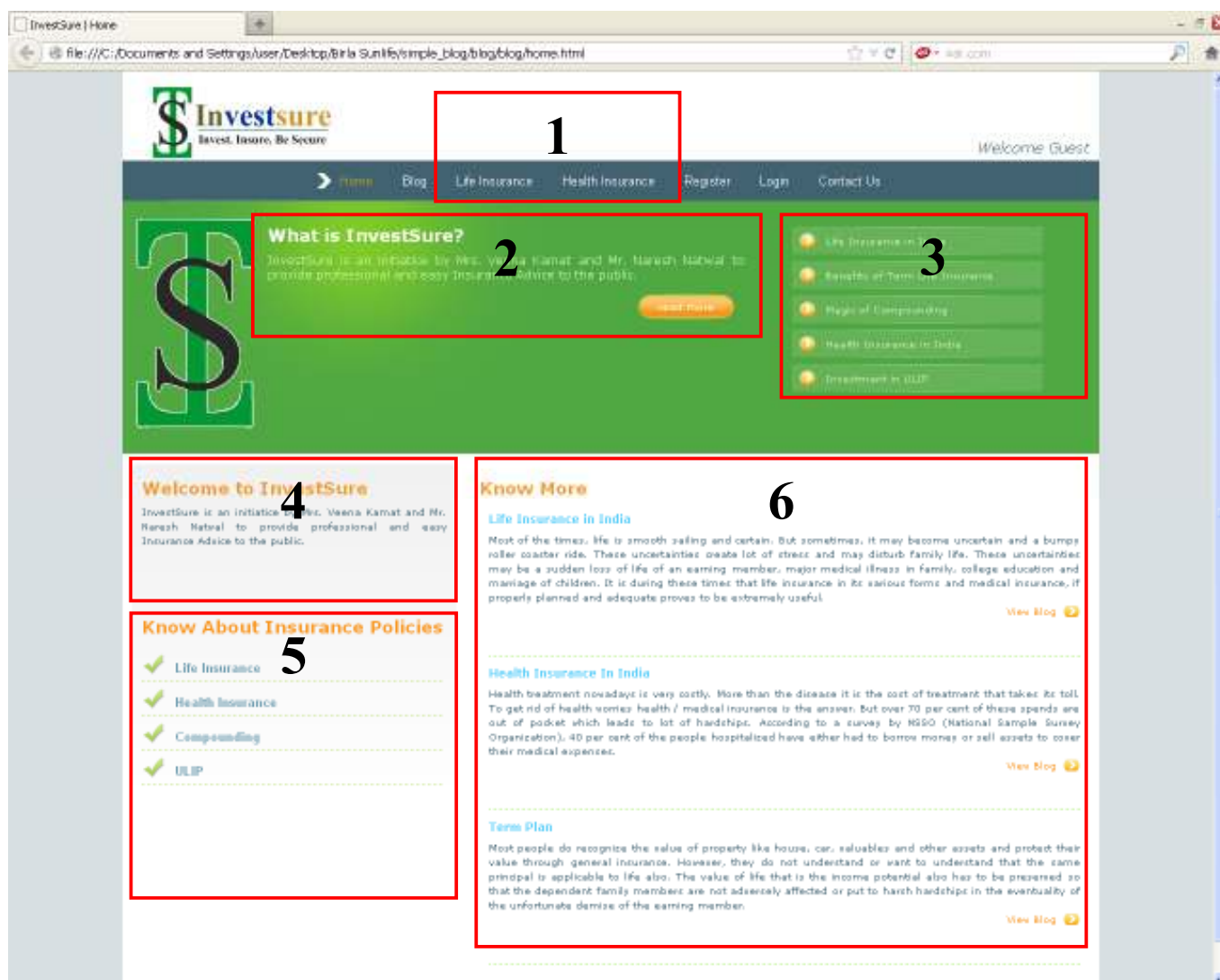



## Requested Changes



InvestSure | Blog


file:///C:/Documents and Settings/user/Desktop/Birla Sun Life/simple\_blog/blog/blog/blog.html



Invest. Insure. Be Secure

Welcome Guest

Home > **Blog** Life Insurance Health Insurance Register Login Contact Us



## What is InvestSure?

InvestSure is an initiative by Mrs. Veena Kamat and Mr. Narech Mahal to provide professional and easy Insurance Advice to the public.

[Read more](#)

- Life Insurance in India
- Benefits of Term Life Insurance
- Myths of Compounding
- Health Insurance in India
- Investment in ULIP

## Blog

### Life Insurance in India

Most of the times, life is smooth sailing and certain. But sometimes, it may become uncertain and a bumpy roller coaster ride. These uncertainties create lot of stress and may disturb family life. These uncertainties may be a sudden loss of life of an earning member, major medical illness in family, college education and marriage of children. It is during these times that life insurance in its various forms and medical insurance, if properly planned and adequate proves to be extremely useful.

#### Types of Life Insurance...

A life insurance policy could offer pure protection (insurance), another variant could offer protection as well as investment while some others could offer only investment. The types of insurance policy are :

- Term Life Insurance Policy
- Whole Life Insurance Policy
- Money Back Plan
- Pension Plan
- Endowment Policy
- Unit-linked insurance plan (ULIP)

#### Insurance Companies in India...

LIC was the major insurance player before the year 2000. The insurance sector was finally opened up to private players in 2001. The Insurance Regulatory and Development Authority, an autonomous insurance regulator set up in 2000, has extensive powers to oversee the insurance business and regulate in a manner that will safeguard the interests of the insured. There are currently 23 private companies in life insurance who have been provided with license by IRDA.

#### About Birla Sun Life Insurance...

- Established in 2001 Birla Sun Life Insurance Company Limited (BSLI) is a joint venture between the Aditya Birla Group and Sun Life Financial of Canada.
- Currently ranks amongst the top five private life insurance companies in the country.
- Known for its innovation and setting industry benchmarks, BSLI has several first to its credit. It was the first Indian Insurance Company to introduce "Free Look Period" and the same was made mandatory by IRDA for all others.
- Pioneered the launch of Unit-linked Life Insurance plans amongst the private players in India.
- BSLI also enjoys the prestige to be the originator of practice to disclose portfolio on monthly basis.
- Offers complete bouquet of insurance products viz. pure term plan, life stage products, health plan and retirement plan.
- It has an extensive reach through its network of 600 branches and 1,47,900 empanelled advisors.
- Covered more than 2.4 million lives since it commenced operations has a customer base spread across more than 1500 towns and cities in India.
- BSLI has ensured that it has one of the highest claims settlement ratio of 95% for FY 2010-11 which is comparable to LIC and also the premium is much lower as compared to LIC.
- The company has web-enabled IT systems for better customer services.
- It has professional knowledge and global expertise of Aditya Birla Group.

Some of the the highly sought policies of Birla Sun life include :

- BSLI Dream Child Plan

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### **Requested Changes**

1. Life Insurance and Health Insurance – 2 Separate Pages : a) 1 Page with information on Life Insurance in India b) 1 Page with information on Health Insurance in India.
2. Font to be larger and bold to make it more readable. “Read More” should also be more readable. I will provide write up on this.
3. No. 3 and 5 section need not be repeated. Section 3 can have about 5 to 10 messages being cycled and displayed one at a time. We should be able to change these messages.
4. Font to be larger and more readable. I will provide write up on this.
5. Title to be “**Know About.....**”. This should show 5 Blogs of our choice. We should be able to change it.
6. This may have only two articles : a) About Life Insurance in India b) About Health Insurance in India. Font to be larger and more readable.
7. Scroll Down List of Blogs with date.
8. Displaying the Latest Blog / Blog which is selected. The Blog should be dated. The end of the section should have “**Know More About....**” for Blogs which have downloadable “pdf” material. If the person needs to download he should first “Register” and “Login”. Font to be larger and more readable.

### **Other Requirements**

1. Archive Features for Blogs.
2. Cross Promotion with Facebook.
  - a. Site should have Facebook Logo to go to Facebook Page.
  - b. “Plug – Ins” from Facebook like “Like” in individual Blog articles. Facebook Page to be automatically updated as new “Blog” is added.

Hi Sajid,

The site looks very good. Please find attached our suggestions for the same. Please incorporate the same. Your understanding is the same as ours for the Blog page. Each article should be separate. The gradient is not necessary and the background you have provided is good. I will provide additional information as specified in the attachment. Some features like dating of blog, archiving and Facebook cross promotion need also to be incorporated.

Please proceed.

Regards,

Vinay Kamat

### **What is InvestSure?**

InvestSure is an initiative by a group of professionals to provide professional insurance and investment advice to the common mass. The purpose of this site is to provide appropriate information related to insurance and investment to all people enabling them to take informed investment and insurance decisions. The promoters of this information blog have seen that that lot of people, including educated ones do not carry out planned and systematic insurance and investment planning. Lot of people do not comprehend the importance of starting early in insurance and investment to use effectively the benefit of low mortality factor and the magic of compounding. The promoters of this blog strongly feel that this site will be able to promote this awareness and contribute effectively in generating a sense of responsibility towards insurance and saving. Insurance and saving by individuals builds up a sense of security and well being in the individual and his family members.

### **Welcome to Investsure.....**

Be Informed.....

Insure on time.....

Invest on time.....

Feel Secure.....

Make Secure.....

## Life Insurance in India

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- **Term Life Insurance Policy**
- **Whole Life Insurance Policy**
- **Money Back Plan**
- **Pension Plan**
- **Endowment Policy**
- **Unit-linked insurance plan (ULIP)**

The most basic and the most important but often the most ignored of all insurance policy is the **term plan** for protection of income. The minimum coverage i.e the Sum Assured should be 10 times the annual net income i.e if the annual net income is 5 Lacs the coverage should be 50 Lacs.

### Insurance Companies in India.....

LIC was the major insurance player before the year 2000. The insurance sector was finally opened up to private players in 2001. The Insurance Regulatory and Development Authority, an autonomous insurance regulator set up in 2000, has extensive powers to oversee the insurance business and regulate in a manner that will safeguard the interests of the insured. There are currently 23 private companies in life insurance who have been provided with license by IRDA.

## About Health Insurance In India.....

### Need for Health Insurance.....

Health treatment nowadays is very costly. More than the disease it is the cost of treatment that takes its toll. To get rid of health worries health / medical insurance is the answer. But over 70 per cent of these spends are out of pocket which leads to lot of hardships. According to a survey by NSSO (National Sample Survey Organization), 40 per cent of the people hospitalized have either had to borrow money or sell assets to cover their medical expenses.

**It takes just one visit to a hospital to make us realize how vulnerable we are.** It is a tough ordeal if you are diagnosed with an illness and need to be hospitalized, no matter if you are rich or poor, male or female, young or old. The list of lifestyle diseases like heart problems, diabetes, stroke, renal failure, some cancers just seems to get longer and more common these days. Thankfully there are more specialty hospitals and specialist doctors – but all that comes at a cost. The super rich can afford such costs, but what about an average middle class person? For an illness that requires hospitalization / surgery, costs can easily run into 5 figures.

A Health Insurance Policy can cover such expenses to a large extent. Health insurance policy not only covers expenses incurred during hospitalization but also during the pre as well as post hospitalization stages like money spent for conducting medical tests and buying medicines. The cover will be to the extent of the sum insured.

### Types of Health Insurance.....

There are mainly 3 types of Health Insurance covers which are as follows.

#### 1. Individual Mediclaim

The simplest form of health insurance is the Individual Mediclaim policy. It covers the hospitalization expenses for an individual for upto the sum assured limit.

#### 2. Family Floater Policy

Family Floater Policy is an enhanced version of the mediclaim policy. The policy covers each family member and the entire family's expenses are covered up to

the sum assured limit. So, in many ways the family floater plan offers flexibility in terms of utilizing the overall insurance coverage among the group.

### **Unit Linked Health Plans**

Health Insurance Companies have introduced Unit Linked Health Plans which combine health insurance with investment and pay back an amount at the end of the insurance term. The returns are dependent on market performance.

### **Current Scenario in India.....**

With a reach of just about 2% of the country's 1.2 billion population, India offers a huge potential in health insurance market. There are over 30 health insurance products in the category offered by both life and non-life insurers. While ICICI Lombard, Bajaj Allianz and Reliance General are some of the prominent general insurers in the health insurance space, Apollo DKV, Star Health & Allied Insurance are the standalone players.

**Section 3 : 10 Messages**

1. TERM PLAN is the most important Life Insurance Plan.
2. Insure yourselves to 10 TIMES your Annual Income.
3. Cover your entire family's health care expenses through "FAMILY FLOATER".
4. Invest in ULIP only if you PLAN LONG TERM.
5. Never get carried away by what Insurance Advisor tells you. Do your home work.
6. As of now, the Net Returns in Insurance is never greater than 10%. However, it does offer life cover along with investment.
7. Get INSURED early to take advantage of low mortality rate.
8. Start INVESTMENT early to use the Power of Compounding.
9. Lowest Premium Policy need not be the best Term Plan option. Look at the Claim Settlement Ratio.
10. Live a "HEALTHY LIFE STYLE" but protect yourself against uncertainties through Life and Health Insurance.



