



Media Coverage Report

June 2021



PRINT



No.	Publication/Portal	Headline	Date
1.	The Hindu Business Line	Term Insurance Premium Tracker	June 6, 2021
2.	The Hindu Business Line	Term Insurance Premium Tracker	June 13,2021
3.	The Hindu	Life insurance term plan premium	June 14,2021

Publication: The Hindu Business Line	Edition: Bangalore, Chennai, Hyderabad, Mumbai, New Delhi
Date: June 06, 2021	Page: 09

Term Insurance Premium Tracker						
For a 30-year-old male/female, non smoker, living in a metro city, Sum assured ₹1 crore with coverage up to 70 yrs						
Insurance company	Plan name	Max coverage up to (yrs)	Max policy term (yrs)	Annual Premium incl. of GST (₹)		Claim Settlement Ratio (%)
				Male	Female	
Aditya Birla Sun Life	DigiShield Plan	85	55	12,744	10,738	97.5
Aegon Life	iTerm Insurance Plan	100	82	9,114	8,933	98.0
Bajaj Allianz Life	Smart Protect Goal	99*	81	12893	11,021	98.0
Bharti AXA Life	Premier Protect Plan	75	57	11,092	9,794	97.3
Canara HSBC OBC Life	iSelect Star Term Plan	99	81	12,552	10,771	98.1
Edelweiss Tokio Life	Zindgi+	80	62	11,223	9,078	97.8
Exide Life	Smart Term Edge Comprehensive	75	30	17,178	14,904	98.1
HDFC Life	C2PL Life Protect	85	67	13,352	12,016	99.1
ICICI Prudential Life	iProtect Smart	99	81	15628	13786	97.8
India First Life	e-Term Plan	80	40	10,148	8,614	96.7
Kotak Life	Kotak e-Term Plan	75	57	11,918	10,266	98.5
LIC	Tech Term	80	40	14,122	11,838	NA
Max Life	Smart Secure Plus	85	67	12238	10221	99.2
PNB Met Life	Mera Term Plan Plus	99	81	12,272	10,384	97.2
SBI Life	eShield	80	62	15,070	12,898	94.5
TATA AIA Life	Maha Raksha Supreme	100*	82	12,980	11,328	99.1

Claim settlement ratio as per data provided by insurer
Max life offers additional 5% discount for 1st year for salaried customers; *Whole life is available only on limited pay option

Source: www.policybazaar.com, LIC

Publication: The Hindu Business Line	Edition: Bangalore, Chennai, Hyderabad, Mumbai
Date: June 13, 2021	Page: 9

Term Insurance Premium Tracker						
For a 30-year-old male/female, non smoker, living in a metro city, Sum assured ₹1 crore with coverage up to 70 yrs						
Insurance company	Plan name	Max coverage up to (yrs)	Max policy term (yrs)	Annual Premium incl. of GST (₹)		Claim Settlement Ratio (%)
				Male	Female	
Aditya Birla Sun Life	DigiShield Plan	80	55	12,744	10,738	98.0
Aegon Life	iTerm Insurance Plan	70	52	9,570	9,380	98.0
Bajaj Allianz Life	Smart Protect Goal	99*	81	11,211	9,584	98.5
Bharti AXA Life	Premier Protect Plan	75	57	11,092	9,794	97.4
Canara HSBC OBC Life	iSelect Star Term Plan	80	62	12,552	10,771	98.1
Edelweiss Tokio Life	Zindgi+	80	62	11,223	9,078	95.8
Exide Life	Smart Term Edge Comprehensive	60	30	14,568	12,925	98.2
HDFC Life	C2PL Life Protect	85	67	13,352	12,016	99.1
ICICI Prudential Life	iProtect Smart	99	81	15,628	13,786	97.9
India First Life	e-Term Plan	70	40	10,148	8,614	96.8
Kotak Life	Kotak e-Term Plan	75	57	11,918	10,266	98.5
LIC	Tech Term	80	40	14,122	11,838	NA
Max Life	Smart Secure Plus	85	67	12,238	10,221	99.2
PNB Met Life	Mera Term Plan Plus	99	81	12,272	10,384	98.2
SBI Life	eShield	80	62	15,070	12,898	94.5
TATA AIA Life	Sampoom Raksha Supreme	100	82	13,098	11,092	99.1

Claim settlement ratio as per data provided by insurer
Source: www.policybazaar.com, LIC
Max life offers additional 5% discount for 1st year for salaried customers; *Whole life is available only on limited pay option

Publication: The Hindu	Edition: Bangalore, Chennai, Hyderabad, Kochi, Mumbai, New Delhi, Noida
Date: June 14, 2021	Page: 12

Life insurance term plan premium			
Male: 30 Years, Sum Insured - ₹1 crore, Cover up to - 70 Years			
Insurance company	Plan name	Maximum cover up to (Years)	Annual premium ₹
LIC OF INDIA	Tech Term^	80	14,122
Aditya Birla Capital	Life Shield Plan	85	12,998
Aegon Life	iTerm Insurance Plan	100	9,114
Bajaj Allianz	Smart Protect Goal	85	10,911
Bharti AXA	Premier Protect Plan	75	11,092**
Canara HSBC OBC Life	iSelect Star Term Plan	99	11,605
HDFC Life	Click2Protect Plus	85	12,601
ICICI Prudential	iProtect Smart	99	15,628
India First Life	e-Term Plan	80	8,260
Kotak Life Insurance	Kotak e-Term Plan	75	9,558
Max Life insurance	Smart Term Plan	85	11,800***
PNB Met Life	Mera Term Plan Plus	99	12,272
Reliance Nippon Life	Digi Term	80	11,012
SBI Life	eShield	80	15,070
TATA AIA Life	Maha Raksha Supreme	100	12,980

*Maximum policy term is 40 years | **Bharti AXA coverage upto 65 years for age 30 years
***Max Life offers additional 5% discount for first year

ONLINE



No.	Publication/Portal	Headline	Date
15.	Money Control	<u>Get vaxxed: Life insurance policy proposal may not be rejected, but there are other benefits</u>	June 10, 2021
16.	Financial Express	<u>Life insurance claim process after death due to cyclones, pandemic, other disasters: What insurers say</u>	June 17, 2021

Publication : Money Control	Edition : Online
Date : June 10 , 2021	Headline: Get vaxxed: Life insurance policy proposal may not be rejected, but there are other benefits



Get vaxxed: Life insurance policy proposal may not be rejected, but there are other benefits

While insurers aren't mandating vaccination yet, those getting the Covid-19 vaccine shots could be issued policies earlier, and the waiting period could also be cut down. Both Covaxin and Covishield are effective in the B.1.617 strain of COVID-19.

M SARASWATHY | JUNE 10, 2021 / 08:47 AM IST



(Image: AP)

Getting your COVID-19 vaccination on time would help mitigate serious health risks in case you contract the virus.

But, there could be other financial benefits too. Buying a life insurance policy could get simpler, with quicker issuance for vaccinated policyholders.

Industry insiders told Moneycontrol that formal policies will be set up to ensure that customers are nudged to take the vaccine.

Studies **have shown** that both the vaccines, Covaxin and Covishield are effective in the B.1.617 strain of COVID-19. Hence, getting vaccinated means a lower risk of death, a factor crucial for life insurance policies.

Publication : Financial Express	Edition : Online
Date : June 17 , 2021	Headline: Life insurance claim process after death due to cyclones, pandemic, other disasters: What insurers say



Life insurance claim process after death due to cyclones, pandemic, other disasters: What insurers say

Life Insurance Claim Process: The ongoing pandemic has destroyed thousands of families across the country.



Representative image

Life Insurance Claim Process: The ongoing pandemic has destroyed thousands of families across the country. Several people have also lost their lives in the recent cyclones. The financial burden of unexpected deaths has become unbearable for many. Amid financial chaos and the pandemic, life insurance can provide some respite to families who have lost their earning members. However, not many are aware of the exact processes to be followed for making a life insurance claim after the death of the insured. FE Online talked to some insurance sector experts to get clear details on this. Take a look: