

NationalLife *Building a better life*

awarded



A household brand name which signifies trust, peace of mind, quality and financial security.

TIMES OF OMAN SPECIAL SUPPLEMENT

MONDAY, JANUARY 30, 2006

Our financial strength is your financial security

Q1. Congratulations on National Life being showered with so many international and national awards in the recent past. What is the reason for so many awards, which no other life insurance company in Oman has got?

Thank you. National Life has always been known for its quality of products and services. The recent awards like upgradation of our ISO certification from 9002:2000 to 9001:2000 standard is an acknowledgement from this reputed quality certifying agency on the international quality of our services and products. The B+ (Very Good) rating is on our financial strength from the A.M. Best Co, which is the world's oldest and most authoritative insurance rating agency. This is also of high significance to us and our customers, as this gives the confidence on personal financial security for the customer who invests money with us on a long term basis. The silver trophy in the Oman Web Awards for our website is another feather in the cap, wherein customers can get access to the latest information on our services at the click of their mouse in a user-friendly format. All these awards are stamps of approval on our philosophy of 'customer focused approach' to business from reputed international and national agencies. We are happy that we have been able to retain the ever green trust and confidence and keep up to the high expectations of our customers and business associates for more than two decades now.

Q2. How does the financial strength of your company and an

international rating from A.M. Best co. help the customer ?

Life insurance is a long term investment product. The customer not only invests money to get good returns to realise his personal financial dreams and peace of mind with adequate financial protection but he actually invests faith and trust for many years of his life. The rating from a company of an international repute like A.M. Best significantly contributes to the 'peace of mind' and 'confidence' factors of the customer. All these international certifications and ratings is the easiest and the best method to evaluate the reputation and standing of a life insurance company and having confidence to invest in the product and service for long term savings, protection and good returns.

Q3. What are the other criteria that the customer should look for in a life insurance company for investing in a life insurance product ?

Some of the most important criteria the customer should evaluate is quality of customer service, good claims settlement record, strong internationally reputed re-insurance support, availability of range of products suitable for individual specific needs, years of service and experience in the market and last but not the least, the reputation of the company as perceived by existing customers. The last point on the reputation of the company has translated in to very good 'word of mouth' publicity for us, which we feel is our most powerful marketing tool. These are the reasons, we are the

National Life Insurance Company SAOC

is the acknowledged market leader in Oman in the life insurance business. It is the only life insurance company which has the ISO 9001:2000 and A.M. Best B+ (Very Good) financial strength rating certification in the entire GCC region. Since its establishment in 1984 it has built up a strong brand image which signifies trust, peace of mind, quality and financial security in the Oman market. National Life has a wide range of innovative products suiting every individual and corporate customer needs which covers the entire spectrum of life insurance business like; Individual Life, Group Life, Credit Life and Group Medical Insurance.



"Customer focused approach, adherence to international quality standards of customer service and products and team work are the key ingredients for our success" says S. Venkatachalam, General Manager, National Life. He gives a broad picture of the strengths of National Life and the current scenario of the industry.....

market leaders today.

Q4. Individual Life insurance

service and products in the past have not had so much a positive a response as desired from the Oman market. What was the reason and How have you been able to turn around the market reaction and response and do so well?

The primary reason life insurance in the individual life business was not received well in the past is because of the limited market reach and lack of awareness of the benefits offered. Realising these fundamental problems, we repositioned our individual product line as a 'small savings with big returns' unique savings instrument which provides financial benefits to realize one's personal financial dreams during their life time, sandwiched with the protection benefit. We are also the first to launch Bancassurance in partnership with Oman's largest bank, Bank Muscat, which has a wide spread network of more than 90 branches in the country. This association with a trusted banking service, which the customer predominantly believes as a savings house and they offering our products has furthered strengthened the understanding that our product is a highly beneficial savings instrument. This innovative approach and Bancassurance partnership has given us the desired market response and volume business.

Q5. Now that you are the acknowledged market leaders in Oman, what are your future plans? Well, having consolidated our position as market leaders our confidence is at very high levels and

we plan to expand the Oman market further. In spite of our company doing well in all lines of life business like; Individual Life, Group Life, Credit Life and Group Medical, the potential in the market is still immense and much remains to be explored and reached. Oman is a growing market but it still is the least penetrated life insurance market in the GCC region. Our vision is to make Oman as one of the highest penetrated life insurance market in the GCC.

We also have plans to expand to the other markets of GCC region starting with Dubai and Bahrain. Our expertise in the life business could be put to good use in the other places in the region as well.

Q6. What other factors are helping and can help in the industry to grow and expand the Oman market?

Definitely the support of the regulator, Capital Market Authority, which is playing a pro-active role in developing the market is helping the industry to grow. They are not only functioning as an efficient regulator but also as a guide for all the insurance companies in Oman. Apart from this, help from various other government organs to propagate and promote awareness of the benefits of life insurance which intum benefits society and the country can be done as a coordinated effort by all concerned in the industry. If such a sustained campaign is launched, this could go a long way in achieving market expansion and penetration with wide spread awareness.



ONIC Holding extends their heartiest congratulations to its subsidiary



on being awarded by



Building a better life

Congratulations to National Life on their excellent rating by AM Best



As the pioneer in the field of insurance, National Life has helped countless families across Oman build a better tomorrow. Today, you are a name that is synonymous with security and peace of mind. As your achievements grow, so do your standards. We share your pride on this occasion and are proud to be associated with you.



www.bankmuscat.com

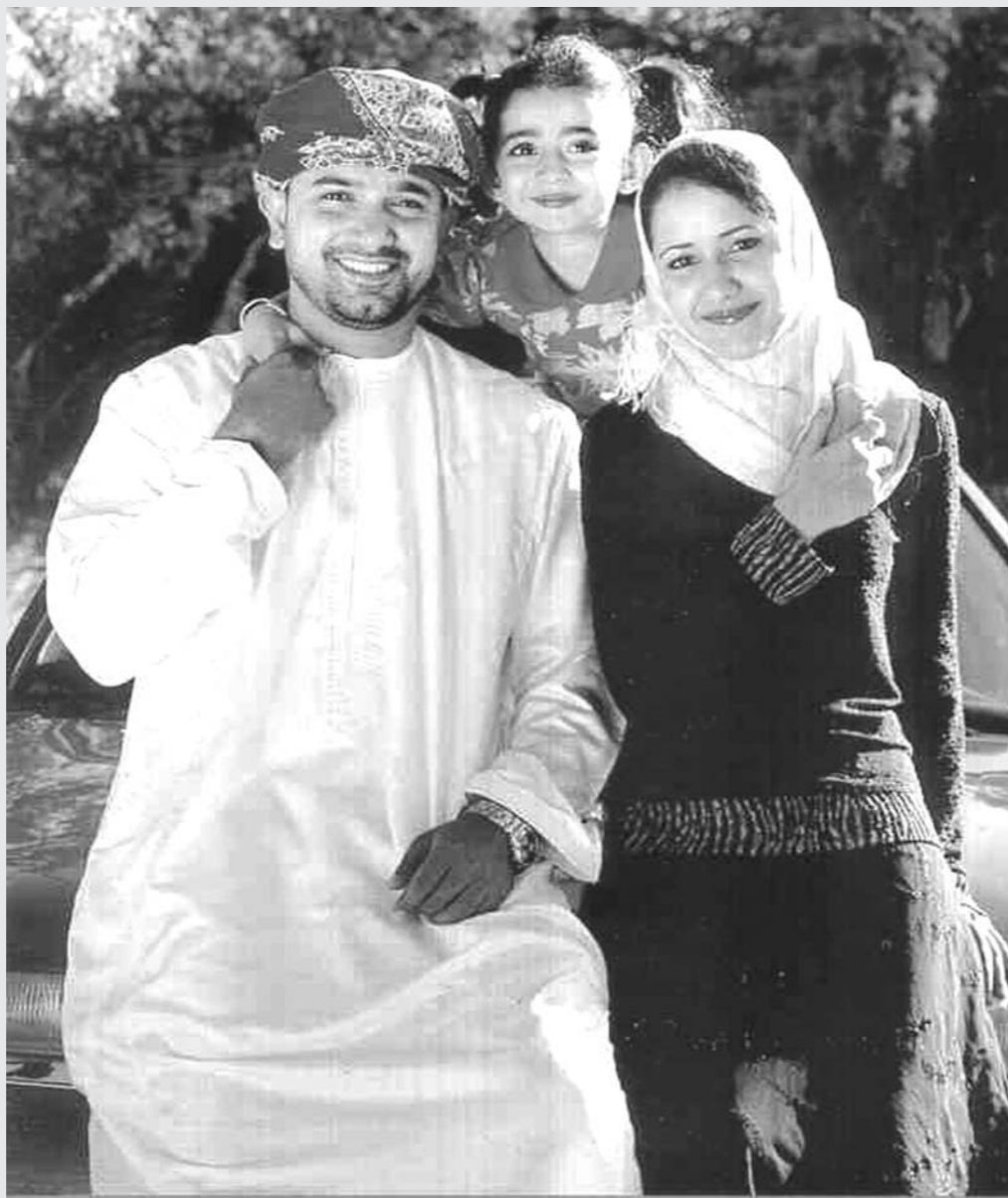
As we advance in life, we pass through various milestones. It starts with our schooling, then comes college, then a job, getting our first salary raise/promotion, getting married, having children, children starting their schooling, children completing high school, their entering into professional college, getting jobs and settling down, preparing for our own retirement and so on an so fourth

THESE milestones make our life worthwhile. It is important to note that as we progress in life, we are expected to shoulder increasing responsibility. And most times, responsibility is interconnected with financial readiness. Let's say, you want to buy a car, or get married, or want to plan for a tour to a far off country with your family or spouse; everything incurs a cost. More importantly, these costs should never eat into the savings set aside for other more important goals such as planning for your children's education or marriage.

The way you can really live your dream life is by having a saving in a disciplined way by anticipating your mid term and long term financial goals.

- What are the next major mid term plans (6 to 15 years) involving money in your life (Buying a car, getting married, going on a holiday,)?
- What are the long term plans (15 to 30 years) that need your consideration (planning for children's education, children's marriage, retirement)?

SAVINGS PLUS PLAN



Good returns + Total protection

Get more from your money with Savings Plus Plan!

- How would you prioritise them considering that those that involve responsibility should figure first in the priority list?
- How much money would be needed to take care of the plans that are top in your priority list? Have you made arrangements for them?
- If you have not, then when do you intend to start? If you have taken care of the more important goals, then what about the items that come later in your priority list?
- What would be the cost involved, do you already have the money? If not, when do you intend to start to save?

A good plan to make your dreams come true

The Savings Plus Plan enables one to plan for the milestones in ones life by way of anticipating and saving. The maturity amount and additional bonuses that are received during the planned date helps to offer the necessary funds to make your dreams come true. The benefits are: An investment fund aimed at making your mid term or long term dream into a reality and yearly bonuses that will mature at the pre planned date. In case of an unfortunate event it offers protection to the beneficiaries. This Plan offers a feeling of being in control to make your dream into a reality and good return on investment.

Plan Benefits

- Affordable Premiums
- Peace of Mind by offering Financial Readiness needed for making the dream a reality.
- Helps Build a Disciplined savings habit
- Reversionary Bonus to enhance the possibility of investment growth.
- Additional Protection 24 hours world over.
- Flexibly payment option

What you need to do?

Choose the duration of the plan (the term), the total Sum required for your goal (Sum Assured) make the decision and start the contributions (premiums) on a monthly, quarterly, half- early or annual basis.

What you get ?

- On the date of maturity, one gets the total of the Sum Assured and the accumulated reversionary bonuses.
- In case of an untoward event prior to the date of maturity, the beneficiary gets the Sum Assured and the accumulated bonuses.

Let's take an example: Ali is a young man aged 20 from Ruwi. He has recently started working as a Supervisor for a pharmaceutical company. Now Ali feels it is the right time to start saving for a plot of land which he wants to have in 6 years when he is 26 years old. The current cost of the plot is RO.5300. Ali doesn't want to take any risk; he therefore considers the possibility of the increase in price and assumes that if he has RO 6500 in six years, he will be able to afford the plot.

Ali takes a Personal Savings Plan from National Life for a SA of RO 6500 for a monthly contribution of 97.5 rials. This will give him a sense of control that he is saving for the plot and also provide all the necessary funds to buy it in 6 years.

Q: At age 26 what will Ali receive from the company?

A: Ali will receive the Sum Assured of RO 6500.

Q: Any thing else?

A: In addition to the Sum Assured, Ali would receive Reversionary bonus as a percentage of the Sum Assured added each year throughout the term of the policy.

Q: What happens in the unfortunate event of death?

Immediately Ali's beneficiary would receive the Sum Assured of RO.6500 and all accumulated bonuses.

How the plan works for you?

Step 1: Choose the amount that you would require for your chosen Goal.

Step 2: Decide on the duration that you would like to make the contributions

Step 3: Decide on the mode in which you would make the contributions (monthly, quarterly, half yearly or annual)

Congratulations

to

NationalLife

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on being awarded by



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المجموعة العربية للتأمين
ARAB INSURANCE GROUP (B.S.C)

Congratulations

NationalLife

Building a better life

on being awarded the

B+ (Very Good)

Rating from

AM BEST

With compliments from

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EDUCATION SAVINGS PLAN

SURE we understand your child's education is very important to you. But wouldn't it be nice if you were doubly sure of it. National Life Insurance Company, Oman's leading name in insurance now brings to you Education Savings Plan to do just that. It is a plan that offers you the much needed funds all through the education years of your child. What's more, it is practical, easy to understand and offers a world of benefits for the future. What greater joy for a parent than to proudly watch your child at the convocation. A joy you truly deserve! more because you planned in advance.

What's in store for your child?

The Education Savings Plan enables a parent to regularly contribute money in order to ensure that their children have adequate funds flowing in during the crucial years of their education along with bonuses accumulated throughout the planning years. The benefits are protection for child's future in case of an unfortunate event and an investment fund that will mature and flow in during the education years of the child. The Education Savings Plan offers peace of mind and good returns on investment.

Salient Features

- Eligibility: Parent's in the age group of 20 to 50 years are eligible to take the plan
- The Maturity Amount can be anything above RO.5000
- Guaranteed Bonus of 2% added to the Maturity Amount annually.
- Reversionary Bonus based on Company's profitability (added on a yearly basis)

- Premium Mode: Monthly/Quarterly/Half Yearly or Annual
- Benefits
- Helps parents who have growing children



- Ensures guaranteed fulfillment of Education Goal with Sum Assured arriving on an annual basis from Maturity Date.
- Guaranteed bonus helps takes care of inflation
- Reversionary bonus enhances possibility of greater returns
- Premium Mode offers flexibility in premium payment

A slice of life to make you understand better:
Picture this: Ibrahim is 30 years old while his son Sohail is aged 1. Ibrahim decides to take an Education Savings Plan in order to secure his sons' future. He contributes RO 33.3 every month for a Sum Assured of RO 6000 for 17years. When the policy matures, Ibrahim would get the following benefits:

- Sum Assured from the 18th age of Sohail in 4 installments, a total of RO 6000
- Accumulated Guaranteed bonuses at 2% per

- year, in four installments, a total of RO 2040
- Accumulated Reversionary Bonus (profits declared from time to time) in four installments.

In the unlikely event of Ibrahim unfortunately passing away, say, after 4 years of starting the plan,

- All future premiums are waived
- Sum Assured would be paid to Sohail from the 18th year in 4 installments, a total of RO 6000
- Accumulated Guaranteed bonuses at 2% per year, in four installments, a total of RO 2040
- Accumulated Reversionary Bonus (profits declared from time to time) in four installments

How the plan works for you?

- Step 1: Choose the amount that you would require for your Childs Education.
Step 2: Decide on the duration that you would like to make the contributions
Step 3: Decide on the mode in which you would make the contributions (monthly, quarterly, half yearly or annual)

National Life awarded the prestigious Silver Trophy for Best Website



"Mr S. Venkatachalam - General Manager and Mr V. Balaji IT Manager with the Oman web awards Silver trophy".

NATIONAL Life Insurance Company SAOC has been awarded the prestigious Silver Trophy for Best Website under the category Banks & Financial Institutions. According to a press release, Oman Web Awards organised a grand ceremony in strategic partnership with Omantel, for awarding the winners of Oman Web Awards 2005, at Hotel Al Bustan Palace on 30th December, 2005.

Oman Web Awards 2005 is Oman's first web designing competition held to recognise creativity & excellence and to bring national & international recognition for talents and achievements of the Omani Web Community.

National Life had re-engineered their existing website and relaunched www.nlicgulf.com in August 2005. The new website was designed by the IT department of National Life. Along with brand selling and product selling, adequate care has been taken to serve social cause by raising awareness on life insurance requirements, savings habit, etc in the Sultanate of Oman. The website has been designed using light colors, with intended purpose of not straining readers' eyes. Page-flow is designed in simplistic manner for easy access to readers. The message headings and pictures are judiciously selected, avoiding industry specific terminologies, to convey messages in the way understandable to readers.

The website has been constructed in such a way that prospective customers can acquaint with the company's strengths, products offered, features, contact details, etc. Existing customers can know the company's latest information & new products launched. Intermediaries can know the latest information and products, to offer the same to their clients. Associates can know the strengths, latest news for possible associations, tie-ups and partnerships. Prospective employees may know the job vacancies in the company and submit their CV. Media can know about the latest information, news, update, product launches.

Commenting about winning this award, General Manager of National Life Mr S. Venkatachalam said: "This award for best website is a true reward for the team effort amongst the staff of National Life and we sincerely thank our customers and associates for their constant encouragement in getting this big achievement, for which we are proud of. We will be making it completely Arabic enabled and add more features to the website."

 **Port of Salalah**

Congratulates

NationalLife

on receiving
B+ Very Good *rating*
from



Salalah Port Services Co. SAOG
P.O. Box 105, PC 118, Muscat, Sultanate of Oman

Dhofar Power Co.

Extends its warm wishes
to

NationalLife

Building a better life

on this proud occasion

for being awarded by



Dhofar Power Company (SAOG)

Muscat House Building, Second Floor, 23rd July Street,
P.O. Box 2609, Postal Code 211, Salalah, Sultanate of Oman

Group Medical

The need for a suitable medical insurance plan which would cater to cover the expenses for best medical service is being long felt by the employer, with a full value for money, free of administrative hassles and a complete satisfaction that the medical needs of employees are met with.

REGARDLESS of whether you are a small company or a Fortune 500 giant, you want to make sure you are getting your money's worth out of a health plan. It's important to weigh the pros and cons of each choice when selecting a plan. While premiums vary among different carriers, recognize that there can be substantial differences in the benefits provided and in the amount your employees must pay out-of-pocket for services. Keeping that in mind, the flagship benefit offered by National Life is

Unsure about how to provide employees with medical cover ?



- Is my present medical service the best ?
- Why can't I get access to all major clinics in Oman ?
- Do I get coverage overseas while on leave or business travel ?
- Do I get access to overseas speciality hospitals like Apollo in India and Sri Lanka and Aga Khan in Pakistan ?
- Do I get complete inpatient and outpatient coverage ?
- Do I get complete value for money ?

the attractive Med-ex cover for employer-employee schemes, under the torch-bearer plans Natcare Super, Natcare Prime and Natcare Special. Natcare plans of National Life are really a golden treasure schemes for the employers in providing welfare measures to their employees at a competitively low cost with

excellent medical service provided by reputed clinics in Sultanate of Oman and abroad. The NLIC has made arrangements towards reimbursement of medical expenses and the much coveted, hassle-free, cashless Direct Billing Arrangement with reputed Clinics in Oman. There are nearly 40 clinics with which National Life has tied up as service providers, who provide for inpatient and out patient medical needs. Unlike medical insurance plans provided by other insurers, the prominent coverage provided under Natcare is Full Refund for Consultation, Medications, and Investigation towards outpatient treatment in addition to the Inpatient coverage for expenses incurred towards surgical procedures, ICU charges, Inpatient Physiotherapy, Physician's fees etc., to name a few. Pre-existing or chronic illness are also covered if required, and optional riders for Optometry, Physiotherapy, Dental and Maternity are also provided for. The Natcare provides for reimbursement of reasonable ambulance service charges in case of emergency in-patient treatment in Oman within its prescribed limits. The Natcare Super Plus plans caters to worldwide medical expenses cover (excluding USA and Canada) during business trip/holidays for a period of 45 days duration during a single journey and also covers expenses towards elective treatment abroad with simple prior-approval formalities. The cover under National Life Medical Scheme ensures access to certain select Overseas Hospitals like Appollo, Wockhardt Hospital, Jaslok Hospital, Escorts, Leelavathi Hospital, Nanavathi Hospital, Fortis, Vijaya Hospital, Max Health Centre, Dr. Cherian's Heart Institute, KIMS, Dr. KKR ENT Hospital in India. Where it is necessitated for treatment abroad, with simple prior approval formalities the air-fare is also reimbursed. To illustrate, in case of heart-ailment requiring treatment in India, the Natcare plan provides Medical cover for treatment at the top notch Hospitals provided above, get treated and return to

Group Life Insurance

Employee benefits insurance plans play an important role in human resource development.. Employers have started offering a comprehensive life and medical insurance program as a part of their employment benefits . Needless to say that it helps to attract and keep good personnel.

Designing the employee benefit and insurance plans for your employees is a complex task. There are many issues to consider, including legal and financial aspects , and finding the right insurers in very important .

A good employee benefit plan should:

- Protects employees and their families from economic hardship brought about by sickness, disability, or unfortunate death.
 - Provides income to employees and their families when they need it most.
 - Provides medical insurance cover.
 - Certain benefits are mandated by law, like the Workmen's compensation Cover. A comprehensive benefit plan should include some or all of the following elements: Life insurance, Health insurance, Disability insurance, Workmen's compensation Cover
- Finding a plan that suits your budget constraints and fills the needs of your employees is not easy. It helps to find out.
1. Who is the insurance company?
 2. Does it have systems to handle small and big business clients?
 3. What is its rating? How solvent is it?
 4. What is the insurers reputation for claims and services?
 5. What is the choice of clinics and hospitals?
 6. How does the company manage cost control measures / health care costs?
 7. Who administers the plan?
- Group Insurance plans has become essential to today's successful business. With careful planning you and your employees can enjoy good health and Insurance protection at a cost your business can afford.
- What information do I need to provide to receive a proposal?
1. Employee census, including:
 - Date of birth
 - Gender
 - Benefit amount
 - Occupation
 - Salary and salary mode (if applicable)
 - Sum assured
 2. Benefits to be covered.
 2. Claims history for the past 3 to 5 years

Congratulations

Congratulations to Oman's leading life insurer National Life Insurance Company SAOC on being awarded B+ (Very Good) financial strength rating by AM Best Company.

Swiss Re, the world's largest life reinsurer, is proud to be able to name National life among its leading clients in the region.



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for being awarded by



Al Ahlia Insurance Co. SAOC

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