



**An honest investment
that you can use
when you need it the most!**



Why should you buy this plan?



**Limited premium payment
term of 5 years**



**Flexibility to withdraw from
11th year with attractive
surrender benefits**



Guaranteed maturity benefits*



Avail tax benefits**



WHY READ THIS BROCHURE?

This brochure helps you understand if this is the right plan for you. It gives you details about how the product will work throughout the Policy Term in ensuring your needs are met. We have tried our best to explain the details in a simple and easy to understand manner. We believe this is an important document to understand before you decide to buy life insurance.



IDEAL STEPS TO FOLLOW

1. Read the brochure carefully
2. Understand the benefits and remember the important points
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 and Conditions

What is SUD Life Century Plus?

SUD Life Century Plus is a Limited Premium Non-Linked Non-Participating Endowment Life Insurance Plan that offers protection for your family in case of unfortunate death. The plan also has a feature of Guaranteed Maturity Benefit as a multiple of Annualized Premium.

When is this plan right for you?

This plan is right for you if:

- You want to ensure that your family is not affected even if you are not around
- You are looking for insurance plan along with medium to long-term savings option
- You want a plan that provides guaranteed maturity benefits
- You want to have an insurance cover with riders relating to accident and disability

How does the plan work?

- Choose the policy term
- Decide on the premium amount you want to pay
- Guaranteed maturity benefit will depend on the entry age and policy term
- To enjoy the full benefits of your plan, all you have to do is to pay the premiums throughout the premium payment term
- In case of death of the life assured during the policy term, the nominee will receive death benefit in the form of lump-sum amount

Are there any age restrictions while applying for the plan?

The Life Assured should be at least 8 years of age and not more than 50 years of age while applying for this plan. The maximum age* at Maturity is 66 years.

(*age last birthday)

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

This plan offers you the flexibility to choose the policy term from 10 years to 16 years with a fixed premium paying term of 5 years.

What is the Premium Payment mode available?

You can pay your premium annually only.

Are there any restrictions on the Annual Premium to be chosen?

You can choose Annual Premium anything between ₹ 1,00,000 to ₹ 2 Crore* and in multiples of ₹ 10,000 (subject to Board approved Underwriting Policy).

*The annual premium as mentioned above is excluding the Goods and Services tax, extra premium if any

Are there any tax benefits?

Income tax benefits may be available. Please consult your tax advisor for further details.

What are the benefits under this Plan?

Death Benefit:

In case of death of the life assured, Death Benefit is immediately payable and your policy will be terminated and no further benefits will be paid.

Sum Assured on Death is defined as highest of:

- 10 times of Annualized Premium OR
- 105% of total premiums paid OR
- Minimum Guaranteed Maturity Benefit OR
- Absolute amount assured to be paid on death

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.

Maturity Benefit:

On survival of the Life Assured to the end of the Policy Term, provided the policy is In-force, Guaranteed Maturity Benefit shall be payable basis the age and policy term as chosen by the policy holder. Following table depicts the maturity benefit for different policy terms:

Age-wise Guaranteed Maturity Benefit Factors as a multiple of Annualized Premium							
Age\PT	10	11	12	13	14	15	16
8	6.800	7.170	7.560	7.970	8.400	8.840	9.410
9	6.800	7.170	7.560	7.970	8.400	8.840	9.410
10	6.800	7.170	7.560	7.970	8.400	8.840	9.410
11	6.790	7.170	7.560	7.960	8.400	8.840	9.410
12	6.790	7.170	7.550	7.960	8.390	8.830	9.400
13	6.780	7.160	7.550	7.950	8.390	8.830	9.400
14	6.780	7.160	7.540	7.950	8.380	8.820	9.390

15	6.770	7.150	7.540	7.950	8.380	8.820	9.390
16	6.770	7.150	7.530	7.940	8.370	8.810	9.380
17	6.760	7.140	7.530	7.930	8.370	8.810	9.380
18	6.760	7.140	7.520	7.930	8.360	8.800	9.370
19	6.750	7.130	7.520	7.930	8.360	8.800	9.370
20	6.750	7.130	7.510	7.920	8.350	8.790	9.360
21	6.740	7.130	7.510	7.920	8.350	8.790	9.360
22	6.740	7.120	7.510	7.920	8.340	8.780	9.350
23	6.730	7.120	7.500	7.910	8.340	8.780	9.350
24	6.730	7.120	7.500	7.910	8.340	8.770	9.340
25	6.720	7.110	7.500	7.910	8.330	8.770	9.340
26	6.720	7.100	7.490	7.900	8.320	8.760	9.330
27	6.710	7.100	7.480	7.890	8.310	8.750	9.330
28	6.710	7.090	7.480	7.880	8.300	8.740	9.320
29	6.700	7.080	7.470	7.870	8.290	8.730	9.320
30	6.700	7.070	7.460	7.860	8.280	8.720	9.310
31	6.690	7.060	7.450	7.850	8.270	8.710	9.280
32	6.690	7.060	7.440	7.840	8.260	8.700	9.250
33	6.680	7.050	7.430	7.830	8.250	8.690	9.220
34	6.680	7.050	7.430	7.830	8.250	8.680	9.190
35	6.670	7.030	7.410	7.810	8.230	8.660	9.160
36	6.670	7.040	7.400	7.800	8.220	8.650	9.130
37	6.660	7.020	7.370	7.770	8.190	8.620	9.090
38	6.660	7.000	7.350	7.750	8.160	8.590	9.050
39	6.650	6.980	7.320	7.720	8.130	8.560	9.010
40	6.650	6.950	7.300	7.690	8.100	8.530	8.970
41	6.640	6.950	7.270	7.660	8.070	8.490	8.930
42	6.620	6.910	7.230	7.620	8.030	8.450	8.890
43	6.600	6.890	7.200	7.590	7.990	8.410	8.850
44	6.580	6.850	7.160	7.540	7.940	8.360	8.800
45	6.560	6.820	7.130	7.500	7.900	8.310	8.760
46	6.540	6.800	7.090	7.460	7.850	8.260	8.710
47	6.490	6.770	7.050	7.420	7.800	8.210	8.660
48	6.440	6.720	7.010	7.370	7.760	8.160	8.610
49	6.390	6.680	6.960	7.320	7.700	8.100	8.560
50	6.340	6.630	6.910	7.270	7.650	8.040	8.510

Benefits explained with Example:

Mohit, aged 30 years, has chosen a premium of ₹ 1,00,000 and policy term of 16 years. He will be covered for a death benefit of ₹ 10,00,000 during the policy term. The Guaranteed Maturity Benefit is calculated as the multiple of Annualized Premium as given in the table above. Mohit's guaranteed maturity benefit multiplier would be 9.31 i.e. his maturity benefit would be ₹ 9,31,000. Maturity and the Surrender Benefit available for various policy terms after the completion of 10 years is given in the table below:

Policy Term	Maturity Benefit	Surrender Year before maturity	Guaranteed Surrender value
10	₹6,70,000	11	₹6,86,750
11	₹7,07,000	12	₹7,24,675
12	₹7,46,000	13	₹7,64,650
13	₹7,86,000	14	₹8,05,650
14	₹8,28,000	15	₹8,48,700
15	₹8,72,000	16	₹8,93,800
16	₹9,31,000		

Eligibility & Plan Summary

Parameters	Minimum	Maximum
Age at Entry (Last Birthday)	8 years	50 years
Age at Maturity (Last birthday)	18 years	66 years
Sum Assured on Death (₹)	10,00,000	20,00,00,000
Annualized Premium (₹)	1,00,000	2,00,00,000
Policy Term (years)	10	16
Premium Payment Term (years)	5 years	
Premium Payment Modes	Yearly	

03 Making the Most of Your Plan

What happens in case of missed premiums?

A grace period of 30 days is available to pay the due premium. This period starts from the due date of each premium payment. In case of death during grace period, the Death Benefit under the policy will be payable after deductions of the premium then due.

However, if you fail to pay your premium 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 ceases and no benefits will be paid under the lapsed policy till the policy is revived.

Reduced Paid-Up:

If the premiums due under this policy have been paid for at least first two full policy 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:

On death of the Life Assured during the policy term death benefit (as defined above) multiplied by Paid-Up factor will be payable. It is defined as follows:

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

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.

$$\text{Paid-Up Guaranteed Maturity Benefit} = \frac{\text{Total Number of premiums paid}}{\text{Total Number of premiums payable}} \times \text{Guaranteed Maturity Benefit}$$

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 can revive your Lapsed/Reduced Paid-Up policy within five years from the due date of the first unpaid premium 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 7.75% p.a. for FY 2020-2021
- 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
- Fulfilling all medical and financial requirements 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/ Life Assured).

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, any due and unpaid benefit shall be paid immediately.

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 during the Policy Term, provided it has acquired Surrender Value. Policy acquires Surrender Value after payment of first two full policy years' premiums.

Surrender Value

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

Guaranteed Surrender Value

The Guaranteed Surrender Value is the GSV Factor multiplied by the total premiums paid (Excluding Applicable Taxes and Extra Premium, if any). The GSV Factors are furnished in the table below.

Age	Policy Year							
	1	2	3	4	5	6	7	8
8	0.0%	30.0%	35.0%	50.0%	57.0%	66.0%	75.0%	83.0%
9	0.0%	30.0%	35.0%	50.0%	57.0%	66.0%	75.0%	83.0%
10	0.0%	30.0%	35.0%	50.0%	57.0%	66.0%	75.0%	83.0%
11	0.0%	30.0%	35.0%	50.0%	57.0%	66.0%	75.0%	83.0%
12	0.0%	30.0%	35.0%	50.0%	57.0%	66.0%	75.0%	83.0%
13	0.0%	30.0%	35.0%	50.0%	57.0%	66.0%	75.0%	83.0%
14	0.0%	30.0%	35.0%	50.0%	57.0%	66.0%	75.0%	83.0%
15	0.0%	30.0%	35.0%	50.0%	57.0%	66.0%	75.0%	83.0%
16	0.0%	30.0%	35.0%	50.0%	57.0%	66.0%	75.0%	83.0%
17	0.0%	30.0%	35.0%	50.0%	57.0%	66.0%	75.0%	83.0%
18	0.0%	30.0%	35.0%	50.0%	57.0%	66.0%	75.0%	83.0%
19	0.0%	30.0%	35.0%	50.0%	57.0%	66.0%	75.0%	83.0%
20	0.0%	30.0%	35.0%	50.0%	57.0%	66.0%	75.0%	83.0%
21	0.0%	30.0%	35.0%	50.0%	57.0%	66.0%	75.0%	83.0%
22	0.0%	30.0%	35.0%	50.0%	57.0%	66.0%	75.0%	83.0%
23	0.0%	30.0%	35.0%	50.0%	57.0%	66.0%	75.0%	83.0%
24	0.0%	30.0%	35.0%	50.0%	57.0%	66.0%	75.0%	83.0%
25	0.0%	30.0%	35.0%	50.0%	57.0%	66.0%	75.0%	83.0%
26	0.0%	30.0%	35.0%	50.0%	57.0%	66.0%	75.0%	83.0%
27	0.0%	30.0%	35.0%	50.0%	57.0%	66.0%	75.0%	83.0%
28	0.0%	30.0%	35.0%	50.0%	57.0%	66.0%	75.0%	83.0%
29	0.0%	30.0%	35.0%	50.0%	57.0%	66.0%	75.0%	83.0%
30	0.0%	30.0%	35.0%	50.0%	57.0%	66.0%	75.0%	83.0%
31	0.0%	30.0%	35.0%	50.0%	57.0%	66.0%	75.0%	83.0%
32	0.0%	30.0%	35.0%	50.0%	57.0%	66.0%	75.0%	83.0%
33	0.0%	30.0%	35.0%	50.0%	57.0%	66.0%	75.0%	83.0%
34	0.0%	30.0%	35.0%	50.0%	57.0%	66.0%	75.0%	83.0%
35	0.0%	30.0%	35.0%	50.0%	57.0%	66.0%	75.0%	83.0%
36	0.0%	30.0%	35.0%	50.0%	57.0%	66.0%	75.0%	83.0%
37	0.0%	30.0%	35.0%	50.0%	57.0%	66.0%	75.0%	83.0%
38	0.0%	30.0%	35.0%	50.0%	57.0%	66.0%	75.0%	83.0%
39	0.0%	30.0%	35.0%	50.0%	57.0%	66.0%	75.0%	83.0%
40	0.0%	30.0%	35.0%	50.0%	57.0%	66.0%	75.0%	83.0%
41	0.0%	30.0%	35.0%	50.0%	57.0%	66.0%	75.0%	83.0%
42	0.0%	30.0%	35.0%	50.0%	57.0%	66.0%	75.0%	83.0%
43	0.0%	30.0%	35.0%	50.0%	57.0%	66.0%	75.0%	83.0%
44	0.0%	30.0%	35.0%	50.0%	57.0%	66.0%	75.0%	83.0%
45	0.0%	30.0%	35.0%	50.0%	57.0%	66.0%	75.0%	83.0%

Policy Year								
Age	1	2	3	4	5	6	7	8
46	0.0%	30.0%	35.0%	50.0%	57.0%	66.0%	75.0%	83.0%
47	0.0%	30.0%	35.0%	50.0%	57.0%	66.0%	75.0%	83.0%
48	0.0%	30.0%	35.0%	50.0%	57.0%	66.0%	75.0%	83.0%
49	0.0%	30.0%	35.0%	50.0%	57.0%	66.0%	75.0%	83.0%
50	0.0%	30.0%	35.0%	50.0%	57.0%	66.0%	75.0%	83.0%

Policy Year								
Age	9	10	11	12	13	14	15	16
8	92.0%	100.0%	136.0%	143.4%	151.2%	159.4%	168.0%	176.8%
9	92.0%	100.0%	136.0%	143.4%	151.2%	159.4%	168.0%	176.8%
10	92.0%	100.0%	136.0%	143.4%	151.2%	159.4%	168.0%	176.8%
11	92.0%	100.0%	135.8%	143.4%	151.2%	159.2%	168.0%	176.8%
12	92.0%	100.0%	135.8%	143.4%	151.0%	159.2%	167.8%	176.6%
13	92.0%	100.0%	135.6%	143.2%	151.0%	159.0%	167.8%	176.6%
14	92.0%	100.0%	135.6%	143.2%	150.8%	159.0%	167.6%	176.4%
15	92.0%	100.0%	135.4%	143.0%	150.8%	159.0%	167.6%	176.4%
16	92.0%	100.0%	135.4%	143.0%	150.6%	158.8%	167.4%	176.2%
17	92.0%	100.0%	135.2%	142.8%	150.6%	158.6%	167.4%	176.2%
18	92.0%	100.0%	135.2%	142.8%	150.4%	158.6%	167.2%	176.0%
19	92.0%	100.0%	135.0%	142.6%	150.4%	158.6%	167.2%	176.0%
20	92.0%	100.0%	135.0%	142.6%	150.2%	158.4%	167.0%	175.8%
21	92.0%	100.0%	134.8%	142.6%	150.2%	158.4%	167.0%	175.8%
22	92.0%	100.0%	134.8%	142.4%	150.2%	158.4%	166.8%	175.6%
23	92.0%	100.0%	134.6%	142.4%	150.0%	158.2%	166.8%	175.6%
24	92.0%	100.0%	134.6%	142.4%	150.0%	158.2%	166.8%	175.4%
25	92.0%	100.0%	134.4%	142.2%	150.0%	158.2%	166.6%	175.4%
26	92.0%	100.0%	134.4%	142.0%	149.8%	158.0%	166.4%	175.2%
27	92.0%	100.0%	134.2%	142.0%	149.6%	157.8%	166.2%	175.0%
28	92.0%	100.0%	134.2%	141.8%	149.6%	157.6%	166.0%	174.8%
29	92.0%	100.0%	134.0%	141.6%	149.4%	157.4%	165.8%	174.6%
30	92.0%	100.0%	134.0%	141.4%	149.2%	157.2%	165.6%	174.4%
31	92.0%	100.0%	133.8%	141.2%	149.0%	157.0%	165.4%	174.2%
32	92.0%	100.0%	133.8%	141.2%	148.8%	156.8%	165.2%	174.0%
33	92.0%	100.0%	133.6%	141.0%	148.6%	156.6%	165.0%	173.8%
34	92.0%	100.0%	133.6%	141.0%	148.6%	156.6%	165.0%	173.6%
35	92.0%	100.0%	133.4%	140.6%	148.2%	156.2%	164.6%	173.2%
36	92.0%	100.0%	133.4%	140.8%	148.0%	156.0%	164.4%	173.0%
37	92.0%	100.0%	133.2%	140.4%	147.4%	155.4%	163.8%	172.4%
38	92.0%	100.0%	133.2%	140.0%	147.0%	155.0%	163.2%	171.8%
39	92.0%	100.0%	133.0%	139.6%	146.4%	154.4%	162.6%	171.2%
40	92.0%	100.0%	133.0%	139.0%	146.0%	153.8%	162.0%	170.6%

Age	Policy Year							
	9	10	11	12	13	14	15	16
41	92.0%	100.0%	132.8%	139.0%	145.4%	153.2%	161.4%	169.8%
42	92.0%	100.0%	132.4%	138.2%	144.6%	152.4%	160.6%	169.0%
43	92.0%	100.0%	132.0%	137.8%	144.0%	151.8%	159.8%	168.2%
44	92.0%	100.0%	131.6%	137.0%	143.2%	150.8%	158.8%	167.2%
45	92.0%	100.0%	131.2%	136.4%	142.6%	150.0%	158.0%	166.2%
46	92.0%	100.0%	130.8%	136.0%	141.8%	149.2%	157.0%	165.2%
47	92.0%	100.0%	129.8%	135.4%	141.0%	148.4%	156.0%	164.2%
48	92.0%	100.0%	128.8%	134.4%	140.2%	147.4%	155.2%	163.2%
49	92.0%	100.0%	127.8%	133.6%	139.2%	146.4%	154.0%	162.0%
50	92.0%	100.0%	126.8%	132.6%	138.2%	145.4%	153.0%	160.8%

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

Are there any Riders available?

Yes. You have the option of availing the following Rider:

1. SUD Life Accidental Death and Total & Permanent Disability Benefit Rider – Traditional

(UIN: 142B005V01)

Benefits payable under the rider:

- On death due to Accident** – On death of the Life Assured due to Accident, 100% of Rider Sum Assured will be paid, provided the policy is in-force as on the date of death of the Life Assured and the contract ceases thereafter.
- On Accidental Total and Permanent disability** – Rider Sum Assured will be paid in 10 equal half-yearly instalments wherein each instalment amount will be equal to Rider Sum Assured multiplied by 10%, provided the policy is in-force (as on the date of occurrence of event) and the Rider contract will cease after payment of the last instalment.

In case of death of the Life Assured while receiving Accidental Total and Permanent Disability Benefit, the remaining total of all outstanding instalments under this Rider will be paid to the nominee/beneficiary and the contract ceases.

Note: Once any policyholder is declared eligible to receive the benefits under Accidental Total and Permanent Disability, the Coverage under this rider will immediately cease

2. SUD Life Family Income Benefit Rider – Traditional (UIN: 142B007V01)

Benefits payable under the rider:

Death Benefit: On death of the Life Assured, provided the rider benefit is in-force, the Nominee/Legal heir will be paid a Monthly Income Benefit for a fixed period of 10 Years. The Monthly Income Benefit is equal to (10% of Rider Sum Assured)/12 and will be paid at the end of every policy month following the date of death of the Life Assured and will continue to be paid for fixed period of 10 Years.

3. SUD Life COVID – 19 Benefit Rider–Traditional (UIN: 142B023V01)

Benefits payable under the rider:

- a. **On Hospitalization* /Quarantine*** – 25% of Rider Sum Assured will be paid upon Hospitalization or Quarantined on testing positive for COVID-19 or SARS-COV-2 diagnosis from Government Authorized Diagnostic Centre. The benefit is payable only once during the rider term and the policy will continue thereafter for death benefit.

Self-quarantine or home quarantine will not qualify for hospitalization benefit.

- b. **On Death due to COVID-19 or SARS-COV-2** – On death of the Life Assured due to Covid-19 or SARS-COV-2 where such diagnosis was done at any certified Government Authorized Centre, 100% of Rider Sum Assured will be paid provided the rider policy is in force as on the date of death of the Life Assured and the contract ceases thereafter.

The above benefits on Hospitalization or Quarantine or Death Benefit as stated above, will be paid subject to **Waiting Period** of 15 days from the date of risk commencement. Further, in case the Life Insured travels outside India during the term of this rider policy, a waiting period of 15 days will re-apply from the date of reaching back to India, irrespective of the period/ duration of stay outside India and date of commencement of the policy.

COVID-19 means novel coronavirus disease as defined by the World Health Organization (WHO) and caused by the virus SARS-CoV2

*Hospitalization means admission in a Hospital for a minimum period of 24 consecutive 'Inpatient Care' hours except for specified procedures/treatments, where such admission could be for a period of less than 24 consecutive hours.

Quarantine shall mean isolation which is prescribed by the Central or the State Government; and in a place arranged and approved as a Quarantine centre by the Central or State Government. Self- Quarantine or Home Quarantine shall not be considered as Quarantine.

The Company shall pay the death benefit only in cases where the cause of death is due to Covid-19. No claims will be admissible by Company during the waiting period or arising outside India.

Please refer to the respective rider brochures for more details.

04 Things You Should Remember!

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

- It's important when you apply you give complete and correct information especially about your health and occupation. These details are critical for making sure you get the right benefits.
- Provide your correct contact details and address. Always provide a landmark if possible.
- It is ideal for you to opt for the NACH/ 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 understands 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:

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

05 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 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 shall be compounded half yearly. The rate of interest on loan for FY 20-21 is 7.75%. Any change in basis shall be with prior approval of the Authority. The Yield on 10-year G-sec is sourced through Bloomberg website: www.bloomberg.com.

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 will not be foreclosed on account of loan balance exceeding the Surrender Value.

(B) Exclusions:

No exclusions for normal death.

(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) Termination of Policy:

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

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

(E) 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.

(F) Nomination:

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

(G) Assignment:

Assignment is allowed as per Section 38 of The Insurance Act 1938 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) 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.

(J) Section 45 of the Insurance Act 1938:

Provisions of Section 45 of the Insurance Act 1938, as amended from time to time will be applicable to all policies/ contracts issued under this products.

SUD Life Century Plus (UIN: 142N074V02)
SUD Life Family Income Benefit Rider – Traditional (UIN: 142B007V01)
SUD Life Accidental Death and Total & Permanent Disability Benefit Rider – Traditional (UIN: 142B005V01)
SUD Life COVID – 19 Benefit Rider–Traditional (UIN: 142B023V01)



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 Plus" 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 Plus | UIN – 142N074V02 | Individual Non-Linked Non-Participating 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 | 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.