

ICICI Prudential Life Insurance partners with Dignity Foundation to launch ActivAge

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New Delhi, Delhi, IND, 2007-10-01 17:42:55 (IndiaPRwire.com)

On the occasion of World Elder's Day, ICICI Prudential Life Insurance, one of India's leading life insurers and Dignity Foundation, an established organization dedicated to the cause of productive ageing, launched **ActivAge**. ActivAge has been designed as a platform that will work towards promoting and facilitating the concept of productive ageing amongst the senior citizens in India. It entails a comprehensive engagement program for the fifty-plus segment, involving them in activities that will help them lead a holistic post-retirement life. Mr. Narayanan Vaghul, Chairman, ICICI Bank Limited, graced the occasion as Chief Guest.

Speaking at the launch, Ms. Shikha Sharma, Managing Director and CEO, ICICI Prudential Life Insurance said, 'While financial independence is a key determinant for a satisfying life post-retirement, it isn't the only factor that promises quality life at that stage. While our strengths lie in providing financial solutions in the retirement space, Dignity Foundation provides a platform for senior citizens to explore exciting opportunities to keep them engaged. Through ActivAge, we will enable senior citizens to lead a more active, wholesome life and age productively.'

Dr. Sheilu Sreenivasan, Founder President, Dignity Foundation, said: 'It is our privilege to partner with ICICI Prudential Life Insurance and further champion the cause of active ageing. ActivAge will provide senior citizens a larger forum to engage themselves in productive activities, which will help senior citizens lead a more fulfilling life after their working years. The activities have been designed to bring more senior citizens together on a regular basis. Through ActivAge we hope to build a larger community of active senior citizens, who in-turn will help change the meaning of post-retirement life in India.'

ActivAge programs include **Chai Masti**, involving Dignitarians in various mind-stimulating activities, **Intergenerational Mela** seeking to increase interaction between grandparents and their grandchildren, **Suraksha Bandhan**, an activity that encourages school children to bond with their grandparents and **Voice of Dignity**, a newsletter which would articulate their concerns and learning on various issues. All these activities will be held in Mumbai, Kolkata, Delhi, Chennai, Hyderabad, Visakhapatnam and Jamshedpur.

Second Careers

ICICI Prudential Life and Dignity Foundation under the aegis of ActivAge will launch a website on second careers. This is a first of its kind initiative that will offer a unique opportunity for Dignitarians to pursue careers post their retirement. The website has been created keeping in mind that many retirees seek either part-time or full time opportunities in the corporate sector, as they are still active and can contribute to the various functions within a company. The second careers website is the first step towards providing avenues in this direction, to senior citizens.

ICICI Prudential Life Insurance will provide a web interface, where Dignitarians can upload their

resumes. These resumes can be accessed by both ICICI Prudential Life and other prospective employers who will offer the unique opportunity for Dignitarians to explore second careers.

Volunteer Programs

Employees of ICICI Prudential Life will also participate in volunteer programs and productively share their time and learnings with Dignitarians in an interactive way. Volunteer programs designed for ActivAge include **Dignity Companionship program** - engaging in activities like reading or playing cards, scrabble, **Dignity Dementia Day Care Centre**, involving in creative pursuits like dance and singing and **Dignity Home Computer Training** - imparting computer training, surfing the net or access email services.

The immediate beneficiaries of ActivAge will be the over 50,000 members of Dignity Foundation across India. However, senior citizens from across the country can become members of Dignity Foundation and benefit from ActivAge programs.

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About ICICI Prudential Life Insurance

ICICI Prudential Life Insurance Company is a joint venture between ICICI Bank and Prudential plc. It was one of the first players to commence operations when the insurance industry was opened to the private sector in 2000. For the first quarter ended June 30, 2007, the company garnered Rs. 987 crore of weighted retail + group new business premiums and has underwritten over 5 million policies since inception. The company has a network of over 700 offices, over 235,000 advisors; as well as 23 bank partners. It is also the only life insurer in India to be assigned AAA (Ind) credit rating from Fitch Ratings. For the past six years, ICICI Prudential has maintained its leading position amongst life insurers in the country, with a wide range of flexible products that meet the needs of the Indian customer at every step in life. To know more about the company, please visit www.iciciprulife.com.

About Dignity Foundation

Dignity Foundation is a not for profit organization which is very active in promoting the concept of active ageing amongst senior citizens. Set up in 1995, Dignity Foundation is present in 7 cities across the country and has close to 50,000 members pan-India. Membership in Dignity Foundation entitles a senior citizen to take part in a host of membership programs, all of which promote the concept of Active Ageing. The foundation was started by Dr Sheilu Sreenivasan.

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9810175728/9818806924

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