and on submission of the satisfactory medical evidence as per the underwriting rules applicable at that time. The cost of the required medical examination will be borne by the policyholder and not by the company.

The conditions for revival/reinstatement of policies treated as lapsed with paid-up value will be the same as those applicable to lapsed policies.

NOMINATION

The Policyholder may at any time before his/her death/end of the policy term (whichever is earlier) nominate a/some person/s to receive the Policy Benefits (Death Benefit) in the event of the death of the Person Insured.

Where such Nominee is a minor, the Policyholder may also appoint any person who is a major (also referred to as "Appointee"), to so receive the Policy Benefits during the minority of the Nominee. The Company will not recognize a nomination or a change in nomination for the Policy, until it receives a written notice of the nomination or change in the nomination from the Policyholder at its office. The Company will not express any opinion on the validity or legality of the nomination. Policyholder can make a nomination only with regard to the entire Policy. If no Nominee is alive at the time of death of the Person Insured, the Policyholder's estate shall be deemed to be the Nominee.

FREE LOOK PERIOD

A period of 15 days is available to the Policyholder from the date of the receipt of the policy document to review the terms and conditions of the policy and if the Policyholder disagrees to any of those terms or conditions, he/she has the option to return the policy stating the reasons for his objection, when he/she shall be entitled to a refund of the amount of premium received excluding expenses incurred by Star Union Dai-ichi on the policy [i.e. stamp duty, proportionate risk premium (if any) for period of cover and any expenses borne by the company on medicals]. All rights of the policyholder under this Policy shall immediately stand extinguished at the cancellation of the Policy.

Here's an example for you to help you visualise how the plan will work for you.

Age (yrs)	40
Premium Payment Term / Policy Term	20
Monthly Defined Benefit	₹ 1,000
Sum Assured	₹ 180,000
Annual Premium	₹ 5,785

Year	Age (yrs)	Annual Premium (₹)	Guaranteed Benefits (₹)					Non-Guaranteed Benefits (₹)
			Death Benefit during the term		Maturity Benefit at the end of the term			
			Lump sum Benefit	Total Amount of Defined Monthly Benefit	Guaranteed Additions	Annualised Defined Monthly Benefit	Surrender Value	Special Surrender Value
1	40	5,785	45,000	180,000	0	0	0	0
2	41	5,785	45,000	180,000	0	0	0	0
3	42	5,785	45,000	180,000	0	0	0	0
4	43	5,785	45,000	180,000	0	0	5,207	0
5	44	5,785	45,000	180,000	0	0	6,942	1,272
6	45	5,785	45,000	180,000	0	0	8,678	4,736
7	46	5,785	45,000	180,000	0	0	10,413	8,484
8	47	5,785	45,000	180,000	0	0	12,149	12,538
9	48	5,785	45,000	180,000	0	0	13,884	16,922
10	49	5,785	45,000	180,000	0	0	15,620	21,666
11	50	5,785	45,000	180,000	0	0	17,356	26,759
12	51	5,785	45,000	180,000	0	0	19,091	31,756
13	52	5,785	45,000	180,000	0	0	20,827	37,074
14	53	5,785	45,000	180,000	0	0	22,562	42,743
15	54	5,785	45,000	180,000	0	0	24,298	48,796
16	55	5,785	45,000	180,000	0	0	26,033	55,272
17	56	5,785	45,000	180,000	0	0	27,769	62,217
18	57	5,785	45,000	180,000	0	0	29,505	69,686
19	58	5,785	45,000	180,000	0	0	31,240	77,747
20	59	5,785	45,000	180,000	0	0	32,976	86,473
21	60	0	0	0	0	12,000	0	0
22	61	0	0	0	0	12,000	0	0
23	62	0	0	0	0	12,000	0	0
24	63	0	0	0	0	12,000	0	0
25	64	0	0	0	0	12,000	0	0
26	65	0	0	0	0	12,000	0	0
27	66	0	0	0	0	12,000	0	0
28	67	0	0	0	0	12,000	0	0
29	68	0	0	0	0	12,000	0	0
30	69	0	0	0	0	12,000	0	0
31	70	0	0	0	0	12,000	0	0
32	71	0	0	0	0	12,000	0	0
33	72	0	0	0	0	12,000	0	0
34	73	0	0	0	0	12,000	0	0
35	74	0	0	0	18,000	12,000	0	0

The rates of return assumed in this Sales Illustration are in conformation with the guidelines set by the IRDA and should not be construed as forecast. These assumed rates of return are not guaranteed and they are not the upper and lower limits of what you might get back as the value of your policy is dependent on the future investment performance of the company and number of other factors.

The Surrender Value payable will be higher of the guaranteed or non guaranteed surrender value available at the time of surrender.

Section 41 of Insurance Act 1938 – PROHIBITION OF REBATES

No person shall allow or offer to allow, either directly or indirectly, as an inducement to any person to take 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:

Provided that acceptance by an insurance agent of commission in connection with a policy of life insurance taken out by himself on his own life shall not be deemed to be acceptance of a rebate of premium within the meaning of this sub section if at the time of such acceptance the insurance agent satisfies the prescribed conditions establishing that he is a *bona fide* insurance agent employed by the insurer.

Any person making default in complying with the provisions of this section shall be punishable with fine which may extend to five hundred rupees.

Section 45 of Insurance Act 1938 – INDISPUTABILITY CLAUSE

No policy of life insurance effected before the commencement of this Act shall after the expiry of two years from the date of commencement of this Act and no policy of life insurance effected after the coming into force of this Act shall, after the expiry calf two years from the date on which it was effected be called in question by an insurer on the ground that statement made in the proposal or in any report of a medical officer, or referee, or friend of the insured, or in any other document leading to the issue of the policy, was inaccurate or false, unless the insurer shows that such statement was on a material matter or suppressed facts which it was material to disclose and that it was fraudulently made by the policy holder and that the policy holder knew at the time of making it that the statement was false or that it suppressed facts which it was material to disclose:

Provided that nothing in this section shall prevent the insurer from calling for proof of age at any time if he is entitled to do so, and no policy shall be deemed to be called in question merely because the terms of the policy are adjusted on subsequent proof that the age of the life insured was incorrectly stated in the proposal.

Note: "Material" shall mean and include all important, essential and relevant information in the context of underwriting the risk to be covered by the company.

All features of this plan are subject to certain terms & conditions.

For more details on risks factors and terms & conditions, please read the sales brochure carefully, visit our website **www.sudlife.in** or contact customer care at **022 39546300** before concluding the sale.

INSURANCE IS THE SUBJECT MATTER OF SOLICITATION

UIN: 142N023V01

Star Union Dai-ichi Life Insurance Company Limited

Corporate Office:

11th floor, Raghuleela Arcade,

Opp. Vashi Railway Station, Vashi,

Navi Mumbai – 400703

Registered Office:

Star House, 3rd floor, West Wing,

C-5, G Block, Bandra Kurla Complex, Bandra (E), Mumbai – 400051

Call: **022 3954 6300**

Visit: **www.sudlife.in**

URN No. SUD-BR-08-10-01

PLAN KAR KE CHALO

Star Union Dai-ichi Life Insurance Co. Ltd.

PRESENTS

DEFINED BENEFIT ENDOWMENT PLAN

UIN: 142N023V01

A TRADITIONAL PLAN

For Complete Protection to *YOU* and your *FAMILY*

Regular *tax free** Monthly Income

For 15 years

- Defined Monthly Benefit for 15 years
- Life Insurance Cover
- Goodwill Terminal Benefit
- Premium Payment Term: 5, 10, 15 & 20 years
- Premium payment options: Yearly, Half Yearly, Quarterly & Monthly
- Income Tax Benefits on premium as well as on defined monthly benefit

Star Union Dai-ichi
LIFE INSURANCE

INSURANCE IS THE SUBJECT MATTER OF SOLICITATION | *Subject to applicable tax laws

SUD Life Defined Benefit Endowment Plan

As loving parents, dutiful spouses and responsible breadwinners, we all strive hard to ensure that every dream of our loved ones is fulfilled - a good lifestyle, a nice house, a car, our children's education, then their marriages ... life goes on. But we rarely pause and think of our own selves - our later years when our children leave us to build their own careers and lives. It is time we planned for those days so that we can still have a regular stream of income - come what may - an income that will not only support you and your spouse but also afford a trip to your children's place and a gift for your grand children and such invaluable things in life.

And to help you on your way we bring you **SUD Life Defined Benefit Endowment Plan,** which:

- Assures a defined monthly payment for a period of 15 years to you and your family.
- Provides you with an opportunity to limit your premium instalments to your early working years, thereby building up an asset for you and your family to enjoy in later years.
- Guarantees you a Life Insurance Cover.

Let us help you ensure these benefits for you and your family:

Step 1: Choose a Defined Monthly Benefit (i.e. the amount you wish to receive every month).

Minimum	For Regular Premium - ₹ 1000 per month For Single Premium - ₹ 2000 per month
Maximum	No Limit (in multiples of ₹ 500)
Sum Assured	180 times the Defined Monthly Benefit

Step 2: Choose one of the following modes of premium payment:

Single Premium (One lump sum payment)/Regular (Yearly/Half Yearly/Quarterly/Monthly-ECS)*

(*For regular premium, premium payment term is same as the policy term)

Step 3: Choose one of the following as your policy term:

5 years/10 years/15 years/20 years (subject to the following eligibility conditions):

Minimum Entry Age	18 Years
Maximum Entry Age	60 Years
Maximum Age at the End of Policy Term / Premium Payment Term	65 Years

Ages are taken as on the Last Birth Date.

If you are paying regular premiums, then you will be paying them during this entire term.
If you have opted for a single premium payment, this will be your deferment period.
At the end of this period, your defined monthly benefit payments will start.

Step 4: Calculate your Premium as per the following table:

For Regular Premium:
Sample Annual Premiums per Defined Monthly Benefit of ₹ 10,000
(Excluding all applicable Taxes):

Annual Premium

Age/Term (Yrs)	5	10	15	20
20	₹ 266,076	₹ 119,178	₹ 74,628	₹ 53,568
30	₹ 266,274	₹ 119,484	₹ 75,168	₹ 54,414
40	₹ 267,660	₹ 121,446	₹ 77,760	₹ 57,852

For Single Premium:
Sample Single Premiums per Defined Monthly Benefit of ₹ 10,000
(Excluding all applicable Taxes):

Age/Term (Yrs)	5	10	15	20
20	₹ 1,113,390	₹ 887,022	₹ 737,658	₹ 609,408
30	₹ 1,113,822	₹ 888,606	₹ 741,510	₹ 616,950
40	₹ 1,117,116	₹ 897,894	₹ 759,186	₹ 646,002

And that's it! Just pay the premium and enjoy the following benefits:

KEY BENEFITS

I. On unfortunate demise during the term

In the event of the unfortunate demise of the Life Assured during the policy term, the following benefits will be paid to the nominee/beneficiary:

Immediately after the Death	A lump sum of 25% of Sum Assured after deducting all due premiums payable during the policy year in which death occurs and past premiums due (before the expiry of the Grace Period in case of regular premium) will be paid.
Defined Monthly Benefit for next 15 years after the Death	The Defined Monthly Benefit payments will start as explained in the *Illustration* table provided below, and continue for 15 years.
Risk Cover	Not available after the policy term.

The policy ceases at the end of the Defined Benefit Payment Period.

II. On unfortunate demise during the Defined Benefit Payment Period:

Defined Monthly Benefit	The remaining defined monthly benefits will continue as and when due till the end of the Defined Benefit Payment Period.
Goodwill Terminal Benefit	5% of Sum Assured for Policy Term of 5/10 years, and 10% of Sum Assured for Policy Term of 15/20 years will be paid at the end of Defined Benefit Payment Period.
Risk Cover	Not available after the policy term.

The policy ceases at the end of the Defined Benefit Payment Period.

III. On survival till the end of the policy term:
If the Life Assured survives till the end of the Policy Term, the following benefits will be paid:

Defined Monthly Benefit for next 15 years	The Defined Monthly Benefit payments will start as explained in the *Illustration* table provided below, and continue for 15 years.
Goodwill Terminal Benefit	5% of Sum assured for Policy Term of 5/10 years, and 10% of Sum Assured for Policy Term of 15/20 years will be paid at the end of Defined Benefit Payment Period.

Clarification on Premium Payment Term, Policy Term and Defined Benefit Payment Period:

Policy Term : In case of regular premium, policy term is the premium payment term.
In case of single premium, policy term is the deferment period before the start of the defined benefit payment period.

The Premium Payment Term is the number of years during which the policyholder is supposed to pay the premiums in order to keep the policy in force. In regular premium payment modes (Yearly/Half-Yearly/Quarterly/Monthly) the premium payment term is equivalent to the policy term.

The Defined Benefit Payment Period is defined as the period of 15 years during which the defined benefits are paid every month. It starts on the date of first defined monthly benefit (DMB) and ends on the date of the last (180th) Defined Monthly Benefit.

Illustration:
If an individual aged 40 years opts for a term of 15 years:

In case of Regular Premium, the policyholder will pay premiums for 15 years.
So the Policy Term is equal to the premium payment term i.e. 15 years.

In case of Single Premium, premium will be paid at inception itself and the Policy Term will be the Deferment Period (in complete years) = 15 years in the above instance, at the end of which, the defined monthly benefit payments will start.

The following table illustrates the time from which defined monthly benefit payments will start:

	Date of Inception of Policy	Date of End of Policy Term/Date of Death of the policyholder	Date from which Defined Monthly Benefits will start
Case 1	25th January 2010	Unfortunate Demise on 10th September 2014	25th September 2014
Case 2	25th January 2010	Unfortunate Demise on 28th September 2014	25th October 2014
Case 3	25th January 2010	Survival till the end of Premium Payment Term/Policy Term i.e., 25th December 2024	25th January 2025 + Goodwill Terminal Benefit at the end of 180 months.
Case 4	25th January 2010	Unfortunate Demise between 25th January 2025 and 24th December 2040	The defined monthly benefits payments, which would have started on 25th January 2025 will continue to flow to the nominee until the 180th instalment is paid.

SURRENDER BENEFITS

The policy can be surrendered at any time after the third policy anniversary and before the end of the policy term i.e. before the commencement of the Defined Benefit Payment Period.

Cash Surrender Value :

Cash surrender value is higher of the guaranteed surrender value and the special surrender value as defined below.

Guaranteed Surrender Value :

Minimum guaranteed surrender value is available under the policy after the third policy anniversary provided the premiums (for Regular premium option) have been paid for at least three years and provided the single premium (in full) has been paid.

For the regular premium option, the minimum Guaranteed Surrender Value payable is 30% of the total amount of the premiums paid under the policy excluding the premiums paid for the first policy year and all the extra premiums paid.

For the single premium option, the minimum Guaranteed Surrender Value payable is 90% of the single premium paid under the policy excluding all the extra premiums paid.

Special Surrender Value :

Special surrender value is available under the policy, after the third policy anniversary for single premium and for regular premium provided the premiums have been paid for at least three years.

INCOME TAX BENEFITS

- Premiums paid under this product are eligible for Tax benefits under Section 80C.
- Benefits paid under this policy are tax free under Section 10(10D).
- Please note that these benefits are as per the current laws which are subject to change from time to time.

EXCLUSIONS

Suicide Claim Provisions

If the Life Assured commits Suicide, whether sane or insane, within one year from the Date of Commencement of Risk under the policy, the policy shall become void. In such a case, 50% of the regular premiums paid / 90% of the single premium paid under the policy, excluding taxes and all extra premiums shall be payable without interest.

Persons working in hazardous occupations

They will be screened suitably or will be offered the product at higher premium rates to commensurate with the extra mortality risk.

TERMINATION OF THE POLICY

The Policy will be terminated on the occurrence of the earliest of:

I. Surrender of the policy

ii. Free Look Cancellation

Otherwise, the Policy will be terminated at the end of the Defined Benefit Payment Period.

POLICY LAPSE & REVIVAL

Grace Period

A grace period of 30 days is allowed for payment of quarterly, half-yearly and yearly premiums, and 15 days for monthly premium option. If premium is not paid before the expiry of the grace period, the policy lapses.

If death occurs during the grace period, the full death benefit as per the terms and conditions of the policy will be paid after deduction of the premiums then due but not paid and all premiums falling due during the policy year. (The recovery of unpaid premiums due during the policy year will be only in case of regular premium payment policies where mode of premium payment is half yearly/quarterly/ monthly).

Paid Up Value

A policy acquires paid up value only on completion of third policy anniversary provided at least three years' premiums have been paid. In the event of cessation of payment of premiums after three full years' premiums have been paid, the policy is treated as lapsed with paid up value.

In such a case, the life assured is eligible for proportionate benefits under the policy as given below:

Paid-up Death Benefit = (X/N)* Original Death Benefit

Paid-up Defined Monthly Benefit = (X/N)*Original Monthly Benefit

Where,

For regular premium option:

X = Number of premiums paid

N = Total number of premiums payable at the commencement of the policy

The conditions for revival/reinstatement of such policies will be the same as those applicable to lapsed policies as mentioned under the heading 'Policy Revival / Reinstatement'.

Policy Revival / Reinstatement

A lapsed policy can be revived if the revival request is received within 3 years from the date of first unpaid premium; by paying the arrears of premium with the applicable interest, (currently @ 9% p.a.)