

Media Release

Kotak Mahindra Life Insurance Announces the Launch of T.U.L.I.P

A unit linked term insurance that offers life cover upto 100 times of the annual premium

Mumbai, December 20, 2023: Kotak Mahindra Life Insurance Company Limited (“Kotak Life”) today announced the launch of T.U.L.I.P – Term with Unit Linked Insurance Plan. T.U.L.I.P. is a unit linked term insurance plan that offers life cover upto 100 times of the annual premium while giving a customer the opportunity to earn returns like a unit linked insurance plan (ULIP). It also provides additional protection against critical illnesses and accidental death.

Mahesh Balasubramanian, Managing Director, Kotak Mahindra Life Insurance Company Limited said, “Customer centricity has always been the DNA at Kotak Life. TULIP offers our customers comprehensive protection like a term plan and also the opportunity to grow their wealth like a ULIP. It is aimed at taking care of our customer’s core financial needs.”

T.U.L.I.P. is a step towards financially empowering individuals. It is in sync with our brand promise, ‘Hum hain... hamesha’, where we give the assurance to be by our customers at every step of their journey.

Click here for the video release www.kotaklife.com

About Kotak Mahindra Life Insurance Company Ltd

Kotak Mahindra Life Insurance Company Limited (Kotak Life) is a 100% owned subsidiary of Kotak Mahindra Bank Limited (Kotak). 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 286 branches across 146 cities and has covered more than 5 crore active lives as on 30 September 2023.

For more details, please visit www.kotaklife.com

For further information, please contact:

Mahesh Nayak Kotak Mahindra Bank +91 98704 76989 Mahesh.Nayak@kotak.com	Jimit Harde Kotak Mahindra Bank +91 99300 29645 Jimit.Harde@kotak.com	Pushkar Gupta The Good Edge +91 93230 80909 pushkar@thegoodedge.com	Shalini Srivastava The Good Edge +91 99208 26757 shalini@thegoodedge.com
--	---	---	--

USP of T.U.L.I.P:

- Life cover up to 100 times of the annual premium.
- Loyalty additions up to 30% of fund value as a part of maturity benefits added by the company
- Refund of 2 times the premium allocation charges in the 10th, 11th, 12th and 13th year
- Refund of 1 time to 3 times of the mortality charges from the 11th policy year onwards
- Flexibility to withdraw money in case of a financial emergency
- Accidental Death Benefit and Critical Illness rider
- 8 fund options to choose from to invest one’s money