

Funds Available With Current Product Offerings

- A Snapshot (as on 30th September 2014)

IN THIS POLICY, THE INVESTMENT RISK IN INVESTMENT PORTFOLIO IS BORNE BY THE POLICYHOLDER.

Investment Report

The month of September 2014 saw the benchmark index BSE Sensex losing 0.03% even as the CNX Nifty gained a modest 0.13%. The Mid-cap index, CNX Mid-cap surged 2.74 % during the same period.

Equity Funds

Large Cap Equity Fund (ULIF 017 07/01/08 TLC 110)

Fund Details		Fund Performance					Asset Allocation	
Investment Objective	: The primary investment objective of the Fund is to generate long term capital appreciation from a portfolio that is invested predominantly in equity and equity linked securities.	PERIOD	DATE	NAV	CNX Nifty	NAV Change	INDEX Change	
NAV as on 30 Sep, 14	: ₹16.8473	Last 6 Months	31-Mar-14	13.9347	6704.20	20.90%	18.80%	
Benchmark	: CNX Nifty-100%	Last 1 Year	30-Sep-13	11.9466	5735.30	41.02%	38.87%	
Corpus as on 30 Sep, 14	: ₹995.72 Crs.	Last 2 Years	30-Sep-12	11.3770	5703.30	21.69%	18.17%	
		Last 3 Years	30-Sep-11	9.8931	4943.25	19.42%	17.23%	
		Last 4 Years	30-Sep-10	11.7142	6029.95	9.51%	7.21%	
		Last 5 Years	30-Sep-09	9.6290	5083.95	11.84%	9.39%	
		Since Inception	07-Jan-08	10.0000	6279.10	8.05%	3.59%	
		Note : The investment income and prices may go down as well as up. "Since Inception" and returns above "1 Year" are calculated as per CAGR.						

Whole Life Mid-Cap Equity Fund (ULIF 009 04/01/07 WLE 110)

Fund Details		Fund Performance					Asset Allocation	
Investment Objective	: The primary investment objective of the Fund is to generate long term capital appreciation from a portfolio that is invested predominantly in Mid Cap Equity and Mid Cap Equity linked securities.	PERIOD	DATE	NAV	NSE CNX MIDCAP	NAV Change	INDEX Change	
NAV as on 30 Sep, 14	: ₹25.3843	Last 6 Months	31-Mar-14	18.2416	8612.45	39.16%	32.58%	
Benchmark	: NSE CNX MIDCAP-100%	Last 1 Year	30-Sep-13	14.9106	6997.95	70.24%	63.17%	
Corpus as on 30 Sep, 14	: ₹1,948.77 Crs.	Last 2 Years	30-Sep-12	14.4475	7840.55	32.55%	20.68%	
		Last 3 Years	30-Sep-11	12.6858	7094.00	26.01%	17.19%	
		Last 4 Years	30-Sep-10	14.9069	9164.25	14.23%	5.65%	
		Last 5 Years	30-Sep-09	11.1160	6713.30	17.96%	11.21%	
		Since Inception	08-Jan-07	10.0000	5156.45	12.80%	10.83%	
		Note : The investment income and prices may go down as well as up. "Since Inception" and returns above "1 Year" are calculated as per CAGR.						

Super Select Equity Fund (ULIF 035 16/10/09 TSS 110)

Fund Details		Fund Performance					Asset Allocation	
Investment Objective	: The primary investment objective of the fund is to provide income distribution over a period of medium to long term while at all times emphasizing the importance of capital appreciation.	PERIOD	DATE	NAV	CNX India 500 Shariah Index	NAV Change	INDEX Change	
NAV as on 30 Sep, 14	: ₹19.5212	Last 6 Months	31-Mar-14	14.9103	1623.70	30.92%	24.48%	
Benchmark	: CNX India 500 Shariah Index - 100%	Last 1 Year	30-Sep-13	12.9004	1405.23	51.32%	43.83%	
Corpus as on 30 Sep, 14	: ₹856.01 Crs.	Last 2 Years	30-Sep-12	11.9909	1322.78	27.59%	23.61%	
		Last 3 Years	30-Sep-11	10.7236	1184.71	22.10%	19.49%	
		Last 4 Years	30-Sep-10	11.9622	1396.81	13.02%	9.68%	
		Since Inception	16-Oct-09	10.0000	1217.76	14.44%	10.76%	
		Note : The investment income and prices may go down as well as up. "Since Inception" and returns above "1 Year" are calculated as per CAGR.						

Balanced Funds

Whole Life Aggressive Growth Fund (ULIF 010 04/01/07 WLA 110)

Fund Details		Fund Performance					Asset Allocation	
Investment Objective	: The primary investment objective of the fund is to maximize the returns with medium to high risk.	PERIOD	DATE	NAV	NAV Change	INDEX Change		
NAV as on 30 Sep, 14	: ₹21.7766	Last 6 Months	31-Mar-14	18.2256	19.48%	14.40%		
Benchmark	: Nifty - 65% CRISIL Composite Bond Index -35%	Last 1 Year	30-Sep-13	16.0124	36.00%	29.33%		
Corpus as on 30 Sep, 14	: ₹407.13 Crs.	Last 2 Years	30-Sep-12	15.6152	18.09%	14.42%		
		Last 3 Years	30-Sep-11	13.8228	16.36%	14.05%		
		Last 4 Years	30-Sep-10	15.3922	9.06%	7.31%		
		Last 5 Years	30-Sep-09	12.9850	10.89%	8.59%		
		Since Inception	08-Jan-07	10.0000	10.59%	8.62%		
		Note : The investment income and prices may go down as well as up. "Since Inception" and returns above "1 Year" are calculated as per CAGR.						

Whole Life Stable Growth Fund (ULIF 011 04/01/07 WLS 110)

Fund Details		Fund Performance					Asset Allocation	
Investment Objective	: The primary investment objective of the fund is provide reasonable returns with low to medium risk.	PERIOD	DATE	NAV	NAV Change	INDEX Change		
NAV as on 30 Sep, 14	: ₹18.6815	Last 6 Months	31-Mar-14	16.3451	14.29%	11.25%		
Benchmark	: Nifty - 40% CRISIL Composite Bond Index - 60%	Last 1 Year	30-Sep-13	14.8499	25.80%	22.52%		
Corpus as on 30 Sep, 14	: ₹87.55 Crs.	Last 2 Years	30-Sep-12	14.4055	13.88%	11.74%		
		Last 3 Years	30-Sep-11	12.8858	13.18%	11.78%		
		Last 4 Years	30-Sep-10	13.3768	8.71%	7.38%		
		Last 5 Years	30-Sep-09	11.8960	9.45%	8.01%		
		Since Inception	08-Jan-07	10.0000	8.42%	7.96%		
		Note : The investment income and prices may go down as well as up. "Since Inception" and returns above "1 Year" are calculated as per CAGR.						

Funds Available With Current Product Offerings

- A Snapshot (as on 30th September 2014)

Fixed Income Funds

Whole Life Income Fund (ULIF 012 04/01/07 WLI 110)

Fund Details

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 maturities with a view to maximizing the optimal balance between yield, safety and liquidity. The Fund will have no investments in equity or equity linked instruments at any point in time.

NAV as on 30 Sep, 14 : ₹17.2240

Benchmark : CRISIL Composite Bond Index -100%

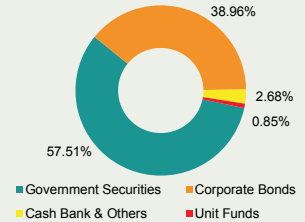
Corpus as on 30 Sep, 14 : ₹240.59 Crs.

Fund Performance

PERIOD	DATE	NAV	CRISIL Composite Bond Fund Index	NAV Change	INDEX Change
Last 6 Months	31-Mar-14	16.2544	2047.13	5.97%	6.21%
Last 1 Year	30-Sep-13	15.4546	1948.06	11.45%	11.61%
Last 2 Years	30-Sep-12	14.8155	1883.05	7.82%	7.45%
Last 3 Years	30-Sep-11	13.3098	1718.92	8.97%	8.15%
Last 4 Years	30-Sep-10	12.4617	1628.02	8.43%	7.50%
Last 5 Years	30-Sep-09	11.7500	1543.70	7.95%	7.09%
Since Inception	08-Jan-07	10.0000	1298.79	7.29%	6.89%

Note : The investment income and prices may go down as well as up. "Since Inception" and returns above "1 Year" are calculated as per CAGR.

Asset Allocation



Whole Life Short Term Fixed Income Fund (ULIF 013 04/01/07 WLF 110)

Fund Details

Investment Objective : The primary investment objective of the Fund is to generate stable returns by investing in fixed income securities having shorter maturity periods. Under normal circumstances, the average maturity of the Fund may be in the range of 1-3 years.

NAV as on 30 Sep, 14 : ₹17.3520

Benchmark : CRISIL Short Term Bond Index -100%

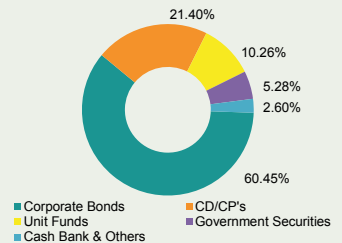
Corpus as on 30 Sep, 14 : ₹142.09 Crs.

Fund Performance

PERIOD	DATE	NAV	CRISIL Short-Term Bond Index	NAV Change	INDEX Change
Last 6 Months	31-Mar-14	16.6109	2205.82	4.46%	4.80%
Last 1 Year	30-Sep-13	15.8918	2099.30	9.19%	10.12%
Last 2 Years	30-Sep-12	14.7110	1948.67	8.61%	8.92%
Last 3 Years	30-Sep-11	13.4073	1784.00	8.98%	9.02%
Last 4 Years	30-Sep-10	12.5334	1670.28	8.47%	8.46%
Last 5 Years	30-Sep-09	11.8360	1591.88	7.95%	7.75%
Since Inception	08-Jan-07	10.0000	1281.09	7.39%	7.93%

Note : The investment income and prices may go down as well as up. "Since Inception" and returns above "1 Year" are calculated as per CAGR.

Asset Allocation



Equity Outlook

The month of September 2014 saw the benchmark index BSE Sensex losing just 0.03% even as the CNX Nifty gained a modest 0.13%. The Mid-cap index, CNX Mid-cap surged 2.74 % during the same period.

FII's were net buyers with inflows of around USD 0.85 bn in the month of September 2014 and the DIIs were net seller to the tune of around USD 0.18 bn, with Insurance companies' net sellers of around USD 0.71 bn and domestic mutual funds, net buyers to the extent of around USD 0.53 bn over the same period. In the first nine months of the calendar year 2014, the FIIs had been net buyers to the tune of USD 13.7 bn with the DIIs net sellers to the tune of USD 5.4 bn, Insurance companies net sellers to the tune of USD 6.8 bn and mutual funds buying Indian equities to the tune of USD 1.4 bn.

Indian equity markets were unscathed given the risk-off pressure faced by many of its EM peers in September 2014 even as MSCI EM posted its worst monthly performance in CY 2014. MSCI India currently trades at a one-year forward PE multiple of around 16 times, with the premium to MSCI EM expanding, as other markets have underperformed India.

The second quarter FY 2015 earnings season is expected to see improved profit performance from the automobiles, banking, consumers, pharmaceuticals and technology sectors. The net profit of the companies making up BSE Sensex is expected to increase by around 10% year on year, even as sales momentum continues to weaken due to muted demand environment.

Corporate credit quality is showing early signs of recovery as reflected by CRISIL's ratio of the number of rating upgrades to downgrades at 1.64 times for the first half of 2014-15, the highest in three years. Export-linked sectors and non-discretionary consumer segments such as packaged foods, pharmaceuticals, textiles and agricultural products saw the highest rate of upgrades.

The government has deferred the decision on rationalization of domestic gas prices until November 15th, 2014. Market watchers believe that the government needed to announce the pricing policies for gas in order to augment India's energy security as non-remunerative pricing and policy uncertainties have led to sluggish domestic production, resulting in rising energy imports.

In a landmark ruling, the Supreme Court of India cancelled 214 of the 218 coal blocks which have been allotted by the screening committee or under government dispensation as the process under which the same had been allotted was proclaimed illegal and arbitrary by the court. The court has also ruled that 42 blocks which were operational or near production would continue to remain operational till March, 2015 and if not auctioned by then would be transferred to Coal India for mining. A penalty of ₹295/ tonne has been levied on operational coal mines from date of commencement of the mines to 31st March 2015.

The rating agency Moody's estimates that public-sector Indian banks that it rates could need up to USD 37 billion in external capital between FY 2015 and the full implementation of Basel III in FY 2019, assuming a moderate recovery in India's GDP growth, and a gradual decline in nonperforming loans from current levels. Moody's rating universe of Indian public sector banks represents 62% of net loans in the Indian banking system.

Indian equity markets have been the recipients of robust FII flows of USD 13.7 billion over the calendar year 2014, thus far. Moreover, improved sentiments have resulted in a nascent revival in the inflows from domestic retail investors.

The global investors would be keenly watching the policy initiatives of the government aimed at attracting FDI in the manufacturing sector. The success of the government's "Make in India" campaign as well as the efforts to get concrete investment proposals from the global business corporations post the PM's meetings overseas could hinge on the progress made on crucial policy reforms to facilitate the ease of doing business in India. We believe that the equity markets offer comfort of reasonable valuations for a long-term investor with a 3-5 year view.

Funds Available With Current Product Offerings

- A Snapshot (as on 30th September 2014)

Debt Outlook

Debt market in the month of September 2014 saw the 10 year Government security (G-sec) close the month at 8.51% levels, easing by 5 bps from the August levels. On the corporate bond side, the 10 year AAA corporate bonds closed the month at around 9.17% levels.

The FII were buyers of Indian debt to the tune of USD 2.5 bn over the month of September with the cumulative FII inflows in the Indian debt standing at around USD 19.5 bn in CYTD thus far.

The Government's borrowing calendar for the second half of 2014-15 is set at INR 2.4 tn on a gross basis, with the overall gross borrowing at INR 5.92 tn for the entire fiscal 2014-15 as against the budgeted INR 6.0 tn. The weekly auctions size is around INR140 bn with no borrowings scheduled in the month of March. The G-sec issuance in the second half is concentrated in the 10 year to 14 year segment, which accounts for around 40 % of the gross borrowing. The borrowing calendar for the first half of 2014-15 was estimated at INR 3.68 tn with the actual borrowing lower at INR 3.52 tn.

On a cumulative basis, the fiscal deficit for the period April-August 2014 came in at 75% of budget estimates higher than the five-year average of 64% of estimates. Going forward, there would be sustained pressures on the fiscal deficit from weak tax revenue growth while lower subsidy bill due to benign crude prices as well as higher proceeds from divestment programme could help the government meet its budgeted fiscal deficit target of 4.1% of GDP.

In line with market expectations, the RBI in its Bi-monthly monetary policy left key policy rates unchanged while announcing measures on liquidity and development of the G-Sec market. The RBI announced timelines for a step-wise reduction in Held to Maturity (HTM) limits from 24% to 22% during the period January 2015 to September 2015

The RBI noted that the headline inflation, since June 2014, had ebbed to levels which were consistent with their desired near-term glide path of disinflation at 8 % by January 2015. The RBI was satisfied with the steady decline in inflation excluding food and fuel since January 2014. They opined that the softening of international crude prices and relative stability of the INR were positive for headline inflation in the near term. However, the RBI highlighted risks from food price shocks on the back of sub-par monsoons as well as the impact of adverse geo-political developments on the inflation trajectory. The RBI opined that favourable base effects could temper inflation in the next few months only to reverse towards the end of the year and added that it would look through these base effects.

The RBI guided that the risks around the baseline path of inflation were broadly balanced in the near term, though with a downward bias. In what was perceived by market watchers as a reflection of its hawkish stance, the RBI stated that there were upside risks on the balance, as regards to the medium-term objective of 6 % by January 2016 and that they were prepared to contain inflationary pressures if the risks did actually materialize. The RBI summarized that their future policy stance would be influenced by their projections of inflation relative to the medium term objective, while being contingent on incoming data.

The market watchers are bracing for an extended pause from the RBI as it seems determined to achieve its stated objective on inflation even though growth concerns remain. Further, the expected tightening of the interest rates by the US Fed along with its global ramifications will be a key input for the RBI in setting the domestic policy rates.

The yield on the 10-year benchmark G-Sec has been on a steady decline over the past few months due to the favourable trajectory of the CPI inflation as well as falling global commodity prices. Strong flows in Indian debt market from Foreign portfolio investors (FPI) have enabled the easing in the G-sec yields. The next leg of meaningful easing in G-sec yields in the near term could require the RBI to ease the limit for the FPI debt while a sustained easing in G-sec yields in the medium term would be contingent on the trajectory of inflation following the projected glide path. We believe that the sovereign ratings outlook upgrade by S&P from negative to stable is a key positive for the market sentiment and has lifted a major overhang from the Indian debt market.

Disclaimer

1. The fund is managed by Tata AIA Life Insurance Company Ltd. (hereinafter the "Company").
2. Past performance is not indicative of future performance. Returns are calculated on an absolute basis for a period of less than (or equal to) a year, with reinvestment of dividends (if any).
3. All investments made by the Company are subject to market risks. The Company does not guarantee any assured returns. The investment income and price may go down as well as up depending on several factors influencing the market.
4. Every effort is made to ensure that all information contained in this publication is accurate at the date of publication, but no responsibility or liability in respect of any error or omission is accepted by the Company.
5. Income Tax benefits would be available as per the prevailing income tax laws, subject to fulfillment of conditions stipulated therein. Tata AIA Life Insurance Company Ltd. does not assume responsibility on tax implication mentioned anywhere in this document. Please consult your own tax consultant to know the tax benefits available to you.
6. Please know the associated risks and the applicable charges, from your Insurance agent or the Intermediary or policy document issued by the insurance company.
7. Various funds offered are the names of funds and do not, in any way, indicate the quality of the funds, their future prospects & returns.
8. Premium paid in ULIPs are subject to Investment risks associated with capital markets & the NAV of the units may go up or down based on the performance of the fund and factors influencing capital markets & the insured is responsible for his/her decision.
9. Whilst every care has been taken in the preparation of this document, it is subject to correction and markets may not perform in a similar fashion based on factors influencing the capital and debt markets; hence this review note does not individually confer any legal rights or duties.
10. For more details on risk factors, terms and conditions please read sales brochure carefully before concluding a sale.
11. Unit Linked Life Insurance products are different from traditional insurance products and are subject to risk factors.
12. Tata AIA Life Insurance Company Limited is only the name of the Insurance Company & any contract bearing the prefix "Tata AIA Life" is only the name of the Unit Linked Life Insurance contract and does not in any way indicate the quality of the contract, its future prospects or returns.
13. Insurance is the subject matter of the solicitation.

BEWARE OF SPURIOUS PHONE CALLS AND FICTITIOUS/FRAUDULENT OFFERS

IRDA clarifies to public that

- **IRDA or its officials do not involve in activities like sale of any kind of insurance or financial products nor invest premiums.**
- **IRDA does not announce any bonus.** Public receiving such phone calls are requested to lodge a police complaint along with details of phone call, number.

Tata AIA Life Insurance Company Ltd. (IRDA Regn. No. 110) CIN: U66010MH2000PLC128403.

Registered and Corporate Office: 14th Floor, Tower A, Peninsula Business Park, Senapati Bapat Marg, Lower Parel, Mumbai 400013

Unique Reference Number: L&C/AdvT/2014/Oct/279