



LARSEN & TOUBRO LIMITED

SECRETARIAL DEPARTMENT

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Ref.: SEC/SRS

October 12, 2011

National Stock Exchange of India Limited
Exchange Plaza, 5th floor
G Block
Bandra Kurla Complex
Bandra (East)
Mumbai – 400 051

Stock Code : LT

Dear Sirs,

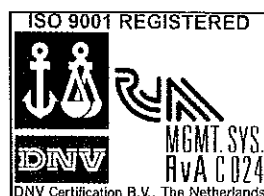
Sub: L&T Insurance announces launch of its flagship health insurance product, my:health Medisure Prime Insurance.

We send herewith a copy of Press Release that is being issued today, in connection with the above

Thanking you,

Yours faithfully,
For LARSEN & TOUBRO LIMITED

(N. HARIHARAN)
COMPANY SECRETARY





Media Release
For immediate publication

L&T Insurance announces launch of its flagship health insurance product, my:health Medisure Prime Insurance

~ A unique health insurance policy that offers 21 distinctive features to customers

~

Mumbai, October 12, 2011: L&T Insurance announced today its foray into health insurance by unveiling its first health insurance product - **my:health Medisure Prime Insurance**, targeted at both individuals as well as families.

my:health Medisure Prime Insurance is a meticulously designed insurance solution that understands the family's unique health needs and defines a step-by-step plan to ensure it. This product aims at reducing the financial burden incurred by customers during a medical exigency and helps them concentrate on their recovery.

Speaking at the launch, **Mr. Y M Deosthalee, Chairman of the Board, L&T Insurance** said, "With sustained economic growth, consequent rise in standard of living and rise in cost of health care, need for health insurance is rapidly increasing. We, at L&T Insurance, are focused on offering state-of-the-art health insurance products to the Indian consumers. As part of L&T's ethos and philosophy of consistent and timely service delivery, we are also offering a unique, first-of-its-kind '**Response Time Commitment**' to our consumers. We are confident that this product will provide a truly customized solution and raise the bar of customer expectation."

Mr. N Sivaraman, Director, L&T Insurance said, "Health insurance today has emerged as a critical part of day-to-day needs of people. With launch of this health insurance policy, we aim to fill the existing gaps in the health insurance space and enable consumers meet their healthcare expenses, effectively. This product offering is a milestone in L&T Insurance's commitment to introducing innovative insurance solutions to address the varying needs of Indian consumers. Our focus is on providing health insurance across the length and breadth of the country."

Mr. Joydeep Roy, CEO & Wholetime Director, L&T Insurance said, "my:health Medisure Prime Insurance has been designed after conducting extensive consumer research across various customer segments and geographies. Our policy recognizes that healthcare costs are different in different cities. Therefore premium for a small city is different from premium for a metro city for the same sum insured. Additionally, our policy is not constrained by any sub-limits on the amount that can be spent under various heads like room rent, medicines, surgery, etc. Further, the sum insured also automatically doubles on diagnosis of a critical illness. We have cashless hospitalization available across the country with Response time commitment. Our policy also provides features like fully paid pre-policy check-up at the comfort of the customer's home and many more customer friendly features and services to make sure that the terms are understood and claims are hassle-free."

my:health Medisure Prime Insurance will be available nationally through network of L&T Insurance's advisors and distribution partners along with 24 X 7 Claims Assistance.

For a complete list of features, kindly refer to the Annexure sheet attached with the Press Release.

**About L&T**

Larsen & Toubro is a USD 11.7 billion technology, engineering and construction group, with global operations. It is one of the largest and most respected companies in India's private sector. A strong, customer - focused approach and the constant quest for top-class quality have enabled L&T to attain and sustain leadership in its major lines of business over seven decades.

About L&T Insurance

L&T General Insurance Company Limited (L&T Insurance) is a wholly owned subsidiary of Larsen & Toubro Limited. The Company will provide a complete range of Retail and Institutional insurance solutions catering to the needs of Individuals, Small and Medium Enterprises and Corporates across urban and rural India.

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Visit us at www.ltinsurance.com



ANNEXURE – 21 FEATURES OF my:health MEDISURE PRIME INSURANCE

Features available in all cities

1. **Renewal of the Policy is for lifetime** - Entry age for this policy is 18 years - 65 years. It can be renewed for lifetime of the policyholder.
2. **Response time commitment** - Cashless decision within 6 hours and Reimbursement claim settlement within 6 working days of receipt of complete documents. Failing any of these commitments, a fixed compensation of INR 1,000 will be paid to the insured.
3. **No Sub-limits** - There is no limit on the amount that can be spent under various heads like room rent, medicines, surgery, etc.
4. **Double Sum Insured for treatment of a critical illness** - The Policy provides an additional cover equivalent to the Sum Insured (which essentially doubles the Sum Insured) for treatment of a critical illness.
5. **Pre-Existing Diseases cover after 2 years** - Treatment expenses for Pre-Existing Diseases/Injury/Illness will be covered from the 3rd year of the Policy
6. **FREE Pre-Policy Medical Check-up** - The policy provides fully paid pre-policy check up to the customer, even for rejected cases, for the specified policy tests
7. **Instant Policy Kits** - If the customer is below the age of 45 and declares no major illness, he/she will get the policy kit and health cards across the table.
8. **Expenses for accompanying person** - Up to INR 500 per day from 4th to 8th day when hospitalization exceeds 3 continuous days
9. **Reinstatement of Sum Insured in case of hospitalization due to an Accident** - If during the term of the Policy, the entire Sum Insured gets used up and there is a subsequent hospitalization due to an accident, the Sum Insured of the Policy is 'reinstated'
10. **Maternity and New Born Baby Cover** - The Policy provides coverage towards maternity expenses and new born baby cover up to the limit of Sum Insured as mentioned. Maximum of 5% of opted Sum Insured or INR 25,000 for a normal delivery and 10% or INR 50,000 for a caesarean section or actuals, whichever is lower including expenses towards new born baby.
11. **Premium for the Policy based on the location** - The healthcare costs differ in different cities across India. Keeping this in mind, premium is calculated on the basis on three zones; Zone I (All India Cover): Mumbai, Thane, Navi Mumbai, Delhi and NCR Regions, Zone II: Chennai, Hyderabad, Bangalore, Pune, Kolkata and Gujarat Regions and Zone III: Rest of India (other than Zone I and Zone II locations)
12. **Extended Pre-Post hospitalization** - Policy covers Pre-hospitalization expenses up to 60 days and Post hospitalization expenses up to 90 days
13. **Two year Policy option** - Allows customer to renew the policy at the end of 24 months v/s the traditional 12 months
14. **Free health check-up after every two consecutive renewals, irrespective of claim status**, for all Insured Persons who have attained 45 years of age at the time of the 2nd consecutive renewal.
15. **No static list for Day care procedures** - Up to the sum insured limit
16. **Premium constant after 80 years of age** - Renewal premiums beyond 80 years will remain constant
17. **Hospital Cash** - INR 1,000 per day from 4th to 10th day when hospitalization exceeds 3 continuous days
18. **Lump-sum Recovery Benefit for hospitalization** - INR 10,000 when hospitalization exceeds 10 continuous days or more
19. **Home visit for pre-policy check-up** - Fully paid pre-policy check-up is available at the comfort of your home, for all policies

Feature available in select cities only

20. **Concierge Service** - Claims Associate to personally assist the customer during the cashless procedure, when there is a claim.
21. **Case Manager** - Policy Manager to meet the customer with prior appointment to explain the benefits and clarify doubts on the policy.

The Information provided here includes only the salient features of my:health Medisure Prime Insurance.
For further details on all the conditions and for complete information refer the policy documents.
Insurance is the subject matter of solicitation IRDA Registration No.146