

Headline: **MetLife Launches MetLife Smart Platinum**  
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**Rajesh Relan**  
Managing Director  
MetLife

Customer centricity has been the mainstay of MetLife and we have always designed products that meet the financial and protection requirements of customers. Met Smart Platinum also aligns with the recent India Ulip regulations.

### MetLife's Ulip offers high, low risk options

Press Trust of India  
New Delhi

METLIFE India Insurance Company on Tuesday launched a new equity-linked insurance product, Met Smart Platinum, which complies with new Insurance Regulatory and Development Authority (IRDA) guidelines.

Met Smart Platinum is a market-linked product and is targeted at individuals to meet their changing financial needs at various stages in their life. The plan covers an individual till the 99th year of age, the company said in a statement.

"Customer centricity has been the mainstay of MetLife and we have always designed products that meet the financial and protection requirements of customers. Met Smart Platinum also aligns with the recent India Ulip regulations," Rajesh Relan, managing director of MetLife, said.

The product offers the customer the option to choose the distribute allocation of desired percentage.

**The plan covers an individual till 99 years of age, the company said in a statement**

...ages of their investment between a high risk fund (Flexi Cap) and a low risk fund (Preference II) depending upon their risk appetite.

The flexibility offered to the customers by Met Smart Platinum allows them to make top-up investments whenever they wish to increase their investments to meet their changing financial needs.

#### BANGALORE | METLIFE Unveils first ULIP plan

MetLife India Insurance Company Limited (MetLife) on Tuesday, announced the launch of Met Smart Platinum, the company's first ULIP plan based on the new ULIP guidelines. Met Smart Platinum is a customer friendly plan that offers the flexibility to help meet an individual's changing financial and protection needs. About the launch, Rajesh Relan, Managing Director, MetLife, said, "Customer centricity has been the mainstay of MetLife and we have always designed products that meet the financial and protection requirements of customers. Met Smart Platinum is yet another step in that direction, which also aligns with the recent IRDA ULIP regulations." "Met Smart Platinum is a very flexible solution which can be tailor-made to meet individual investment and protection needs," he added.

## Metlife Insurance Launches Met Smart Platinum

FW BUREAU  
Chandigarh, Sept 7

MetLife India Insurance Company today launched a new equity-linked insurance product, Met Smart Platinum, which complies with new IRDA guidelines. Met Smart Platinum is a market linked product and is targeted at individuals to meet the changing financial needs at various stages in their life. The plan covers an individual till 99 years of age, the company said in a statement.

"Customer centricity has been the mainstay of MetLife and we have always designed products that meet the financial and protection requirements of customers. Met Smart Platinum also aligns with the recent IRDA ULIP

regulations," MetLife Managing Director Rajesh Relan said.

The product offers the customers the option to choose the distribute allocation of desired percentages of their investment between a high risk fund and a low risk fund depending upon their risk appetite, the statement said.

"The flexibility offered to the customers by Met Smart Platinum allows them to make top-up investments apart from allowing partial withdrawals in case the customer needs emergency liquidity of funds. The plan also allows customers to increase and decrease the life coverage depending upon their changing lifestyle needs, as they cross different stages of their life," it said.

As per the new IRDA

guidelines effective from September 1, the commission paid to distributors and expenses charged by insurers will no longer be front-loaded and will be distributed over the lock-in period of the schemes, which has been raised to five years from three years earlier.

The new guidelines from the Insurance Regulatory and Development Authority would protect ULIP-holders from mis-selling by agents and onerous commissions are likely to make the equity-linked instruments more investor-friendly.

Under the new guideline, IRDA has fixed the floor on guaranteed returns from ULIP pension plans at 4.5 per cent, which will greatly benefit policyholders saving up for retirement.

## INBRIEF

### INSURANCE COS LINE UP NEW ULIP PRODUCTS

The Indian insurance industry has been going through a makeover, the benefit of which will be reaped by policyholders after the insurance regulator IRDA's new ULIP guidelines came into effect this September. Insurance companies have come up with their new policies. MetLife India Insurance Company Limited (MetLife) among others announced the launch of Met Smart Platinum. Another private player, HDFC Standard Life launched - HDFC Standard Life Crest, which is a new insurance cum ULIP with highest NAV Guarantee, the company said. Bank of Baroda promoted IndiaFirst also launched two new products, adhering to the latest guidelines, called the IndiaFirst Smart Save and SmartFirst Young India. Meanwhile, IDBI Federal also launched new ULIP called IDBI Federal Wealthsurance Milestone plan. Earlier, SBI Life also launched Smart Performer and Unit Plus Super ULIP plans. ICICI Prudential had also launched ICICI Pru ACE.

## MetLife India launches first Ulip scheme

MetLife India Insurance Company has announced the launch of Met Smart Platinum, the company's first Ulip plan based on the new guidelines. Met Smart Platinum is a customer friendly plan that offers the flexibility to help meet an individual's changing financial and protection needs.

