

Media Release

Kotak Life launches Kotak Signature Term Plan for Comprehensive Legacy Protection

Mumbai, July 18, 2024: Kotak Mahindra Life Insurance Company Ltd. ("Kotak Life") today announced the launch of the Kotak Signature Term Plan, a pure protection term insurance solution crafted for emerging affluent salaried professionals and entrepreneurs. This plan offers substantial coverage at competitive premiums, ensuring robust financial protection that enables families to sustain their lifestyles and continue building their legacies.

Mahesh Balasubramanian, MD & CEO of Kotak Life, said, "At Kotak Life, our focus has always been on delivering solutions that are both relevant and forward-looking. The Kotak Signature Term Plan is a thoughtfully designed solution for India's growing base of affluent professionals and entrepreneurs. It provides curated benefits aligned with their aspirations and reflects our dedication to understanding evolving customer needs, fostering innovation and empowering individuals to secure their future with confidence."

Key Features

- High life cover with affordable premiums
- Discounts for salaried professionals, women, online buyers and more
- Special exit option – Get all your premiums back*
- Riders for enhanced protection: Kotak Accidental Death Benefit, Kotak Permanent Disability Benefit and Kotak Critical Illness Plus Benefit

India is witnessing a new generation of aspirational and self-driven individuals who are not only earning but actively investing, saving and building a legacy (Viraasat) to safeguard their families' future. These individuals are shaping their financial futures through diverse instruments. However, financial progress is often not complemented by adequate protection planning.

To bridge this gap, Kotak Life offers a comprehensive suite of term insurance solutions that cater to various life stages and financial priorities. The Kotak Signature Term Plan enhances this portfolio by offering personalised benefits tailored to the ambitions and evolving needs of the emerging affluent segment, helping them secure the legacy they strive to build.

About Kotak Mahindra Life Insurance Company Ltd

Kotak Mahindra Life Insurance Company Limited is a 100% owned subsidiary of Kotak Mahindra Bank Limited. Kotak Life provides world-class insurance products with high customer empathy. Its product suite leverages the combined prowess of protection and long term savings. Kotak Life is one of the fastest growing insurance companies in India with 323 branches across 152 cities and has covered more than 5 crore active lives as on 31st March 2025. *Conditions apply.

For more details, please visit www.kotaklife.com

For further information, please contact:

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