

Which insurance cover to buy at one's age?

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A life insurance product is by far the most comprehensive investment option for the customers offering the best of all the worlds - right from protection, investment and liquidity to tax benefit. However, with so many products floating around in the market, it can be daunting to decide what product to consider at what age and how much insurance cover to take.

Here are some important insurance products.

Child Plans: Consider a product which will ensure that these financial goals are met even if something unfortunate were to happen to you. Hence, a child plan may be a better product compared to other savings products as it offers the additional protection of premiums being funded by the company in case the need arises.

Retirement/annuity plan: A safe retirement can be achieved through a variety of savings/pension plans available in the market. The idea is to build a corpus by the time of retirement. It is important to assess how much retirement fund is being targeted and the time of maturity to estimate the premium amount. An annuity product will protect you from the risk of outliving your savings and hence is a superior proposition as compared to investing in other instruments. One useful variant of this product would be a joint life annuity whereby the annuity payment continues even post the



DIFFERENT GOALS

- Consider child plans to ensure that goals are met even if something unfortunate were to happen to you
- A safe retirement can be achieved through a variety of plans under savings/pension

death of the individual at a reduced rate payable to the spouse.

Overall, it is important for the customers to critically look at the above factors so that the right kind of products are chosen and the right level of cover is purchased. It is also the responsibility of insurers to turn the attention of customers on these factors so that they are better informed to make choices which are in line with their needs.

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