(as on 30th June 2011)

Saravana Kun



Message from CIO's Desk

June 2011 saw a recovery in the Indian equity markets as the benchmark indices, BSE Sensex and CNX Nifty gained 1.85% and 1.57% respectively. The Mid-cap stocks put in a more muted performance as the CNX Mid-cap index registered a decline of 1.16%. May 2011 WPI inflation came in at 9.06%, primarily on the back of soaring manufactured products inflation at 7.27%. In an effort to rein-in inflation, the RBI raised the reporate under the liquidity adjustment facility (LAF) by 25 basis points from 7.25% to 7.5%. Following the increase in the reporate, the reverse reporate under the LAF stands automatically adjusted to 6.5% and the marginal standing facility (MSF) rate to 8.5%. The trajectory of global commodity prices, particularly crude oil and the progress of the monsoons in July, a crucial sowing month, could well determine the Chief Investment Officer direction of the Indian markets in the near term. The Market valuations look reasonable for a long-term investor and present an attractive entry point from a 3-5 year perspective.

Life Large Cap Equity Fund

Equity Funds

	Fun	d Details		Fund Performance						Asset Allocation		
		:The primary investment is to generate long-term capital	PERIOD	DATE	NAV	NSE Nifty 50 Index	NAV Change	INDEX Change				
	appreciation from a portfolio that is invested pre-dominantly		Last 1 Month	31-May-11	11.08	5560.15	1.06%	1.57%	1.74%			
	in equity and equity linked	n equity and equity linked securities.		31-Mar-11	11.41	5833.75	-1.86%	-3.19%				93.23%
	Fund Manager	: Mr. Saravana Kumar	Last 6 Months	31-Dec-10	11.99	6134.50	-6.59%	-7.94%	5.03%			
	NAV as on 30 Jun. 11	:₹11.20	Last 1 Year	30-Jun-10	10.41	5312.50	7.58%	6.30%				
		. (11.20	Last 3 Year	30-Jun-08	7.82	4040.55	12.71%	11.81%				
	Benchmark	: S&P CNX Nifty-100%	Since Inception	7-Jan-08	10.00	6279.10	3.31%	-3.00%				
Corpus as on 30 Jun, 11 : ₹755.05 Crs. Note : The investment income and prices may go down as well as up. "Since Inception" and "3-years" period returns are calculated as per CAGR.									Funds 📕 Cash, B	Bank & Others		

Whole Life Mid-Cap Equity Fund

Fund Details		Fund	Per	formand	Asset Allocation			
Investment Objective : The primary investment objective of the fund is to generate long-term capital	PERIOD	DATE	NAV	NSE CNX Midcap Inde	NAV _X Change	INDEX Change		0.64%
appreciation from a portfolio that is invested pre-dominantly in Mid Cap Equity and Mid Cap Equity linked securities.	Last 1 Month Last 3 Months	31-May-11 31-Mar-11	13.86 13.63	8064.80 8040.15	-0.54% 1.18%	-1.16% -0.85%		12.44%
Fund Manager : Mr. Saravana Kumar	Last 6 Months	31-Dec-10	14.89	8857.20	-7.41%	-10.00%	83.74%	
NAV as on 30 Jun, 11 : ₹13.79	Last 1 Year	30-Jun-10		8130.85	2.51%	-1.96%		
Benchmark : NSE CNX Midcap Index - 100%	Last 3 Years Since Inception	30-Jun-08 8-Jan-07	9.63 10.00	5238.85 5156.45	12.71% 7.44%	15.02% 10.22%		
Corpus as on 30 Jun, 11 : ₹1571.43 Crs.	Note : The investment i				. "Since Ince	otion" and		
	"3-years" period	returns are calcu	ulated as p	ber CAGR.			Equity	Fixed Deposit Cash, Bank & Others

Super Select Equity Fund

Fund Details

Investment Objective : The primary investment objective of the fund is to provide income distribution over a period o medium to long term while at all times emphasizing the importance of capital appreciation. The fund will invest significan amount in equity and equity linked instruments specifically excluding companies predominantly dealing in Gambling Lotteries/Contests, Animal Produce, Liquor, Tobacco Entertainment (Films, TV etc) Hotels, Banks and Financia Institutions. Fund Manager : Mr. Saravana Kuma NAV as on 30 Jun, 11 : ₹11.85 : S & P India 500 Shariah Index - 100% Benchmark Corpus as on 30 Jun, 11 : ₹267.59 Crs.

		Fund	a Per	Tormanc	е	
/e of ne	PERIOD	DATE	NAV	S & P India 500 Shariah Index	NAV Change	INDEX Change
nt	Last 1 Month	31-May-11	11.73	1300.79	1.02%	0.50%
lly g,	Last 3 Months	31-Mar-11	11.73	1340.15	0.98%	-2.45%
o, al	Last 6 Months	31-Dec-10	12.47	1436.15	-4.99%	-8.98%
	Last 1 Year	30-Jun-10	11.06	1308.04	7.10%	-0.06%
	Since Inception	16-Oct-09	10.00	1217.76	10.47%	4.25%
, 0	Note : The investmer returns are ca	t income and pr Iculated as per (o down as well as up	o. "Since Ince	eption" period

Balanced Funds Whole Life Aggressive Growth Fund

Fun	d	Details	Fund Performance								
		The primary investment naximize the returns with medium	PERIOD	DATE	NAV	NAV Change	INDEX Change				
to high risk.			Last 1 Month	31-May-11	14.76	1.27%	1.32%				
Fund Manager	:	Mr. Saravana Kumar	Last 3 Months	31-Mar-11	15.06	-0.77%	-1.64%				
NAV as on 30 Jun, 11	:	₹14.94	Last 6 Months	31-Dec-10	15.57	-4.06%	-4.24%				
Benetania		NIG	Last 1 Year	30-Jun-10	14.07	6.24%	5.70%				
Benchmark	•	Nifty - 65% CRISIL Composite Bond	Last 3 Years	30-Jun-08	10.33	13.09%	10.05%				
		Index - 35%	Since Inception	8-Jan-07	10.00	9.39%	7.58%				
Corpus as on 30 Jun, 11	:	₹285.58 Crs.	Note : The investment inc "3-years" period re	ome and prices may g eturns are calculated a	go down as wel as per CAGR.	l as up. "Since In	ception" and				



Whole Life Stable Growth Fund

Fund Details		Fund Pe	rtorma	ance		Asset Allocatio
Investment Objective : The primary investment objective of the Fund is provide reasonable returns with low	PERIOD	DATE	NAV	NAV Change	INDEX Change	40.19% 27.92
to medium risk.	Last 1 Month	31-May-11	13.29	1.28%	1.15%	
Fund Manager : Mr. Saravana Kumar	Last 3 Months	31-Mar-11	13.39	0.51%	-0.54%	
NAV as on 30 Jun. 11 : ₹13.46	Last 6 Months	31-Dec-10	13.55	-0.70%	-1.59%	
 ···· , ··· ,	Last 1 Year	30-Jun-10	12.70	5.99%	5.27%	
Benchmark : Nifty - 40% CRISIL Composite Bond	Last 3 Years	30-Jun-08	9.91	10.76%	8.79%	
Index - 60%	Since Inception	8-Jan-07	10.00	6.86%	6.98%	4.63% 14.51%
Corpus as on 30 Jun, 11 : ₹58.76 Crs.	Note : The investment inc "3-years" period re	ome and prices may g eturns are calculated a		Unit Funds 5.95% 6.81% Equity Corporate Bonds CD		
						Covernment Securities Cash Bank & C



A new look at life

Accet Allocation 92%

D/CP's Cash Bank & Others Government Securities

Whole Life Income Fund

(as on 30th June 2011)

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Fixed Income Funds

Fund Details		Fund	Per	formance	9		Asset Allocation
Investment Objective : The primary investment objective of the fund is to generate income through investing in a range of debt and money market instruments of various	PERIOD	DATE	NAV	CRISIL Compsite Bond Index	NAV Change	INDEX Change	7.54%
maturities with a view to maximising the optimal balance	Last 1 Month	31-May-11	12.93	1673.27	0.91%	0.86%	29.30%
between yield, safety and liquidity. The Fund will have no investments in equity or equity-linked instruments at any point		31-Mar-11	12.83	1667.12	1.69%	1.24%	
of time.	Last 6 Months	31-Dec-10	12.62	1644.23	3.40%	2.64%	3.28%
Fund Manager : Mr. Saravana Kumar	Last 1 Year	30-Jun-10	12.40	1613.87	5.24%	4.58%	50.11% 7.46%
NAV as on 30 Jun, 11 : ₹13.05	Last 3 Years	30-Jun-08	10.27	1386.28	8.29%	6.78%	1140/0
Benchmark : CRISIL Composite Bond Index -100%	Since Inception	8-Jan-07	10.00	1298.79		6.03%	2.23% Corporate Bonds CD/CP's Unit Fur
Corpus as on 30 Jun, 11 : ₹100.56 Crs.	Note : The investment "3-years" perio	income and price d returns are cal		 Government Securities Fixed Deposition Cash Bank & Others 			

Whole Life Short Term Fixed Income Fund

Fund Details		Fund	l Pei	formanc	Asset Allocation		
Investment Objective : The primary investment objective of the fund is to generate stable returns by investing	PERIOD	DATE	NAV	CRISIL Short Term Bond Index		INDEX Change	4.24% 64.55%
in fixed income securities having shorter maturity periods. Under normal circumstances, the average maturity of the Fund		31-May-11	13.01	1730.34	0.95%	0.94%	
may be in the range of 1-3 years.	Last 3 Months	31-Mar-11	12.83	1716.04	2.37%	1.79%	2.68%
Fund Manager : Mr. Saravana Kumar	Last 6 Months	31-Dec-10	12.64	1688.32	3.91%	3.46%	
NAV as on 30 Jun, 11 : ₹13.13	Last 1 Year	30-Jun-10	12.45	1654.29	5.46%	5.59%	28.54%
Benchmark : CRISIL Short Term Bond Index -	Last 3 Years	30-Jun-08	10.39	1418.04	8.12%	7.20%	
100%	Since Inception	8-Jan-07	10.00	1281.09	6.27%	7.17%	
Corpus as on 30 Jun, 11 : ₹44.84 Crs.	Note : The investmen "3-years" perio	t income and pri od returns are ca	ces may g Iculated a	o down as well as up s per CAGR.	. "Since Ince	ption" and	Corporate Bonds CD/CP's Fixed Deposit Cash, Bank & Others

Equity Outlook

ndian equity markets shrugged of a clutch of negative data on global growth moderation and sovereign debt concerns in the Euro zone and rallied in the last few trading sessions of June. The benchmark indices BSE Sensex and CNX Nifty gained 1.85% and 1.57% respectively even as the CNX Midcap index lost 1.16% over the month.

The FIIs investment has been modest at around USD 500 million in the Indian equity market calender year to date when compared with insurance companies, who invested around USD 2.5 billion in the same period, domestic mutual funds around USD 650 million. This lack of enthusiasm from the FIIs have been a primary reason for muted returns of MSCI India index of just 3.8% on an y-o-y basis compared to over 20% for MSCIAsia ex Japan during the same period.

India Inc has been under pressure from surging input commodity prices and moderating demand in the second half of FY 2011 stretching its working capital requirements as well as slowing capex growth. A revival in capex growth could be triggered by peaking of interest rates in the second half of FY 2012 as well as easing of capacity bottlenecks through government policy. Profit growth and positive cash flows of Indian Inc act as tailwinds to capex growth if an enabling policy environment is created.

Media reports suggest some possible initiatives from the government to stimulate FDI which had registered a sharp decline of around 25% in FY 2011 to USD 19.4 billion from USD 25.8 billion in FY 2010. FDI in multi-brand retail could be one such initiative which could modernize the back-end logistics and cold chain network by attracting large scale investments from global retail majors and be an enabler in moderating the food inflation in the medium term by bridging the distance between farm and fork.

The growth of eight core infrastructure industries hastened to 5.3% year on year in May 2011 as against 4.6% year on year in April 2011 albeit slower than the 7.4% year on year growth recorded in May 2010. Core sector growth numbers act as a lead indicator to the IIP number as they have an overwhelming weight of around 37.9% in the IIP index

On Friday 24th June, the Empowered Group of Ministers (EGoM) announced the much delayed price hikes for diesel, kerosene and LPG broadly on expected lines. In absolute terms, diesel (HSD) prices were hiked by ₹3 per litre and kerosene (cooking fuel) by ₹2 per litre. The hike in LPG cooking gas was to the tune of ₹50/ cylinder. In an unexpected move, the government reduced the customs duty on crude by 5% and the excise duty on diesel (HSD) by ₹2/ litre foregoing almost ₹35,000 corres (USD 7.7 billion) in revenue for FY 2012. Overall, the government's move of fuel price hike signaled its resolve in lowering subsidies, creating an enabling environment for follow-on offerings in oil PSUs to meet its FY 2012 disinvestment target as well as improving its finances in the medium term. The Indian equity markets welcomed this decision and a broad based market rally followed.

The markets would be banking on the government's determination to successfully pass a series of bills in the monsoon session of parliament as these could free up more headroom for economic activity and put the economy back into the trajectory of higher growth.

Meanwhile, there are visible near term headwinds from inflationary pressures due to global commodity prices as well as continued moderation in global growth. The medium term outlook of the Indian markets appears brighter as the interest rates could peak by the second half of FY 2012. The Indian market valuations seem reasonable for a long term investor with a 3-5 year view.



The month of June 2011 was extremely volatile for the debt markets as the benchmark 10 year Government security (G-sec) started the month at 8.41% and rallied to 8.19% during the month and closed at 8.33%. The easing of yields in the corporate bond markets was to tune of around 14 bps over the month from 9.77% to 9.63%. The corporate bond spread over the 10 year G-sec was in the range of 110-125 bps over the month of June.

The backdrop of negative liquidity persisted throughout the month, starting at around ₹40,000-50,000 crores and further tightening to ₹70,000-100,000 crores over the month, post the advance tax outflows. The government issued ₹6,000 crores of cash management bills in the month of June to meet its short term cash requirements.

The South west monsoon gave a reason to cheer as it has been bountiful in June on a overall basis but shows some signs of weakening in July as the La Nina condition in the Pacific has moved to neutral territory. In its second stage forecast of South West monsoon (June to September), the Indian Meteorological Department (IMD) has revised down its April forecast of 98% of Long Period Average (LPA) to 95%, which is below the normal range of 96-104%. The market watchers would be keenly monitoring the progress and intensity of the monsoons in July, a crucial sowing month. A good monsoon can be an key enabler in moderating agri-inflation and easing the headline inflation in the second half of FY2012.

The headline inflation printed an uncomfortable 9.06% for May 2011 along with a sharp upward revision to the March 2011 headline inflation number to 9.68%. Factoring in the fuel price hike effected in June, the inflationary pressures are bound to rise by around 70 bps of direct impact of fuel price hike with an overall impact of around 120 bps. We could be staring at double digit headline inflation in the months to come as the inflation could peak off by September 2011, if there are no further upsides to the global commodity prices.

The mid-quarter monetary policy review on June 16th saw the RBI raise the repo rate under the liquidity adjustment facility (LAF) by 25 basis points from 7.25 % to 7.5 % with immediate effect. The RBI conceded the possibility of deceleration in interest sensitive sectors such as automobiles but saw no evidence of any sharp or broad-based slowdown. The corporate earnings growth has reflected robust demand conditions in the economy, which allowed the corporate to pass on sharp rises in input costs to the end customer, opined the central bank. It alluded to the steady growth in credit and the reasonably strong composite Purchasing Managers' Index (PMI) in May 2011 as evidence of robust economic activity. Given the continued anti-inflationary stance of the RBI, we could expect a 25 bps hike in policy rates in the first quarter monetary policy review on July 26th.

India's fourth quarter current account deficit was moderated by robust export growth and helped in the FY 2011 current account deficit decline on a year on year basis to 2.6% of GDP as against 2.8% of the GDP in FY 2010. However, the concerns on the balance of payments stems from the declining capital flows witnessed in FY 2011 primarily due to a sharp fall in FDI. With elevated crude oil prices inflating the import bill the current account deficit could cross 3% of GDP. There are early indications that the FDI in FY 2012 could be significantly higher than FY 2011 and that could ease the balance of payments position.

We could see upward pressure on the 10 year G-sec due to the sticky elevated inflation levels and the RBI's response to rein-in the inflation. The 10 year G-sec could trade in the range of 8.25-8.50% in the near term.

Funds Available With Current Product Offerings - A Snapshot

(as on 30th June 2011)



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