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Reliance Life unveils new product

New Delhi, Dec. 12

Reliance Life Insurance has launched a new-unit linked product – Reliance Super InvestAssure Plan (RSIP)-Plus. This product would give loyalty additions of 2.5 per cent of annual premium after the third policy year, apart from earnings growth. Announcing the launch of the product, Mr P. Nandagopal, CEO, Reliance Life Insurance, said that loyalty addition was a reward, in addition to investment and maturity benefits, that the company pays to its customers for continuing their patronage. “These loyalty additions can go up to 67.5 per cent of the annual premium. It is in line with our strategy to offer best-in-class products to our customers,” Mr Nandagopal said. — **Our Bureau**