



## **Standard Chartered Bank (Thai) joins hands with Prudential Thailand to launch unit-linked policy**

“**PRUsecure link** – Single Premium” offering both protection and opportunity to get higher investment returns

**Bangkok – February 25, 2014:** Prudential Life Assurance (Thailand) Public Company Limited (“Prudential Thailand”) in collaboration with Standard Chartered Bank (Thai) (“Standard Chartered Bank”) introduced a new product, “**PRUsecure link** – Single Premium (SP)”, which is a life insurance policy that combines life protection and an investment opportunity together. The plan, requiring one-time premium payment (single premium) starting at the minimum of 50,000 baht, is tailored to be flexible on investment choices, allowing customers to switch investment funds under the policy 4 times a year, free of charge. Customers can also buy additional supplementary riders: Accidental Death Benefit or Total and Permanent Disability Benefit, attached to the main policy.

**Mr. Ramakrishnan Subramanian**, Senior Executive Vice President Head – Consumer Banking said one of this year’s key strategies of Consumer Banking of Standard Chartered Bank is to launch various products and services to respond to financial needs of customers in the Priority and International Banking (PIB) segment. From the bank’s survey, it is found that customers in this segment, clarified as having more than 3 million baht of assets with bank, tend to look for an opportunity to invest in mutual funds to gain higher returns and prefer freedom in making their own financial planning. Thanks to this, “**PRUsecure link**” can serve this need very well, through the provision of alternatives for customers to get investment benefits and life protection at the same time. Apart from investment returns from leading mutual funds, this product offers flexibility in allocating protection portion and investment in each portfolio to suit the financial situation at any time, which is perfect for the current socioeconomic condition.

“As a leading international bank, we leverage on the bank network overseas and teams of expert financial advisers to give advice on financial and investment planning based on customers’ needs. The bank hopes that “**PRUsecure link**” will be one of the products that help boost the bank’s growth and strengthen customers’ financial well-being,” **Mr. Ramakrishnan** added.

**Mr. Binayak Dutta**, Chief Executive Officer of Prudential Thailand, said, “We are very proud to have entered into a bancassurance partnership with Standard Chartered Bank since 2001. Throughout the 12-year period of our strong relationship, we have joined hands in providing life insurance services through bancassurance platform, which progressed well, thanks to a strong support and collaboration from the bank. Now comes a good opportunity for both of us to introduce a brand new

investment-linked product, which is able to fulfill the financial needs of those who are looking for investment alternatives. In addition to investment returns, this product also provides protection as offered in life insurance policies in general. The combination of protection and investment features in one policy is, therefore, perfectly fit for the current socioeconomic environment.”

**PRUsecure link** – SP offers an investment opportunity for customers to get higher investment returns through the investment in leading mutual funds selected according to the high standard of Prudential under one life insurance policy. Customers can choose the level of protection and manage their investment portfolio on their own through the allocation of funds to suit their financial status, which will not only boost their confidence but also enable them to have a chance to gain higher yields.

The other prominent feature of **PRUsecure link**- SP lies in its high flexibility and liquidity. Customers are allowed to pay top-up premium any time. In case of urgent needs for money, they can choose to exercise either partial or full policy surrender. In addition, they can decide to switch their mutual funds (Fund Switching) to match the market situation four times a year without having to pay for additional fees. Prudential Thailand has selected a variety of fund types, i.e. money market fund, balanced fund and equity fund, and is in the process of selecting additional fund types, which is in line with the proposal approved by the Office of the Securities and Exchange Commission.

Customers, therefore, have an opportunity to get higher investment returns, have convenience in managing a life insurance policy that has both protection and investment features in one policy, have more flexibility in switching their funds to fit the market situation, and feel more secured through the protection benefit, which is not less than 125% of the premium paid.

**PRUsecure link** – SP is available for male and female customers aged 1 month to 65 years old, with the minimum sum assured starting at 50,000 baht up to the maximum of 50 million baht. Interested persons can contact or ask for more information at any branches of Standard Chartered Bank (Thai), or call at Customer Service Center Tel. 1595.

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## **About Standard Chartered Bank (Thai)**

### **Standard Chartered – leading the way in Asia, Africa and the Middle East**

Standard Chartered PLC is a leading international bank, listed on the London and Hong Kong stock exchanges. It has operated for over 150 years in some of the world's most dynamic markets and earns around 90 per cent of its income and profits in Asia, Africa and the Middle East. This geographic focus and commitment to developing deep relationships with clients and customers has driven the Bank's growth in recent years.

With 1700 offices in 68 markets, Standard Chartered offers exciting and challenging international career opportunities for its 88,000 staff. It is committed to building a sustainable business over the long term and is trusted worldwide for upholding high standards of corporate governance, social responsibility, environmental protection and employee diversity. The Bank's heritage and values are expressed in its brand promise, 'Here for good'.

## **About Prudential Life Assurance (Thailand)**

Prudential Life Assurance (Thailand) opened its door for business in Thailand in 1995 as a joint investment between Prudential plc, a company incorporated and with its principal place of business in England, and Thai Sethakij Life Assurance or TSLife. Prudential plc has infused the new venture with its worldwide experience and business finesse in order to provide a superior range of products and services designed to match the needs of Thai customers. During the past 16 years of business operations in Thailand, Prudential has worked to consistently and strongly grow the company as well as to better the Thai society.