the highest among currently available Critical Illness products, along with an annual health check-up for the insured member, at no extra cost. Moreover, its 'zero day survival period' feature assures full payout of the sum insured if the insured succumbs to an ailment with no condition for defined duration of survival, post diagnosis.

'Assure' comes with a special feature of 'Zero day survival period,' wherein if the insured person does not survive as a result of an ailment covered under the plan, the entire Sum Insured is paid out. This is unlike other prevailing products, which take into account a fixed number of survival days post diagnosis/event occurrence for arriving at the payout.

Commenting on the launch, **Mr. Nitin Jain**, President & COO, Religare Health Insurance said "This is another step towards our core objective of encompassing the entire spectrum of health & allied needs of our evolving customer segment with firm focus on providing hassle-free and quality service."

Care, the company's existing Comprehensive Retail Health Insurance product, already includes a host of industry first features, like a wide range of sum insured - Rs.2 lacs to Rs.60 lacs, option of availing specialized treatment anywhere in the world, automatic recharge of sum insured in case claims exhaust your coverage. It has recently introduced an additional feature titled 'No Claim Bonus SUPER' that offers the highest quantum of No Claim Bonus in the industry.

Religare Health Insurance operates out of 43 offices, servicing more than 800,000 lives across 300+ locations including over 440 corporates. The company has been awarded the 'Technology Innovation in Health Insurance Award' at the prestigious 'Indian Insurance Awards - 2013' and the 'Editor's Choice Award' by Finnoviti for 'Innovation in Product- Care'.

The shareholders of Religare Health Insurance comprise of three strong entities – Religare Enterprises Limited, Union Bank of India & Corporation Bank.

For further information, please contact:

Shagun Sabharwal

Corporate Communications
Religare Enterprises Limited
mediarelations@religare.com
T: + 91 11 39126189
M: +91 9958620707

Aabhas Pandya

Fortuna PR
aabhas@fortunapr.in
M:+91 9811296079

Rakesh Sharma

Fortuna PR
rakesh@fortunapr.in
M: +91 98335 37679

Kushal Khosla

Fortuna PR
kushal@fortunapr.in
M: +91 9891865029