

A promise of Golden Happiness

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SUD Life Century Gold, A Non-Linked Non-Participating Individual Savings Life Insurance plan that safeguards future savings with guaranteed returns & life cover protection.

6 distinct advantages:



Flexibility to choose between
2 Plan Options:
Goal Sure & Edu Sure



Freedom to choose Premium,
Premium Payment Term and
Policy Term.



Guaranteed Maturity Benefit¹
inclusive of accrued Guaranteed
Additions payable at maturity²



³Death Benefit paid in 3 parts –
**Sum Assured on Death,
Monthly Income Benefit &
Lumpsum Benefit**



Provides financial planning for
Key Life Stages – Child's Education,
Marriage, Parenthood, etc.



⁴**Tax Benefit** on premium paid
& maturity

¹Guaranteed Maturity Benefit paid at the end of the policy term. | ²Guaranteed Additions as per the plan option chosen and will be paid along with the maturity, surrender, or death benefit whichever is earlier. | ³Applicable only for Plan Option Edu Sure. Sum Assured on Death will be paid immediately. Monthly Income benefit paid each month starting from the end of the month in which death occurred till the end of the policy term and Lumpsum amount equivalent to Guaranteed maturity benefit at the end of the policy term. | ⁴Tax Benefit as per prevailing norms under the Income Tax Act, 1961 as amended from time to time.



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 the policy.



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. Terms & Conditions

SUD Life Century Gold is a Non-Linked Non-Participating Individual Savings Life Insurance plan. With this plan, you can ensure to have a future saving with guaranteed return & life cover protection cushion for uncertainty. This plan provides financial planning for key life stages such as child's education, marriage, parenthood, etc. With our guaranteed maturity benefit, you are protected against volatility of market return. Customize your insurance needs by choosing from two Plan Options available under the product, flexibility to choose your premium paying term and policy term as per your convenience.

Key Features



Flexibility to choose Plan Options

Plan Option – Goal Sure

- Death Benefit paid as Lumpsum on death
- Maturity benefit – Guaranteed Maturity Benefit inclusive of accrued Guaranteed Addition payable at maturity

Plan Option – Edu Sure

- Death Benefit paid in 3 parts
(Part 1 – A Lumpsum Benefit paid immediately on death, Part 2 – Income benefit paid each month starting from the end of month in which death occurred till the end of the policy term, Part 3 – lumpsum amount equivalent to Guaranteed Maturity Benefit at the end of policy term).
- Maturity benefit – Guaranteed Maturity Benefit inclusive of accrued Guaranteed Addition payable at maturity.



Flexibility to choose Premium, Premium Payment Term and Policy Term



Option for alteration in Premium Payment Frequency is available.



Available through Online Channel with additional benefits^



Tax Benefits as per prevailing norms under the Income Tax Act, 1961 as amended from time to time

You will come across the following sections in the Sales Literature:

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

01 Is This The Right Plan For You?

What is SUD Life Century Gold ?

SUD Life Century Gold is Non-Linked Non-Participating Individual Savings Life Insurance plan that gives you Guaranteed Life Cover throughout the policy term as well as provides flexibility to choose Plan option in a manner that match your future life goals like life cover benefit, Lumpsum Maturity Benefit, secure child's future needs. You will be able to provide financial security to your loved ones in case of unfortunate event of death.

When is this plan right for you?

This plan is right for you if:

- You want to ensure financial security to your family even if you are not around
- You want to pay premium for a limited period
- You want to receive only lump-sum at maturity
- You are looking for insurance plan providing medium to long term saving option
- You want to secure your child's future need

(^ You may refer to the Company's website for generating benefit illustration and knowing benefits under the Online Channel).

02 Know Your Plan Better

Plan Option	Minimum		Maximum			
	Goal Sure	Edu Sure	Goal Sure		Edu Sure	
			PPT	Age	PPT	Age
Entry Age	0 Year 91 Days	18 Years	5 & 6 Years	50 Years	5 & 6 Years	46 Years
			8 Years	59 Years	8 Years	46 Years
			10 Years	60 Years	10 Years	49 Years
Maturity Age	18 Years	33 Years	80 Years		71 Years	
Premium Payment Term	5 6 8 10 Years					
Policy Term (PT)	For PPT 5 & 6 Years : 15 16 17 18 years					
	For PPT 8 & 10 Years : 18 19 20 21 22 years					
Minimum Annualised Premium	For PPT 5 Years : 3,00,000					
	For PPT 6 Years : 2,50,000					
	For PPT 8 Years : 1,50,000					
	For PPT 10 Years : 1,00,000					
Minimum Sum Assured on Death	For PPT 5 Years : 31,50,000					
	For PPT 6 Years : 26,25,000					
	For PPT 8 Years : 15,75,000					
	For PPT 10 Years : 10,50,000					

(Age is age last birthday)

In this product, the Policyholder will choose the premium amount, Plan Option, premium paying term and policy term.

What are the Plan Options offered under the product?

Policyholder has option to choose anyone of the below Plan option at inception of the policy. Once chosen, the plan option cannot be changed during the policy term. Two plan options offer different death benefits as detailed below along with different Guaranteed Maturity Benefit at the end of the policy term.

Plan Options:

- Goal Sure
- Edu Sure

Plan Option: Goal Sure

- In this plan option, in the event of death of the Life Assured, the Death Benefit is paid in lumpsum.

Plan Option: Edu Sure

In this plan option, the Death Benefit is paid in three parts, which are as following:

Part 1 – A Lumpsum Benefit payable immediately immediately to the Nominee/ Beneficiary.

Part 2 – Income Benefit which equals to 5% of the Annualised Premium will be payable each month starting from the month in which death is occurred till the end of the policy term.

Part 3 – Lumpsum amount equivalent to Guaranteed Maturity Benefit will be paid at the end of the policy term.

What are the benefits under this Plan and other plan components?

I. Plan Benefits

A. Death Benefit:

- i. In case of death of the life assured, during the policy term, Death Benefit will be payable as per the plan option chosen to the policyholder/nominee/beneficiary, as the case may be.

Sum Assured on Death (SAD) is

- 10.5 times of Annualised Premium

Plan Option	Benefit Payable
Goal Sure	Death Benefit is the highest of : a. Sum Assured on Death (as defined above) Plus Accrued Guaranteed Addition (GA), if any Plus Guaranteed Addition for year of Death, as if applicable. Or b. Surrender Value as on Date of Death Or c. Death Benefit (DB) Factor * Guaranteed maturity benefit (GMB) Death Benefit will be paid immediately, and policy will terminate.
Edu Sure	Death Benefit 1. Immediately upon death – Sum Assured on Death (as defined above). Plus 2. 5% of Annualised Premium will continue to be paid every month to the Policyholder/ Nominee/ Beneficiary, as the case may be till the end of the policy term (From end of the Month in which death of Life Assured has occurred)^. Plus 3. At the end of policy term – Lumpsum amount equivalent to Guaranteed Maturity Benefit^.

The death benefit shall be at least 105% of the total premiums received till the date of death for both the plan option.

Where, “Annualized Premium” refers to premium amount payable in a year excluding taxes, rider premium, underwriting extra premium, and loading for modal premiums. .

“Total premiums” paid mean total of all the premiums paid under the base product, excluding any extra premium and taxes, if collected explicitly.

- ii. The The death benefit will be reduced by total premiums falling due and unpaid during the policy year in which the death occurs.
- iii. In case of death of the Life Assured during the policy term provided the policy is inforce but risk has not commenced, then the Company will pay the benefit in lumpsum equivalent to 105% of total premiums paid and the policy will terminate immediately.

(^ In the event of death of the Nominee the benefit will continue to be payable as per the original payment schedule to the beneficiaries in accordance with Section 39 of the Insurance Act, as amended from time to time)

Risk Commencement Date for Minor Life:

For minor lives with entry age less than 5 Years, risk commencement date will start one day before the completion of two Years from date of commencement of the policy or at the first monthly policy anniversary after attainment of age 5 Years whichever is earlier.

For lives with age at entry 5 Years and above, date of commencement of policy and date of commencement of risk shall be same.

The policy will automatically vest in the life assured on attaining majority.

Sample Death Benefit factors (DB) are given below:

Plan Option – Goal Sure								
Policy duration (in months)	15	16	17	18	19	20	21	22
84	59.30%	55.55%	52.04%	48.75%	45.67%	42.78%	40.07%	37.54%
85	59.62%	55.85%	52.32%	49.01%	45.91%	43.01%	40.29%	37.74%
86	59.95%	56.16%	52.61%	49.28%	46.17%	43.25%	40.51%	37.95%
87	60.28%	56.47%	52.89%	49.55%	46.42%	43.48%	40.73%	38.16%
88	60.61%	56.77%	53.18%	49.82%	46.67%	43.72%	40.95%	38.37%
89	60.94%	57.08%	53.47%	50.09%	46.93%	43.96%	41.18%	38.57%
90	61.27%	57.39%	53.77%	50.37%	47.18%	44.20%	41.40%	38.79%
91	61.60%	57.71%	54.06%	50.64%	47.44%	44.44%	41.63%	39.00%
92	61.94%	58.02%	54.35%	50.92%	47.70%	44.68%	41.86%	39.21%
93	62.28%	58.34%	54.65%	51.20%	47.96%	44.93%	42.08%	39.42%
94	62.62%	58.66%	54.95%	51.47%	48.22%	45.17%	42.31%	39.64%
95	62.96%	58.98%	55.25%	51.76%	48.48%	45.42%	42.55%	39.86%

B. Maturity Benefit:

On survival of the Life Assured till the end of the Policy Term, provided the policy is in-force, Sum Assured on Maturity along with the accrued Guaranteed Addition will be payable as per the Plan Option chosen.

Plan Option	Benefit payable
Goal Sure	Guaranteed Maturity Benefit (GMB) = Sum Assured on Maturity (as defined below) Plus Accrued Guaranteed Additions till the date of event
Edu Sure	Guaranteed Maturity Benefit (GMB) = Sum Assured on Maturity (as defined below) Plus Accrued Guaranteed Additions till the date of event

Sum Assured on Maturity (SAM) depends on entry age, PPT, PT & Option Chosen. The same is calculated as **the Multiple of SAM Factor and Annualised Premium**

Plan Option – Goal Sure						Plan Option – Edu Sure					
PPT	10 Years					PPT	10 Years				
Age/PT	18	19	20	21	22	Age/PT	18	19	20	21	22
35	13.0263	13.4062	13.8318	14.2993	14.8133	35	12.5366	12.8593	13.2104	13.5877	13.9904
40	12.9764	13.3587	13.7865	14.2546	14.7685	40	12.0110	12.2564	12.5185	12.8053	13.1118
45	12.85658	13.2385	13.6633	14.1265	14.6361	45	11.1325	11.2610	11.4047	11.5607	11.7258
50	12.5894	12.9666	13.3771	13.8242	14.3217						

II. Other Plan Components

• **Guaranteed Additions (GA) : (Applicable for both Plan Options)**

Guaranteed Additions will accrue and be attached at the end of each policy years as detailed below till the end of the Policy Term. Guaranteed Additions shall be calculated as % of the Annualised Premium. Attached Guaranteed Additions shall be paid along with the maturity, surrender, or death benefit whichever is earlier and as per plan option. Guaranteed Addition will not accrue for policies in reduce Paid-up status.

Guaranteed Additions will accrue as per the table below:

PPT	GA Start Year	% of the Annualised Premium	
		Plan Option – Goal Sure	Plan Option – Edu Sure
5	6	40%	30%
6	7	50%	40%
8	9	60%	50%
10	11	70%	60%

Guaranteed Additions is Multiple of Annualised Premium.

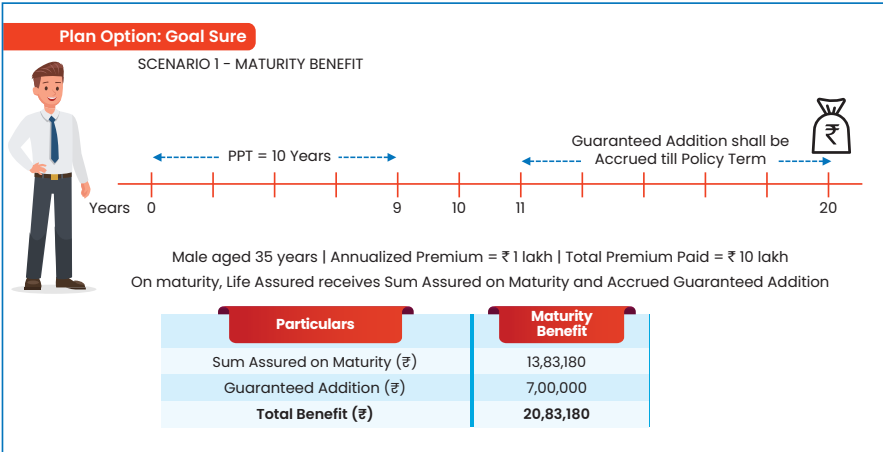
Benefit explained with Example:

Plan Option: Goal Sure

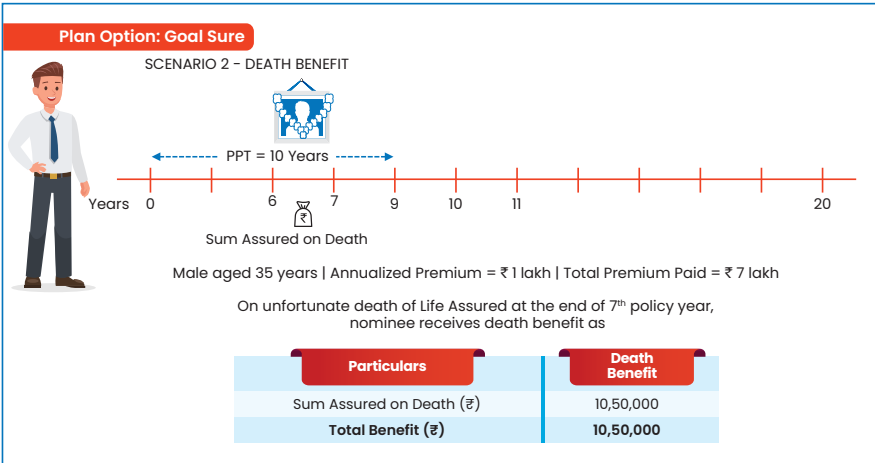
Mr. Rohit has opted SUD Life – Century Gold (Plan Option – Goal Sure).

The details are as below:

Life Assured Age	- 35 years	Premium Paying Term	- 10 years
Premium Frequency	- Yearly	Sum Assured on Death	- ₹ 10,50,000
Policy Term	- 20 years	Annualised Premium	- ₹ 1,00,000 (exclusive of applicable taxes)



On unfortunate death of Life assured during 7th policy year, nominee or beneficiary will get death benefit as:

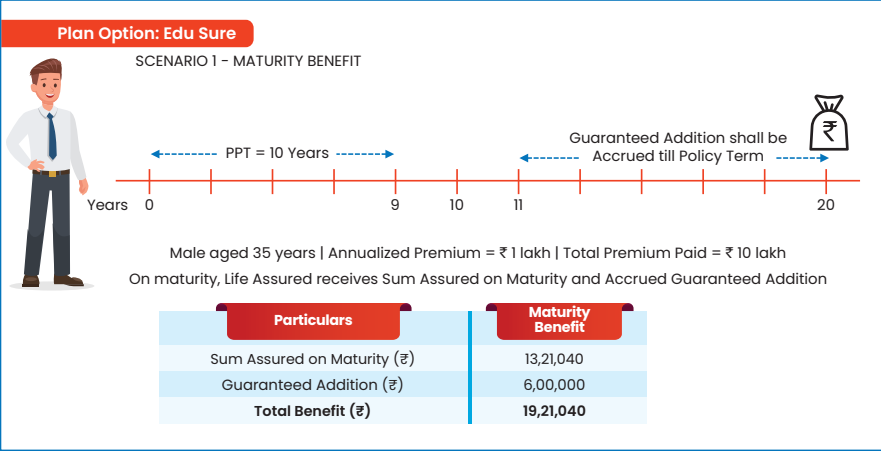


Note: above example GA does not accrue, and Sum Assured on Death is highest as mentioned in the death benefit under this option.

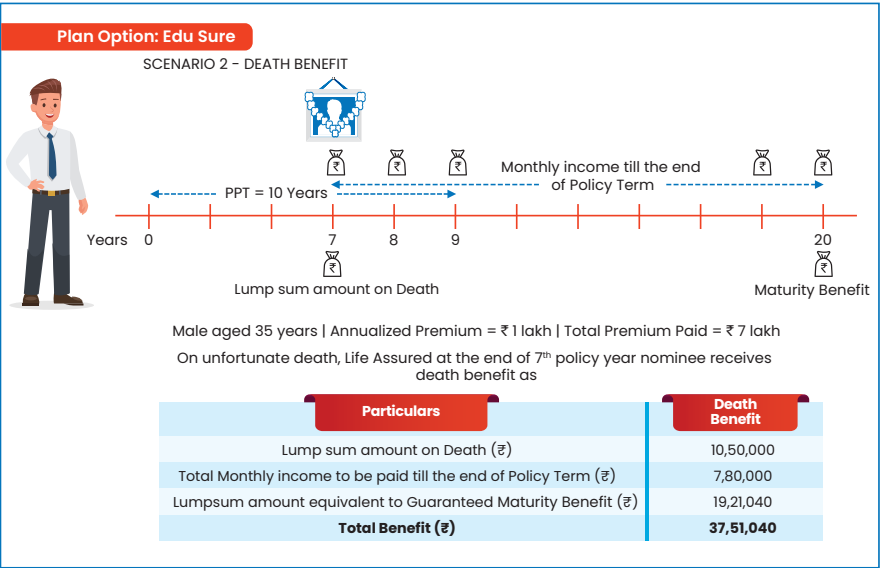
Plan Option: Goal Sure

Mr. Rohit has opted SUD Life – Century Gold (Plan Option – Edu Sure).
The details are as below:

Life Assured Age	- 35 years	Premium Paying Term	- 10 years
Premium Frequency	- Yearly	Sum Assured on Death	- ₹ 10,50,000
Policy Term	- 20 years	Annualised Premium	- ₹ 1,00,000 (exclusive of applicable taxes)



On unfortunate death of Life assured at the end of the 7th policy year, nominee or beneficiary will get death benefit as:



Total Monthly Income = ₹ 7,80,000 = 5% of Annualised Premium x No. of months of the payment till end of policy term
i.e. from 8th Policy year till end of 20th Policy Year (i.e. ₹ 5,000 X 156 months)

Note: In the above illustrations the timeline starts with 0 as the premium payment starts from the beginning of the first year.

03 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.

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

- If the due premium is not paid for the first full policy years: Your policy will lapse
- If the premium has been paid for at least first full years and subsequent premiums are not paid: Your policy will continue with reduced benefits (as a Reduced Paid-up policy)

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 premiums then due and all premiums falling due and unpaid during the policy year of death.

What happens once your policy Lapses or becomes Reduced Paid-Up?

A. Lapse:

If the due premiums for first full policy year have not been paid within the grace period, then the policy will lapse.

Life cover will cease and no benefits shall become payable under the lapsed policy.

B. Reduced Paid Up:

If the premiums have been paid for first full policy year and subsequent premiums are not paid, then the Policy will acquire Reduced Paid-Up status as mentioned below:

Once the policy becomes Reduced Paid-up, it will not be eligible for any Guaranteed Additions. The guaranteed addition will not accrue during Policy Term.

Death Benefit for Reduced Paid-up policy:

On death of the Life Assured during the Policy Term, the Paid-Up Sum Assured on Death (as defined below) shall become payable and the contract ceases immediately.

Plan Option: Goal Sure

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

Plan Option: Edu Sure

$$\text{Paid Immediately upon Death} = \frac{\text{Total number of premiums paid}}{\text{Total number of premiums payable}} \times \text{Sum Assured on Death}$$

Plus

Starting from the end of the policy month in which death of Life Assured has occurred till the end of the policy term.

$$\frac{\text{Total number of premiums paid}}{\text{Total number of premiums payable}} \times \text{5\% of Annualised Premium (AP)}$$

Plus

$$\text{Paid at the end of the policy term} = \text{Paid-up Maturity Benefit (as defined below)}$$

On Maturity of Reduced Paid-up policy:

On survival of the Life Assured to the end of the policy term, the Paid-Up Sum Assured on Maturity (as defined below) shall become payable and the contract ceases immediately.

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

Surrender Benefit under Reduced Paid up policy:

On surrender of Reduced Paid-up policy, the Higher of Guaranteed Surrender Value or Special Surrender Value will be paid, and contract gets terminated.

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

You have an option to revive a lapsed policy and Reduced Paid-Up policy within a period of 5 years from the due date of the first unpaid premium, subject to satisfactory proof of insurability as required by us from time to time. The revival of the policy is subject to the submission of the satisfactory medical evidence as per the Board approved underwriting policy applicable at that time. The cost of the required medical examination, if any will be borne by the Life Assured / Policyholder.

You can revive your Lapsed/Reduced Paid up by following these simple steps:

- Giving a written request to the Company within 5 years from the due date of first unpaid premium and producing a proof of continued insurability
- Paying the outstanding premium amount with the applicable interest rate, currently 8.75% p.a. compounded on half yearly basis for FY 24-25.

The prevailing interest rate is calculated as equal to 10 year G-sec benchmark interest rate as on last working day of the previous financial year +1.50%, rounded up to the next multiple of 25 basis points and will be compounded on half yearly basis. The 10 year G-Sec rate on 31st March 2024 was 7.05% and the rate of interest for revival for FY 24-25 is 8.75% (7.05% + 1.5% + rounding to next multiple of 25 basis points) and will be compounded on half yearly basis. Any change in basis shall be with prior approval of the Authority. The Company will review the revival interest rate on every 1st of April.

Once the Policy is revived, all benefits will be restored to its original benefit level.

Can the plan be discontinued in between?

Life insurance works best if you pay regularly and for the long term.
However, in case of an emergency/ contingency, you can surrender your policy anytime after completion of first policy year.

Surrender Benefit:

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

Special Surrender Value will be acquired after the receipt of one full Policy Year premiums, whereas the Guaranteed Surrender Value will be acquired after the receipt of first two consecutive full Policy Year premiums.

The calculation of GSV and SSV are given below:

Guaranteed Surrender Value:

Guaranteed Surrender Value (GSV) is defined as,

GSV = {GSV Factor x Total premiums paid till the date of surrender} + {40% * Accrued Guaranteed Additions}.

The below formula will apply from 16th policy year (for PPT 5 & 6) and from 19th policy year (for PPT 8 & 10).

GSV = {GSV Factor x Total Annualised Premium Paid till the date of surrender} + {100% * Accrued Guaranteed Additions}.

If the policy surrenders in the policy year after the minimum policy term with respect to the chosen premium payment terms then the Guaranteed Maturity Benefit of the completed policy year is payable as GSV

This clause will apply in case of PPT 5 and 6 from Policy Year 16th onwards and in case of PPT 8 and 10 from Policy Year 19th onwards.

Illustration:

Rohit, aged 35 years, has chosen a premium of ₹ 1,00,000 with premium paying term of 10 years and policy term of 22 years. He will be covered for a death benefit of ₹ 10,50,000 during the policy term. The Guaranteed Maturity Benefit is calculated as the multiple of Annualized Premium as given in the table below.

Maturity and the Surrender Benefit available for various policy term after the completion of 18 years is given in the table below:

Plan Option: Goal Sure

Policy Term	Maturity Benefit	Surrender Year (before maturity)	Surrender Value Max(GSV,SSV)
18	₹ 18,62,630	19	₹ 18,62,630
19	₹ 19,70,620	20	₹ 19,70,620
20	₹ 20,83,180	21	₹ 20,83,180
21	₹ 21,99,930	22	₹ 21,99,930
22	₹ 23,21,330		

Sample of Guaranteed Surrender Value Factors are given below:

Plan Option – Goal Sure																		
PPT	5 Year																	
Age / Policy Year	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
35	-	0.3	0.35	0.5	0.5	0.5	0.5	0.55	0.6	0.65	0.7	0.85	0.95	1	1.05	1.15	1.18	1.22
40	-	0.3	0.35	0.5	0.5	0.5	0.5	0.55	0.6	0.65	0.7	0.85	0.95	1	1.05	1.12	1.15	1.19
45	-	0.3	0.35	0.5	0.5	0.5	0.5	0.55	0.6	0.65	0.7	0.85	0.95	1	1.05	1.07	1.1	1.13
50	-	0.3	0.35	0.5	0.5	0.5	0.5	0.55	0.6	0.65	0.7	0.85	0.95	1	1.05	1	1.01	1.03

Plan Option – Edu Sure																		
PPT	5 Year																	
Age / Policy Year	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
35	-	0.3	0.35	0.5	0.5	0.5	0.5	0.55	0.6	0.65	0.7	0.85	0.95	1	1.05	1.21	1.25	1.29
40	-	0.3	0.35	0.5	0.5	0.5	0.5	0.55	0.6	0.65	0.7	0.85	0.95	1	1.05	1.15	1.18	1.21
45	-	0.3	0.35	0.5	0.5	0.5	0.5	0.55	0.6	0.65	0.7	0.85	0.95	1	1.05	1.05	1.06	1.07

* Guaranteed surrender value factors for all ages and options will be attached in the policy document.

Special Surrender Value:

Plan Option – Goal Sure

SSV _MB Factor 1

×

Sum Assured on Maturity

×

t/n

+

Accrued GA

)

Plan Option – Edu Sure

SSV _MB Factor 2

×

Sum Assured on Maturity

×

t/n

+

Accrued GA

+

SSV _DB Factor

×

Sum Assured on Death

×

t/n

+

SSV _DB Factor 2

×

Income Benefit

×

t/n

)

t = Number of Premium Paid
n = Number of Premium Payable

Special Surrender Value shall be reviewed annually by the Company and may be change based on the prevailing yield on 10 Year G-Sec and the underlying experience.

Once the policy is surrendered, the policy will terminate and no further benefits shall be payable.

Are there any Riders available?

No riders are available under this product.

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

Freelook: If you disagree to any of those terms or conditions in the policy, you have an option to return the policy to us within 30 days 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:

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

How is the premium calculated?

Annualised Premium is as Chosen by the Policyholder. The following modal factors are applied to Annualised Premium:

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

04 Terms & Conditions

(A) Policy Loan:

In emergency conditions, the policyholder may require funds to meet some unexpected expenses. To provide for this situation, we allow loans against the policy. Loans will be available only after the policy acquires surrender value, by assigning the policy document as a collateral security. The loan can be availed up to 70% of the Surrender Value at applicable interest rate levied by the Company.

The prevailing interest rate is calculated as equal to 10 year G-sec benchmark interest rate as on last working day of the previous financial year +1.50%, rounded up to the next multiple of 25 basis points and will be compounded on half yearly basis. The 10 year G-sec rate as on 31st March 2024 was 7.05%. The rate of interest on loan for FY 2024-25 is 8.75% and will be compounded on half yearly basis (7.05% + 1.5% + rounding to next multiple of 25 basis points).

The interest rate will be reviewed by the Company every year, and the revised loan interest rates will become applicable effective 1st April. The basis of calculation of loan interest rates may be revised by the Company from time to time depending on the then interest scenario in the market after obtaining prior approval from the Authority.

The loan outstanding along with accumulated interest will be adjusted towards the benefit payable.

For inforce and fully paid up policy: Policy can't be foreclosed on the ground of outstanding loan amount including interest exceeds the surrender value.

For other than in-force and fully paid up policies: The policyholder will be given written notice when the outstanding loan amount including interest is 95% of the surrender value. The policyholder may repay whole or part of the outstanding loan amount. At any point in time, if the loan outstanding along with accumulated interest exceed the applicable Surrender Value, the Policy will be foreclosed immediately and no benefits will be payable.

(B) Suicide Exclusion:

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 nominee or beneficiary of the policyholder shall be entitled to at least 80% of the total premiums paid till the date of death or the surrender value available as on the date of death whichever is higher, provided the policy is in force.

(C) Other Exclusion:

No Exclusions except Suicide Clause.

(D) Alteration in Premium Payment Frequency:

During the Premium Payment Term, You have an option to alter/change the premium payment frequency as available under the policy. This option can be exercised only on Policy Anniversary.

(E) 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, upon payment of applicable surrender benefit.
- On Maturity of the policy, upon payment of maturity benefit.
- On death of the Life Assured – In case of Plan Option Goal Sure, the policy will terminate upon payment of Death Benefit, as applicable. In case of Plan Option Edu Sure, the policy will terminate upon payment of last benefit i.e. lumpsum amount equivalent to Guaranteed Maturity benefit under the contract.
- On freelook cancellation, upon payment of free look cancellation amount.

(F) Nomination:

Nomination shall be as per the Section 39 of Insurance Act 1938 and as amended from time to time.

(G) Assignment:

Assignment shall be as per Section 38 of Insurance Act 1938 and as amended from time to time.

(H) 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 with penalty which may extend to ten lakh rupees.

(I) Grievance Redressal Procedure:

The Company is sensitive towards its customers' needs and aim to resolve all their grievances. Accordingly, grievance redressal mechanism is set-up for the resolution of any dispute or grievances/complaint. Complaints can be registered at the company touchpoints mentioned on our website

Escalation Mechanism:

Level 1 – Complaints can be escalated to grievanceredressal@sudlife.in

Level 2 – Contact our Grievance Redressal Officer at gro@sudlife.in

Level 3 – Grievance cell of IRDAI i.e. Bima Bharosa Shikayat Nivaran Kendra (TOLL FREE NO. 155255/18004254732 | Email ID: complaints@irdai.gov.in / <https://bimabharosa.irdai.gov.in>)

Level 4 – Directly approach the Insurance Ombudsman for redressal. Find your nearest ombudsman office by accessing following link – www.cioins.co.in

(J) Tax Benefit:

Income tax benefits may be available as amended from time to time. Please consult your tax advisor for further details.

(K) Goods and Services Tax:

Statutory Taxes, if any, imposed on such insurance plans by the Govt. of India or any other constitutional Tax Authority of India shall be as per the Tax laws and the rate of tax as applicable from time to time.

(L) Section 45 of the Insurance Act 1938:

Fraud and Misstatement would be dealt with in accordance with provisions of Section 45 of the Insurance Act 1938, as amended from time to time. For provisions of this Section, please contact the insurance company or refer to sample policy contract of this product on our website www.sudlife.in



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 Century Gold” 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.

SUD Life Century Gold | UIN: 142N087V03 | A Non-Linked Non-Participating Individual Savings Life Insurance Plan

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 | 1800 266 8833 (Toll Free) | Timing: 9:00 am – 7:00 pm (Mon – Sat) | Email ID: customercare@sudlife.in | Visit: www.sudlife.in | 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. For more details on risk factors, terms and conditions, please read sales brochure carefully before concluding a sale. Trade-logo displayed belongs to M/s Bank of India, M/s Union Bank of India and M/s Dai-ichi Life International Holding LLC and are being used by Star Union Dai-ichi Life Insurance Co. Ltd. under license.

BEWARE OF SPURIOUS PHONE CALLS AND FICTITIOUS/ FRAUDULENT OFFERS

IRDAI or its officials do not involve in activities like selling insurance policies, announcing bonus or investment of premiums. Public receiving such phone calls are requested to lodge a police complaint.