

**SIRF 5 SAAL KE
INVESTMENT SE,
10 SAAL KI PLANNING.**



SUDLife
AADARSH
Individual Non-Linked Non-Participating Savings Life Insurance Plan
UIN - 142N054V01

We mean life!

WHY READ THIS BROCHURE?

This brochure helps you understand if this is the right plan for you. It gives you details about how it will work throughout the plan term in ensuring your needs are met. We believe this is an important document to understand before you decide to buy a life insurance plan.

IDEAL STEPS TO FOLLOW

1. Read the brochure carefully
2. Understand the benefits and remember the important points before buying the insurance plan
3. Meet our representatives or call 1800 266 8833 to clarify any pending doubts

YOU WILL COME ACROSS THE FOLLOWING SECTIONS IN THE BROCHURE

1. Is this the right plan for you?
2. Know your plan better
3. Making the most of your plan
4. Things you should remember!
5. Terms & Conditions



IS THIS THE RIGHT PLAN FOR YOU?

What is SUD Life AADARSH?

SUD Life AADARSH is a Limited Premium Non-Linked Non-Participating Savings Life Insurance Plan that offers you benefits of a savings product and protection for your family in case something unfortunate happens. This plan offers you a Guaranteed Maturity Benefit with a short premium paying term and enhances your protection with an inbuilt additional accidental death benefit.

When is this plan right for you?

This plan is right for you if:

- You want to invest for short period of time
- You want a plan which can be enrolled hassle free
- You want a plan that provides both the savings opportunities and protection for life

At every stage of life we have a milestone to achieve. They come in forms of renovating our house, a long overdue vacation, marriage, or securing the golden years, the list just keeps on increasing with time. Along with this we also carry the burden of any uncertainty happening & work towards being prepared to face the same.

In this endeavor we would want a plan which provides us the guarantee of a fixed amount that would be received in the near future & would also provide with the required protection for our family.

What are the benefits under this Plan?

Maturity Benefit: On survival of the Life Assured till the end of the Policy Term, provided the policy is In-force, Guaranteed Maturity Benefit which is equal to the Basic Sum Assured will be paid and the contract ceases immediately.

Death Benefit:

In case of death due to cause other than accident:

On death of the Life Assured during the Policy Term due to causes other than accident, provided the policy is in-force, the Death Sum Assured (as defined below) will be paid as lump sum to the Beneficiary/Nominee and the contract ceases immediately.

In case of accidental death:

On death of the Life Assured during the Policy Term due to accident, provided the policy is in-force, the benefit equal to twice the Death Sum Assured (as defined below) will be paid as lump sum to the Beneficiary/Nominee and the contract ceases immediately.

Death Sum Assured is defined as the Higher of:

- 10 times the Annualized Premium, OR
- 105% of total premiums paid, OR
- Guaranteed Maturity Benefit (i.e. Basic Sum Assured), OR
- Absolute amount assured to be paid on death (i.e. Basic Sum Assured)

Where, Annualized Premium for the purpose of Sum Assured on Death, refers to premium payable in a year excluding taxes, rider premiums, underwriting extra premiums and loadings for modal premiums, if any.

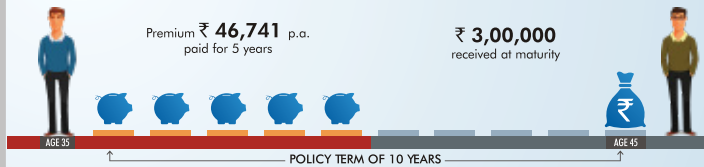
Total premium paid means total of all the premiums received by the Company, excluding any extra premium, any rider premium and taxes, if any.

The death benefit will be reduced by the total premiums falling due and unpaid during the policy year in which death occurs.

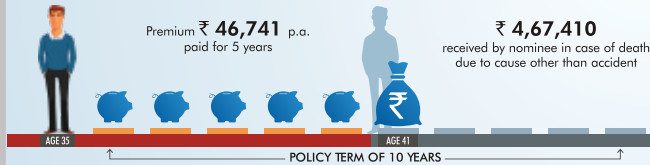
How does the plan work?

To understand the benefits, let us illustrate Mr. Sanjay's case who is age 35 years healthy male and wants a short term investment plan which also enhances his life cover. Hence, Mr. Sanjay opts for SUD Life AADARSH with a Basic Sum Assured of ₹ 3 Lacs and pays ₹ 46,741 p.a. for 5 years, policy term 10 years.

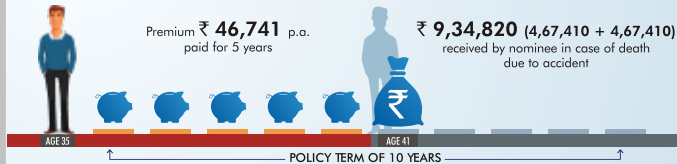
SCENARIO 1



SCENARIO 2



SCENARIO 3



In the above illustrative example, the premium shown is exclusive of tax and extra premium, if any

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KNOW YOUR PLAN BETTER

Are there any age restrictions while applying for the plan?

Yes, the Life Assured should be at least 8 years of age* and not more than 55 years of age* while applying for this plan.

The maximum age* at Maturity is 65 years.
(*last birthday)

How long will the plan be active & for how long do I need to pay my Premiums?

This plan has a fixed Policy Term of 10 years and a fixed Premium Payment Term of 5 years.

Are there any restrictions on the Sum Assured?

Yes, there are restrictions on Sum Assured. You can choose among three Basic Sum Assured options available i.e. ₹ 50,000, ₹ 3 Lacs and ₹ 5 Lacs.

What are the Premium Payment modes available?

You can pay your premium Monthly ^ / Quarterly ^ / Half-Yearly / Yearly based on your income flow.

^ Premium for Monthly and Quarterly modes allowed through ECS/SI only

Are there any tax benefits?

Income tax benefits are available under Section 80C and Section 10(10D) of the Income Tax Act, 1961, subject to conditions stipulated therein and which are subject to change from time to time. You may please consult your tax advisor for further details.

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MAKING THE MOST OF YOUR PLAN

What happens in case of missed premiums?

We give you a grace period of 30 days in case of quarterly/ half-yearly or yearly Premium Payment mode and 15 days in case your Premium Payment mode is monthly to pay the due premium. This period starts from the due date of each premium payment. Your life cover will continue during this grace period. If death occurs during the grace period, the Death Benefit under the policy will be paid after deductions of the unpaid and due premium during the policy year in which death occurs.

However, if you fail to pay your premiums before the expiry of the grace period,

- **Where your policy has not acquired surrender value:** Your policy will Lapse
- **Where your policy has acquired surrender value:** Your policy will continue with reduced benefits (as a Reduced Paid up policy)

What happens once your policy Lapses or becomes Reduced Paid up?

Lapse:

If you have not paid the due premiums for the first two full years within the grace period, the policy lapses. Life cover will cease and no benefits shall become payable under the lapsed policy.

Reduced Paid-Up:

If the premiums due under this policy have been paid for at least first two full years and subsequent premiums are not paid, then the policy will acquire Reduced Paid-Up status. The reduced paid-up policy will continue with the following benefits:

Death Benefit under Reduced Paid up policy:

In case of death due to cause other than accident:

In case of death of the Life Assured during the policy term due to causes other than accident, the Paid-up Death Sum Assured (as defined below) will be paid as lump sum and the contract ceases immediately.

In case of accidental death:

In case of death of the Life Assured during the policy term due to accident, benefit equal to twice the Paid-up Death Sum Assured (as defined below) will be paid as lump sum and the contract ceases immediately.

$$\text{Paid-up Death Sum Assured} = \frac{\text{Total number of premiums paid}}{\text{Total number of premiums payable}} \times \text{Death Sum Assured}$$

Maturity Benefit under Reduced Paid up policy:

On survival of the Life Assured to the end of the Policy Term, the Paid-up Guaranteed Maturity Benefit will become payable and the contract ceases immediately.

$$\text{Paid-up Guaranteed Maturity Benefit} = \frac{\text{Total number of premiums paid}}{\text{Total number of premiums payable}} \times \text{Basic Sum Assured}$$

Can you restore your Lapsed/Reduced Paid up policy to the original benefit levels?

You can revive your Lapsed/Reduced Paid up policy within five years from the due date of the first unpaid premium by –

- Giving a written request to the Company and producing a proof of continued insurability
- Paying the outstanding premium amount with the applicable interest rate (currently 9% p.a. for FY 2019-20; any change in the interest rate is subject to IRDAI approval)
- Commencing regular payment of premiums
- Satisfying any medical and financial requirements, if any, as required by the Company as per the Board approved underwriting policy (the cost of medical examination, if any, will be borne by you i.e. policyholder).

The Company reserves the right to accept or reject the revival of Lapsed/Reduced Paid-up Policy as per the Board approved Underwriting Policy. Once the policy is revived, all the benefits will be restored to original benefits level (i.e. level of benefits payable/paid as if the policy is in force).

Can the plan be discontinued in between?

It is advisable to continue your policy in order to enjoy the full benefits under the policy. However in case of an emergency/ contingency, you can surrender your policy anytime (including Reduced Paid-up policy) during the Policy Term, provided all premiums have been paid for at least first two full policy years.

The Surrender Value payable will be higher of "Guaranteed Surrender Value (GSV)" and "Special Surrender Value (SSV)".

The Guaranteed Surrender Value (GSV) is defined as,
{ GSV Factor x Total premiums paid till the date of surrender }

Policy Year	1	2	3	4	5	6	7	8	9	10
GSV Factor	0%	30%	40%	50%	55%	60%	70%	80%	90%	100%

Special Surrender Value will be calculated using the basis and the method as approved by the Regulator from time to time. Special Surrender Value may be amended by the Company from time to time with prior approval of the Regulator.



THINGS YOU SHOULD REMEMBER!

What are the important points to be kept in mind while applying for the plan?

- At the time of application, it is important you give complete and correct information especially about your health and occupation. These details are critical for making sure you get the right benefits under the Plan.
- Provide your correct contact details and address. Always provide a landmark, if possible.
- It is ideal for you to opt for the ECS/ Direct Debit option. This will make life simple for you by automatically ensuring your premiums are paid on time.

Remember! It's not enough to fill in your application form correctly and get the plan issued. What's even more important is to ensure that your nominee/ family is aware about the plan and they understand its features.

Also ensure you update your contact details regularly to ensure you get real time updates on your plan.

What if you realize this is not the right plan for you?

If you disagree to any of those terms or conditions in the policy, you have an option to return the policy to us within 15 days (30 days, if the policy is opted through Distance Marketing mode) from the date of the receipt of the policy document, stating the reasons for your objection. In this case we will return your premium as follows –

Premium paid less:

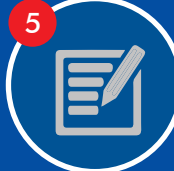
- Proportionate risk premium for the period on cover
- Expenses incurred by us on medical examination, if any
- Stamp duty charges

Distance Marketing mode includes every activity of solicitation (including lead generation) and sale of insurance products through the following modes: (i) voice mode, which includes telephone-calling (ii) short messaging service (SMS) (iii) electronic mode which includes e-mail and interactive television (iv) physical mode which includes direct postal mail and newspaper & magazine inserts and (v) solicitation through any means of communication other than in person

How is the premium calculated?

Your premium depends upon the Life Assured's age, Basic Sum Assured and Premium Payment Mode. The following factors are applied to annual premium when paying premiums other than yearly mode.

Mode of Premium Payment	Yearly	Half Yearly	Quarterly	Monthly
Modal Factor	1	0.5108	0.2582	0.0867



TERMS & CONDITIONS

(A) Policy Loan:

You can avail loan from SUD Life during Policy Term, provided your policy has acquired Surrender Value. You will need to assign your policy document as a collateral security subject to terms and conditions of the Company applicable from time to time. The loan can be availed for up to 70% of Surrender Value at the applicable interest rate levied. The current interest rate is 9% for FY 2019-20, compounding half yearly and may be revised after obtaining prior approval from the Regulator. The loan outstanding along with accumulated interest will be adjusted towards the benefit payable.

At any point in time, if the loan outstanding along with accumulated interest under the Reduced Paid-Up policies exceed the applicable Surrender Value, the Policy will be foreclosed immediately and no benefits will be payable.

Policies which are In-Force or Fully Paid-up will not be foreclosed on account of loan balance exceeding the surrender value.

(B) Exclusions:

There is no exclusion for normal death.

Accidental Death Benefit shall not be paid on death of the insured person occurring directly or indirectly as a result of (any of the following):

- The Life Assured taking part in any hazardous sport or pastimes (including hunting, mountaineering, racing, steeple chasing, bungee jumping, etc)
- Self-inflicted injury, death due to suicide attempt
- Insured person being under the influence of drugs, alcohol, narcotics or psychotropic substances unless taken in accordance with the lawful directions and prescription of a registered medical practitioner.
- War, civil commotion, invasion, terrorism, hostilities (whether war be declared or not)
- Active participation by the Life Assured in strikes, industrial dispute, riots, etc.
- Criminal or illegal activity with a criminal intent
- Nuclear reaction, radiation or nuclear or chemical contamination

However the normal death benefit will be payable on death of the insured person occurring directly or indirectly as a result of above accident related exclusions.

(C) Suicide Claim Provisions:

In case of death due to suicide within 12 months from the date of commencement of risk under the policy or from the date of revival of the policy, as applicable, the Policyholder / Nominee / Beneficiary shall be entitled to an amount which is higher of 80% of the total premiums paid till the date of death of the Life Assured or the Surrender Value available as on the date of death of the Life Assured, provided the policy is in force.

(D) Risk Commencement Date for Minor Lives:

Date of commencement of policy and date of commencement of risk shall be same for the minor lives and the policy will automatically vest in the life assured on attaining majority.

(E) Definitions:

"Accident" refers to a sudden, unforeseen and involuntary event caused by external, violent and visible means.

"Accidental Death" means the death of the Insured

- which results due to Accident or from Accidental Injury and
- which occurs within 180 days of the date of Accident and
- the date of death is within the policy term

"Accidental Injuries" means accidental physical bodily harm excluding illness or disease solely and directly caused by external, violent and visible and evident means which is verified and certified by Independent Medical Practitioner.

"Medical Practitioner" is a person who holds a valid registration from the medical council of any state or Medical Council of India or Council for Indian Medicine or for Homeopathy set up by the Government of India or a State Government and is thereby entitled to practice medicine within its jurisdiction and is acting within the scope and jurisdiction of license.

(F) Termination of Policy:

Policy shall terminate on the occurrence of the earliest of the following:

- On policy being Lapsed and not revived within the Revival period
- On Surrender of the policy (i.e. upon payment of applicable surrender value benefit)
- On Maturity of the policy (i.e. upon payment of Maturity Benefit)
- On death of the Life Assured (i.e. upon payment of Death Benefit)

(G) Nomination:

Nomination is allowed as per Section 39 of The Insurance Act 1938 as amended from time to time.

(H) Assignment:

Assignment is allowed as per Section 38 of The Insurance Act 1938 as amended from time to time.

(I) Prohibition of Rebates:

Section 41 of The Insurance Act, 1938 as amended from time to time:

- (1) No person shall allow or offer to allow, either directly or indirectly, as an inducement to any person to take out or renew or continue an insurance in respect of any kind of risk relating to lives or property in India, any rebate of the whole or part of the commission payable or any rebate of the premium shown on the policy, nor shall any person taking out or renewing or continuing a policy accept any rebate, except such rebate as may be allowed in accordance with the published prospectus or tables of the insurer:
- (2) Any person making default in complying with the provisions of this section shall be liable for a penalty which may extend to **ten lakh rupees**.

(J) Goods and Services Tax:

Goods and Services Tax and any charges levied by the government in future shall be levied as per the prevailing tax laws and/or any other laws.

SUD Life AADARSH (UIN: 142N054V01)



For more details, contact the Branch Manager



1800 266 8833



www.sudlife.in

Star Union Dai-ichi Life Insurance Company Limited is the name of the Insurance Company and “SUD Life AADARSH” is the name of the plan. Neither the name of the Insurance Company nor the name of the plan in anyway indicates the quality of the plan, its future prospects or returns.

Star Union Dai-ichi Life Insurance Company Limited | IRDAI Regn. No: 142 | CIN: U66010MH2007PLC174472 | Registered Office: 11th Floor, Vishwaroop I.T. Park, Plot No. 34, 35 & 38, Sector 30A of IIP, Vashi, Navi Mumbai-400 703 | Contact No: +91 22 7196 6200 (charges apply) | 1800 266 8833 (Toll Free) | Timing: 9:30 am - 6:30 pm (Mon - Sat) | Email ID: customercare@sudlife.in | Visit: www.sudlife.in | For more details on risk factors, terms and conditions, please refer to the sales brochure carefully, before concluding the sale. Tax benefits are as per prevailing tax laws and subject to change from time to time. Participation by the Bank’s customers in Insurance Business shall be purely on a voluntary basis. It is strictly on a non-risk participation basis from the Bank. Trade-logo displayed belongs to M/s Bank of India, M/s Union Bank of India and M/s Dai-ichi Life Holding Inc. and are being used by Star Union Dai-ichi Life Insurance Co. Ltd. under license.

BEWARE OF SPURIOUS/FRAUD PHONE CALLS: IRDAI is not involved in activities like selling insurance policies, announcing bonus or investment of premiums. Public receiving such phone calls are requested to lodge a police complaint