



Media Release  
For immediate publication

**L&T Insurance**

L&T Insurance announces launch of its flagship health insurance product, my:health Medisure Prime Insurance

*~ A unique health insurance policy that offers 21 distinctive features to customers*

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Mumbai, October 12, 2011: L&T Insurance announces the launch of its flagship health insurance product, my:health Medisure Prime Insurance,



***L&T Insurance***

About L&T



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Features available in all cities

Renewal of the Policy is for lifetime -

Response time commitment

No Sub-limits

Double Sum Insured for treatment of a critical illness -

Pre-Existing Diseases cover after 2 years

FREE Pre-Policy Medical Check-up †

Instant Policy Kits -

Expenses for accompanying person -

Reinstatement of Sum Insured in case of hospitalization due to an Accident

Maternity and New Born Baby Cover

Premium for the Policy based on the location -

Extended Pre-Post hospitalization -

Two year Policy option -

Free health check-up after every two consecutive renewals, irrespective of claim status,

No static list for Day care procedures †

Premium constant after 80 years of age -

Hospital Cash †

Lump-sum Recovery Benefit for hospitalization †

Home visit for pre-policy check