



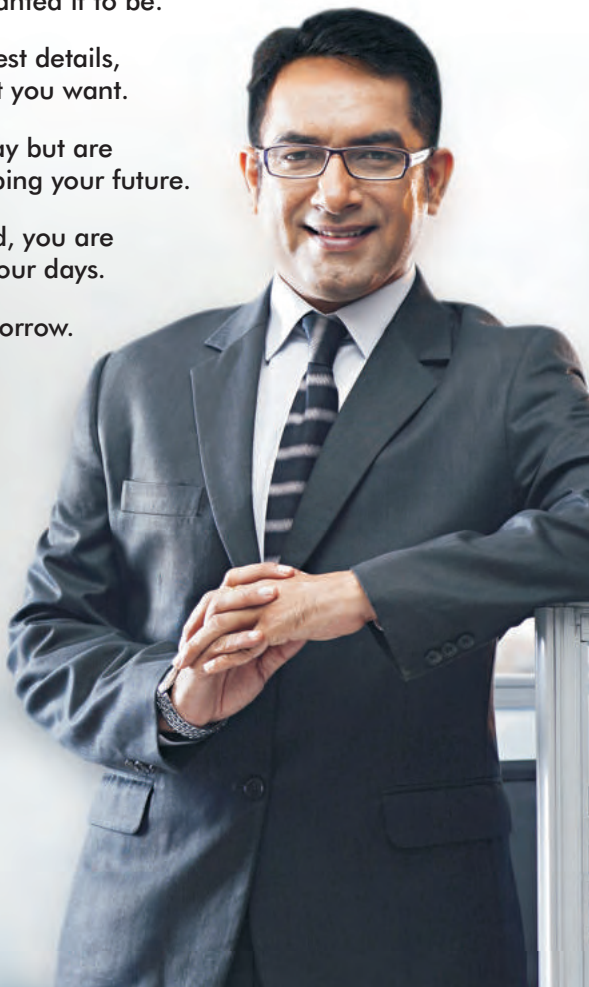
Life has always been  
the way you wanted it to be.

Even to the finest details,  
you know what you want.

You live in today but are  
constantly shaping your future.

Thinking ahead, you are  
the maker of your days.

Today and tomorrow.



SUD Life's Elite Assure Plan is all about thinking ahead and preparing today. Combining savings and protection, it's a plan that's built on the cornerstone of our expertise: Trust. It gives you the freedom to build a supplementary future income because wealth enhancement is the best way to sustain it.

And your tomorrow will be just like today. The product can be purchased from any licensed intermediary, including Agents and Corporate Agents of SUD Life or directly from SUD Life through Direct Marketing Channels.

## SUD Life's **ELITE ASSURE PLAN**

A Traditional Protection-cum-Savings Life Insurance Plan  
UIN-T42N040V01

*We mean Life!*

## What is SUD Life's Elite Assure Plan

SUD Life's Elite Assure Plan is a Non-Linked Non-Participating Life Insurance plan which allows you to choose how much to receive as supplementary income and for how long.

### Why should you take this Plan?

| Flexibility                     | Assured Benefits                                                                              | Protection      | Income Tax Benefits                                                    |
|---------------------------------|-----------------------------------------------------------------------------------------------|-----------------|------------------------------------------------------------------------|
| to choose from two plan options | Regular Monthly Income, Intermediate Annual Income and Lump Sum at the end of the policy term | for your family | on the premiums paid and benefits received, as per the extant tax laws |

### Plan options

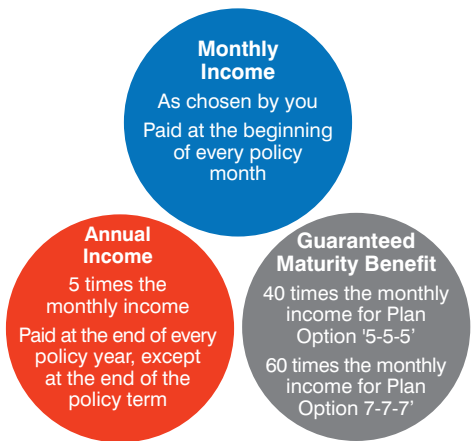
You can choose one of the following plan options:

|                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <br><b>Pay premiums</b> for 5 years<br><hr/> <b>Your money accumulates</b> for another 5 years<br><hr/> <b>Receive payouts</b> in the next 5 years | <br><b>Pay premiums</b> for 7 years<br><hr/> <b>Your money accumulates</b> for another 7 years<br><hr/> <b>Receive payouts</b> in the next 7 years |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

### What are the benefits of this Plan?

#### Survival Benefit:

You will receive three types of payouts, during the payout period (last 5 policy years for Plan Option '5-5-5' and last 7 policy years for Plan Option '7-7-7') on survival:



#### Death Benefit®:

In the unfortunate demise of the life assured during the policy term, Star Union Dai-ichi Life Insurance will pay Death Sum Assured immediately to the nominee under the policy, without deducting the monthly or annual income already paid, if any. Your policy will be terminated and no further benefits will be paid.

Death Sum Assured is highest of 10 times of Annual Premium OR 105% of all the premium (excluding taxes and extra premiums, if any) paid as on date of death, OR Minimum Guaranteed Maturity Benefit, OR absolute amount assured to be paid on death (11 times the Annual Premium rounded up to the next ₹ 1000), where, Annual Premium refers to premium payable in a year excluding any extra premium, service tax and loading for modal factors, if any.

@Death Benefit will be reduced by unpaid premiums, falling due during the policy year in which death occurs (if any)

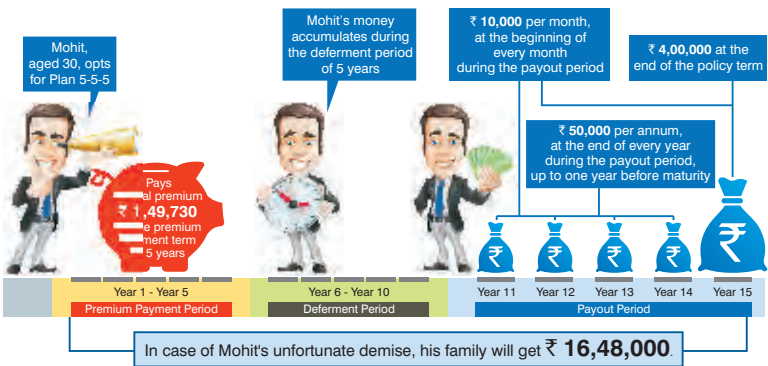
### How does the plan work?

- Choose the plan option that suits you best and decide on the amount you want to receive as monthly income\*.
- Your annual income, minimum guaranteed maturity benefit will depend on the monthly income chosen by you.
- The eligibility criteria are provided below in the 'Eligibility and Limits' section for your reference.
- The premium amount will be based on the plan option and monthly income amount chosen by you, and age of the life assured.
- To enjoy the full benefits of your plan, all you have to do is to pay the premiums throughout the premium payment term. There is a deferment period after the premium payment term. Your income starts from the end of the deferment period and continue throughout the payout period.
- In case of death of the life assured during the policy term, the nominee will receive the death benefit.
- Risk will commence on the later of date of clearance of instrument of initial premium and underwriting acceptance of risk.

\*Plan option and monthly income amount should be chosen at the proposal stage. Once chosen, it cannot be changed.

### Benefits explained with an example:

Mohit, aged 30, has opted for Plan 5-5-5 and has chosen a monthly income of ₹ 10,000 per month. He has to pay annual premium of ₹ 1,49,730 for the premium payment term of 5 years. His money accumulates during the deferment period of 5 years, and he starts receiving the income benefits after the deferment period. He will receive income benefits of ₹ 12,00,000 during the payout period of 5 years, as below:



In preparing this benefit illustration, it is assumed that the life assured is a healthy individual. The premium mentioned in this illustration is exclusive of service tax and education cess, which are payable in addition. All benefits mentioned in this illustration will be paid as defined earlier in this brochure under the 'Benefits' section.

What is the eligibility and plan limits?

Simply, make sure you meet the age criteria as mentioned below. You will have to choose a suitable basic sum assured as per the limits mentioned below:

|                             |                                                                                                                                  |
|-----------------------------|----------------------------------------------------------------------------------------------------------------------------------|
| Age at Entry                | Minimum: 20 years (last birthday)<br>Maximum: 50 years (last birthday)                                                           |
| Age at Maturity             | Minimum: 35 years (last birthday)<br>Maximum: 71 years (last birthday)                                                           |
| Premium Payment Term        | 5 years for Plan 5-5-5; 7 years for Plan 7-7-7                                                                                   |
| Deferment Period            | 5 years for Plan 5-5-5; 7 years for Plan 7-7-7                                                                                   |
| Payout Term                 | 5 years for Plan 5-5-5; 7 years for Plan 7-7-7                                                                                   |
| Policy Term                 | Policy Term is Premium Payment Term + Deferment Period + Payout Term i.e. It is 15 years for Plan 5-5-5; 21 years for Plan 7-7-7 |
| Monthly Income <sup>@</sup> | Minimum: ₹ 10,000 Maximum: ₹ 5,40,000                                                                                            |
| Sum Assured                 | Fixed: 11 times the Annual Premium <sup>#</sup> rounded up to the next ₹ 1000                                                    |
| Premium Payment Modes       | Annual, Half Yearly, Quarterly or Monthly Modes (for Monthly Mode, through ECS/SI only)                                          |

<sup>#</sup>Annual Premium refers to premium payable in a year excluding any extra premium, service tax and loading for modal factors, if any

<sup>@</sup>Monthly Income should be in multiples of 1000

TERMS & CONDITIONS

Modal Factor

Based on the premium payment frequency chosen by you, the premium payable will be multiplied by the modal factor given below:

| Modal Factor         |             |           |         |
|----------------------|-------------|-----------|---------|
| 1                    | 0.5125      | 0.2625    | 0.0885  |
| Yearly               | Half-yearly | Quarterly | Monthly |
| Premium payment mode |             |           |         |

Policy Loan:

Policy loan is not available against this plan.

Grace Period:

In case you have missed paying your premium by the due date, we will allow a grace period of 30 days from the date of the unpaid premium, for annual, half-yearly and quarterly modes. The grace period will be 15 days in case of monthly mode.

In case of death during the grace period your policy will be in force and death benefit will be paid as defined earlier in this brochure under the 'Death Benefit' section, after deduction of the premiums then due and all premiums falling due during the policy year.

Lapse:

If you have not paid the due premiums within the grace period for the first two full years, the policy will lapse. The life cover ceases and no benefits are payable under the lapsed policy.

**Reduced Paid-up Insurance:**

If you have paid the due premiums due under this policy for at least two full years and subsequent premiums are not paid, then your policy will acquire Reduced Paid-Up status and the Sum Assured will get reduced to Paid-Up Sum Assured.

The Paid-Up Sum Assured is defined as follows:

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

**Death Benefit for Reduced Paid-up Policy:**

In case of death of the Life Assured during the policy term, the Paid-Up Sum Assured (as defined above) will be payable immediately, without deducting any monthly or annual income already paid.

**Survival Benefits for Reduced Paid-up Policy:**

The benefits on survival i.e. monthly income, annual income and guaranteed maturity benefit as mentioned in the 'Survival Benefit' section earlier, will be reduced proportionately by the ratio:

$$\frac{\text{Total number of premiums paid}}{\text{Total number of premiums payable}}$$

**Policy Surrender:**

You can surrender your policy as per conditions mentioned below. Your policy will be terminated and no further benefits will be paid under the policy after we have paid you the surrender value. If you have paid all premiums for at least two consecutive years, your policy will acquire a surrender value. Surrender Value payable would be higher of “Guaranteed Surrender Value” and “Special Surrender Value”

**Guaranteed Surrender Value:**

The Guaranteed Surrender Value is the GSV Factor multiplied by the total premiums paid (excluding service tax and extra premium, if any) less any monthly and annual income already paid. The GSV Factors are furnished in the table below.

For Plan Option 5-5-5:

| Policy Year | 1  | 2-3 | 4-7 | 8   | 9   | 10  | 11  | 12  | 13  | 14   | 15   | 16             | 17 | 18 | 19 | 20 | 21 |
|-------------|----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|----------------|----|----|----|----|----|
| GSV Factor  | 0% | 30% | 50% | 55% | 60% | 65% | 70% | 80% | 95% | 110% | 120% | Not Applicable |    |    |    |    |    |

For Plan Option 7-7-7:

| Policy Year | 1  | 2-3 | 4-7 | 8   | 9   | 10  | 11  | 12  | 13  | 14  | 15  | 16  | 17  | 18   | 19   | 20   | 21   |
|-------------|----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
| GSV Factor  | 0% | 30% | 50% | 50% | 50% | 50% | 50% | 50% | 50% | 50% | 50% | 50% | 80% | 100% | 120% | 130% | 140% |

**Special Surrender Value:**

The Special Surrender value is arrived at by the Company, using the actuarial basis as approved by the regulator from time to time. Your policy will be terminated and no further benefits will be paid under the policy after we have paid you the surrender value.

**Policy Revival/Reinstatement:**

- You can revive your lapsed policy or reinstate your reduced paid-up policy by sending us a revival/reinstatement request within two years from the date of first unpaid premium.
- You will need to pay the unpaid premiums, with interest applicable at the time of payment (currently 9% annually p.a., the revision of this interest rate is subject to approval of IRDA) and produce proof of continued insurability and medical evidence to the Company's satisfaction (as per the board approved underwriting rules applicable at that time). You have to bear the cost of medical examination required, if any.

- The Company reserves the right to accept or reject the revival/reinstatement of the lapsed/reduced paid-up policy as per the board approved underwriting guidelines.
- Once revived/reinstated, all benefits under the policy, as given under Benefits on Page 1 will be restored to original levels (i.e. level of benefits payable/paid as if the policy is in-force).

### **Suicide Clause:**

In the event the Life Assured commits Suicide, whether sane or insane at that time, within twelve months from the date of inception of Policy, the insurance cover shall be void and the nominee or beneficiary of the policyholder shall be entitled to 80% of the premiums paid (excluding extra premiums and taxes) provided the policy is in force.

In the event the Life Assured commits Suicide, whether sane or insane at that time, within twelve months from the date of the last reinstatement/revival of the policy, the insurance cover shall be void and the nominee or beneficiary of the policyholder shall be entitled to an amount which is higher of 80% of the premiums paid (excluding extra premiums and taxes) till the date of death or the surrender value, (higher of Guaranteed Surrender Value and Special Surrender Value) if any, as available on the date of death, provided the policy is in force.

### **Riders:**

The following riders are available for sale with this product:

- 1) SUD Life Accidental Death and Total & Permanent Disability Benefit Rider – Traditional (UIN: 142B005V01)
- 2) SUD Life Family Income Benefit Rider – Traditional (UIN: 142B007V01)

Please refer rider brochure and terms and conditions for more details on the riders.

### **Termination of Policy:**

The Policy will terminate on occurrence of the earliest of the following events.

- I. On death of the life assured
- II. On surrender of the policy
- III. On maturity of the policy
- IV. On policy being lapsed and not revived within the revival period.
- V. On breach of any warranty made by the Life Assured in the proposal form subject to Section 45 of the Insurance Act 1938 as amended from time to time.

### **Free Look Period:**

If you are not satisfied with the terms and conditions of the policy, you may return the policy within the free look period by stating the reasons for your objections. The free look period is 15 days from the date of receipt of the policy document, (30 days if your policy is purchased through distance marketing<sup>^</sup>).

You will be entitled to a refund of the amount of premium received by us excluding expenses incurred by us on the policy (i.e. stamp duty, proportionate risk related charges for the period of cover and any expenses borne by us on medicals). All your rights under this Policy shall immediately stand extinguished at the cancellation of the Policy.

<sup>^</sup> Distance marketing 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 (DTH) (iv) Physical mode which includes direct postal mail and newspaper & magazine inserts and (v) Solicitation through any means of communication other than in person.

## 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 prospectuses or tables of the insurer.*

*(2) Any person making default in complying with the provisions of this section shall be punishable with fine which may extend to ten lakh rupees.”*

## Income Tax Benefits:

As per the current laws, income tax benefits are available under Section 80C and Section 10(10D) of Income Tax Act, 1961 which are subject to change in tax laws from time to time. Benefits would be applicable as per the prevailing laws from time to time. Please consult your tax advisor.

## Service Tax:

Service tax and cess as imposed by the Government from time to time will be charged on the premium.

Star Union Dai-ichi Life Insurance Company Limited is the name of the Insurance Company and 'SUD Life's Elite Assure Plan' is the name of this 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. No Commission is payable in case the product is purchased through Direct Marketing Channel.

SUD Life's Elite Assure Plan (UIN: 142N040V01)

SUD Life Accidental Death and Total & Permanent Disability Benefit Rider – Traditional (UIN: 142B005V01)

SUD Life Family Income Benefit Rider - Traditional (UIN: 142B007V01)



Registered Office: 11th Floor, Vishwaroop IT Park, Plot No. 34, 35 & 38,  
Sector 30A of IIP, Vashi, Navi Mumbai – 400 703.

**Toll Free No: 18002008833**

**Call: 022 39546300** {Charges apply, Timing: 8:00 am to 8:00 pm (Mon – Sat)}

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- IRDAI or its officials do not involve in activities like sale of any kind of insurance or financial products nor invest premiums.
- IRDAI does not announce any bonus.

Public receiving such phone calls are requested to lodge a police complaint along with details of phone call, number.

Insurance is the subject matter of the solicitation.

IRDAI Regn. No. 142. C.I.No. U66010MH2007PLC174472.

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.

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