

## **Notice Regarding the Completion of Investment in the Life Insurance Business in India**

June 28, 2012

Where Mitsui Sumitomo Insurance Co., Ltd (the “Company”) in the MS&AD Insurance Group announced on April 12, 2012 that it had reached an agreement to acquire 26% of the outstanding shares of Max New York Life Insurance Company Limited, which is a life insurance company in the Max India Group, a leading Indian corporate group, we are glad to announce that the Company has recently completed procedures to invest an acquisition amount totaling 27.3 billion rupees (approx. 39.1 billion yen\*) after obtaining approval from the Indian insurance supervisory authorities.

With the investment by the Company, the trading name of Max New York Life Insurance Company Limited is scheduled to change to Max Life Insurance Company Limited.

The recent completion of investment procedures has enabled the Company to enter the rapidly growing Indian life insurance market, and the Company will proceed with the strategic capital alliance by dispatching personnel including two directors for Max Life Insurance Company Limited. In addition to the non-life insurance business in Asia, the Company will work to further accelerate efforts to establish a stable business base in the life insurance market in the region.

\* There is no change in the acquisition amount of 27.3 billion rupees announced in the news release dated April 12, 2012, but the amount converted into Japanese currency has fallen to approximately 39.1 billion yen from the initial projection of approximately 45 billion yen due to factors such as subsequent changes in the exchange rate.

- End -

● (Reference) About Max New York Life Insurance Company Limited

## About Max New York Life Insurance Company Limited

### (1) Overview

\*As of the year ended March 2011.

\*Figures in yen based on conversion rate of 1 rupee = 1.42 yen

Name	Max New York Life Insurance Company Limited
Established	2000
Location of registration	New Delhi
Employees	7,052
Agents	43,692
Sales channels	(Composition based on first year insurance premiums) Individual agents (47%), bank sales (23%), corporate agents (23%), other (7%)
Product composition	(Composition based on first year insurance premiums) Traditional products (lifetime insurance, etc.) (57%), variable insurance (43%)
Gross insurance premiums	58.1 billion rupees (approx. 82.5 billion yen, 6 <sup>th</sup> among private life insurers with a share of 6.60%)
First year insurance premiums *	20.6 billion rupees (approx. 29.3 billion yen, 7 <sup>th</sup> among private life insurers with a share of 5.24%)

\* 6<sup>th</sup> among private insurers with a share of 5.83% cumulatively through the fiscal year ending March 2012)

### (2) Characteristics

#### (i) Sales Channels

Balanced channel mix with a strong agent channel with excellent sales capabilities provided through need-based sales (ranked 2nd in the industry in premium revenue per agent and premiums per policy). The bank channel is also robust underpinned by sales contracts with major private banks.

#### (ii) Product Mix and Sales Policy

The company has a product mix with a relatively low weight on variable insurance compared to other private life insurers and a relatively high proportion of traditional products (lifetime insurance, etc.).

### (3) Max India and the Max India Group

Max India is the parent company of Max New York Life insurance (holding 70% of the shares), and is the holding company of the Max India Group. In addition to the life insurance business, which accounts for over 80 percent of its revenue, the Max India Group also operates a medical and hospital business, and conducts pharmaceutical development.