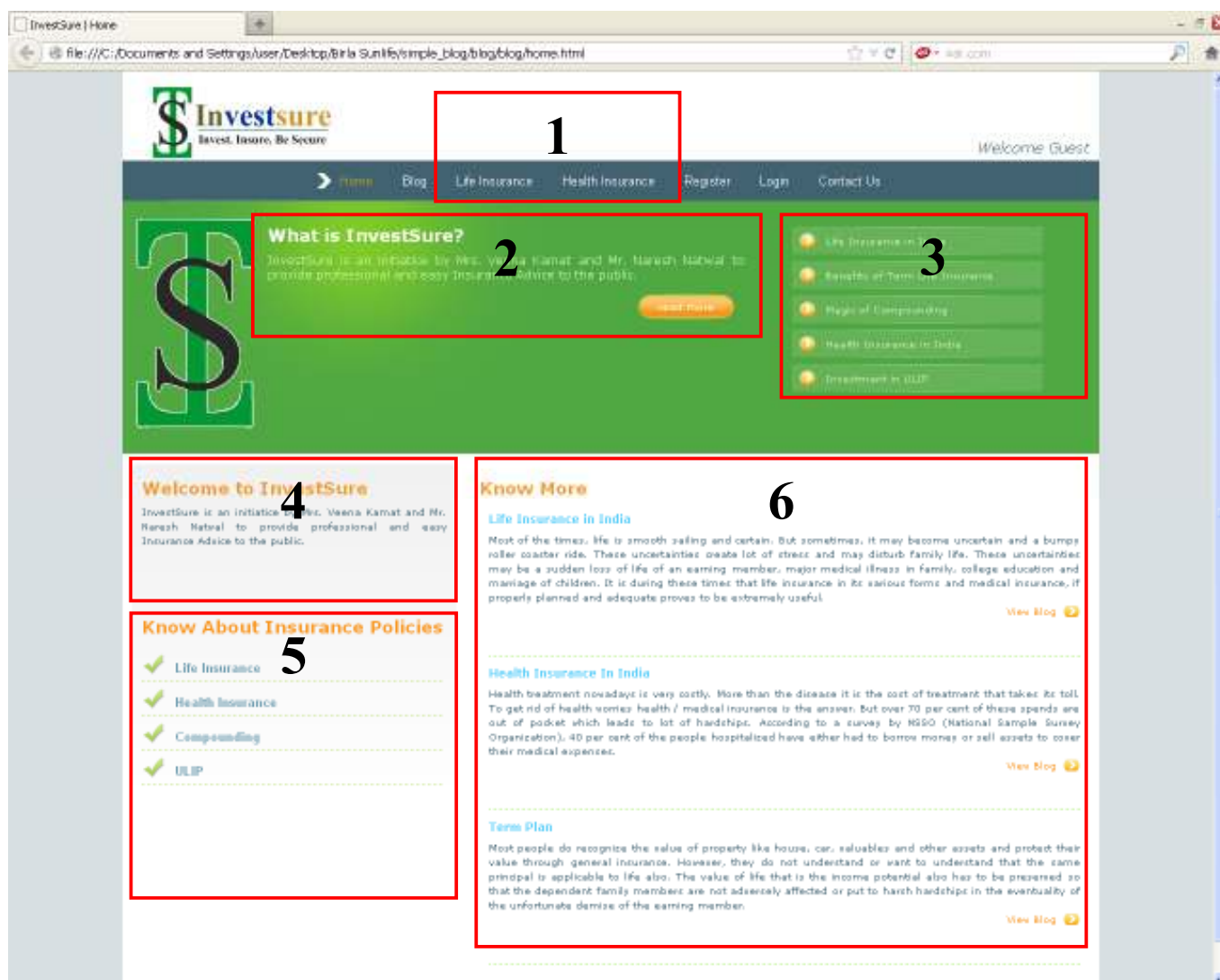



Requested Changes



InvestSure | Blog
file:///C:/Documents and Settings/user/Desktop/Birla Sunlife/simple_blog/blog/blog/blog.html
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

Requested Changes

1. Life Insurance and Health Insurance – 2 Separate Pages : a) 1 Page with information on Birla Sun Life and link to Birla Sun Life Website b) 1 Page with information on Star Health and link to Star Health Website. I will provide separate write up for each.
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.