

Happiness is when all your future goals are assured.



Choice of 3 variants to receive Guaranteed Income payouts



Limited Premium Payment Term



Guaranteed Terminal Benefit on completion of policy term



Enhanced protection through optional riders

HDFC Life My Assured Income Plan

A Non-Linked, Non-Participating Individual Life Insurance Savings Plan



Sar utha ke jiyo!

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Your family is your responsibility and you want to provide the best to them; be it your child's education, family vacation or buying a new vehicle. To fulfil these dreams, you should be financially prepared. With rising cost of living, it becomes important to have an additional stream of income to fulfil these cherished goals.

At HDFC Life Insurance, we understand your financial needs and have designed a unique plan that will help you prepare for them- whether it is to provide financial security to your family when you are not around or provide financial support to you to meet your dreams and goals.

Presenting HDFC Life My Assured Income Plan

'HDFC Life My Assured Income Plan' is a unique savings plan that gives you a choice to receive guaranteed income payouts at defined time intervals that best suit your needs. Along with this, the plan offers life insurance coverage to keep your family's financial future protected at all times.

KEY REASONS TO BUY

- Choice of 3 variants to receive Guaranteed Income payouts
- Guaranteed Terminal Benefit on completion of policy term
- Limited Premium Payment Term
- Enhanced protection through optional riders

BENEFITS IN DETAIL

A. Guaranteed Income

HDFC Life My Assured Income Plan provides you guaranteed monthly or annual payouts which can supplement your income, for the same number of years as you would pay premiums.

You may opt for one of the three variants of Guaranteed Income that suit your need depending on whether you need the income to begin immediately after premium payment term or later and/or whether you need a uniform or an increasing income. Guaranteed Income is expressed as a multiple of annualized premium and the multiple depends on the variant chosen by you. You must choose your variant at the outset and your choice cannot be revised later.

Variant 1 - Uniform Income Benefit:

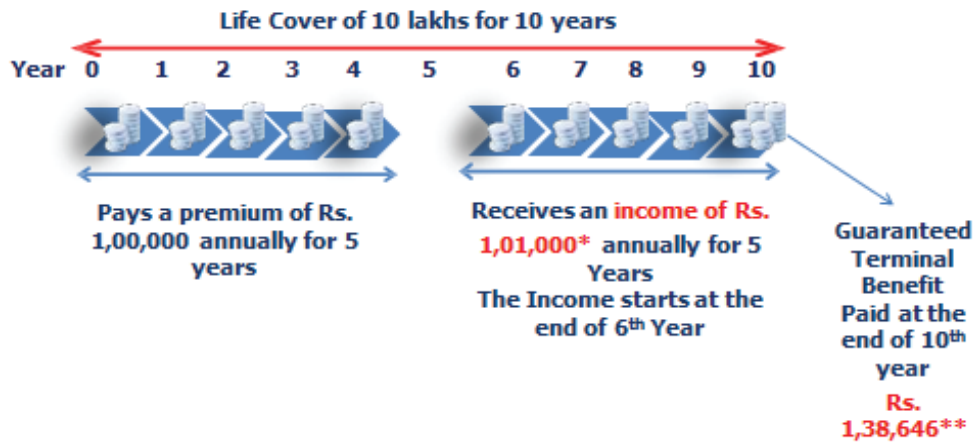
On survival during the income payout term, provided all due premiums are paid, you will receive Annual Guaranteed Income / Monthly Guaranteed Income as provided in the table below:

		Annual Income		Monthly Income	
Policy Term	Premium payment Term	Year from the Policy Commencement Date (Payable at End of year)	Income Benefit for Annual Payout (As a fixed percentage of One Annualized Premium)	Month from the Policy Commencement Date (Payable at End of month)	Income Benefit for Monthly Payout (As a fixed percentage of One Annualized Premium)
10 years	5 years	6 th	101%	61 st	8%
		7 th	101%	73 rd	8%
		8 th	101%	85 th	8%
		9 th	101%	97 th	8%
		10 th	101%	109 th	8%
16 years	8 years	9 th	125%	97 th	10%
		10 th	125%	109 th	10%
		11 th	125%	121 st	10%
		12 th	125%	133 rd	10%
		13 th	125%	145 th	10%
		14 th	125%	157 th	10%
		15 th	125%	169 th	10%
		16 th	125%	181 st	10%

Last installment of the Annual Guaranteed Income/ Monthly Guaranteed Income in this variant will be paid at maturity along with Guaranteed Terminal Benefit.

How does Variant 1- Uniform Income Benefit work:

Mr. Rahul, aged 35 years wants to save a portion of his income to get guaranteed returns. He chooses to invest an amount of Rs.1,00,000 p.a. in HDFC Life My Assured Income Plan for 5 years with a policy term of 10 years and opts for Variant 1- Uniform Income Benefit. Basic Sum Assured is Rs. 6,43,646 and he gets a Life Cover of 10 times Annualized premium i.e. 10 lakhs for 10 years. Let's look at the benefits offered to him under this plan.



*Annual Income is 101% of One Annualized Premium i.e. Rs. 1,01,000.

**Guaranteed Terminal Benefit is Basic Sum Assured (6,43,646) – Guaranteed Income Benefit (1,01,000*5) i.e. Rs. 1,38,646.

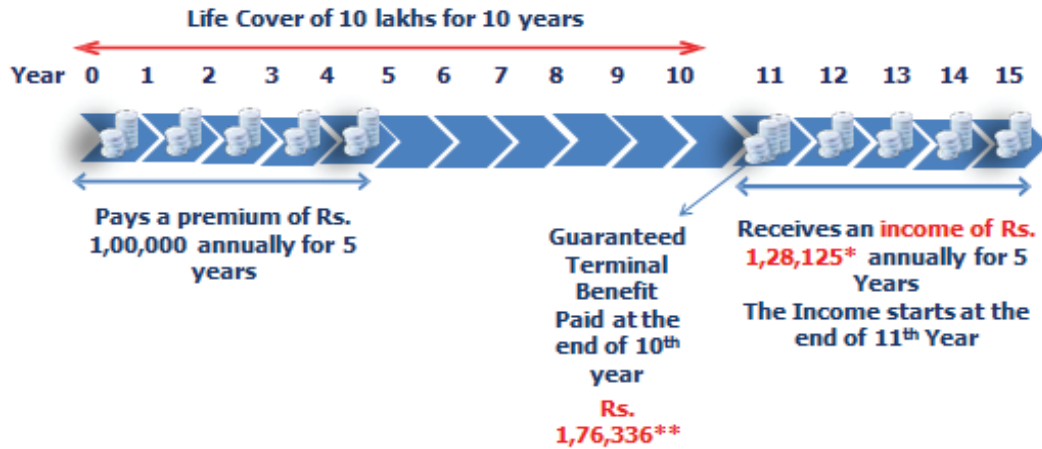
Variant 2 - Enhanced Income Benefit:

On survival during the income payout term, provided all due premiums are paid; you will receive Annual Guaranteed Income / Monthly Guaranteed Income as provided in the table below:

		Annual Income		Monthly Income	
Policy Term	Premium payment Term	Year from the Policy Commencement Date (Payable at End of year)	Income Benefit (As a fixed percentage of One Annualized Premium)	Month from the Policy Commencement Date (Payable at End of month)	Income Benefit for Monthly Payout (As a fixed percentage of One Annualized Premium)
10 years	5 years	11 th	125%	121 st	10%
		12 th	125%	133 rd	10%
		13 th	125%	145 th	10%
		14 th	125%	157 th	10%
		15 th	125%	169 th	10%
16 years	8 years	17 th	175%	193 rd	14%
		18 th	175%	205 th	14%
		19 th	175%	217 th	14%
		20 th	175%	229 th	14%
		21 st	175%	241 st	14%
		22 nd	175%	253 rd	14%
		23 rd	175%	265 th	14%
		24 th	175%	277 th	14%

How does Variant 2-Enhanced Income Benefit Variant work :

Mr. Sachin, aged 35 years wants to save a portion of his income to get guaranteed returns. He chooses to invest an amount of Rs.1,00,000 p.a. in HDFC Life My Assured Income Plan for 5 years with a policy term of 10 years and opts for Variant 2- Enhanced Income Benefit. Basic Sum Assured is Rs. 7,97,035 and he gets a Life Cover of 10 times Annualized premium i.e. 10 lakhs for 10 years. Let's look at the benefits offered to him under this plan.



*Annual Income before discount is 125% of One Annualized Premium i.e. Rs. 1,25,000. After applying High Sum Assured discount of 2.5% as applicable for the given Sum Assured the Increased Annual Income is Rs. 1,28,125.

**Guaranteed Terminal Benefit is Increased Basic Sum Assured of Rs. 8,16,961 (7,97,035*1.025) – Guaranteed Income Benefit (1,28,125 * 5) i.e. Rs. 1,76,336.

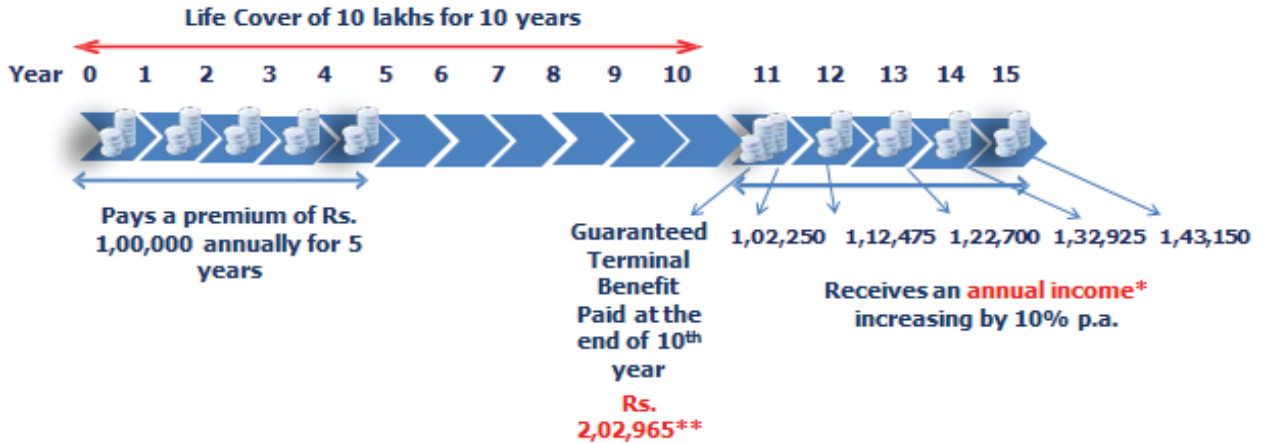
Variant 3 - Increasing Income Benefit:

On survival during the income payout term, provided all due premiums are paid, you will receive Annual Guaranteed Income / Monthly Guaranteed Income as provided in the table below:

Policy Term	Premium payment Term	Annual Income		Monthly Income	
		Year from the Policy Commencement Date (Payable at End of year)	Income Benefit for Annual Payout (As a fixed percentage of One Annualized Premium)	Month from the Policy Commencement Date (Payable at End of month)	Income Benefit for Monthly Payout (As a fixed percentage of One Annualized Premium)
10 years	5 years	11 th	100%	121 st	8%
		12 th	110%	133 rd	8.8%
		13 th	120%	145 th	9.6%
		14 th	130%	157 th	10.4%
		15 th	140%	169 th	11.2%
16 years	8 years	17 th	100%	193 rd	8%
		18 th	120%	205 th	9.6%
		19 th	140%	217 th	11.2%
		20 th	160%	229 th	12.8%
		21 st	180%	241 st	14.4%
		22 nd	200%	253 rd	16%
		23 rd	220%	265 th	17.6%
		24 th	240%	277 th	19.2%

How does Variant 3-Increasing Income Benefit Variant work :

Mr. Saurav, aged 35 years wants to save a portion of his income to get guaranteed returns. He chooses to invest an amount of Rs.1,00,000 p.a. in HDFC Life My Assured Income Plan for 5 years with a policy term of 10 years and opts for Variant 3- Increasing Income Benefit. Basic Sum Assured is 7,98,499 and he gets a Life Cover of 10 times Annualized premium i.e. 10 lakhs for 10 years. Let's look at the benefits offered to him under this plan.



*Annual Income is 100%,110%,120%,130%,140% of One Annualized Premium, respectively plus High Sum Assured discount of 2.25% i.e. Rs. 1,02,250 ; Rs. 1,12,475; Rs. 1,22,700; Rs. 1,32,925 and Rs. 1,43,150; respectively.

**Guaranteed Terminal Benefit is Basic Sum Assured (7,98,499) plus High Sum Assured discount of 2.25% i.e. 8,16,465 – Guaranteed Income Benefit (Rs. 1,02,250 ; Rs. 1,12,475; Rs. 1,22,700; Rs. 1,32,925 and Rs. 1,43,150;) i.e. Rs. 2,02,965.

In case of settlement of death claim before or after commencement of Guaranteed Income, the policy will get terminated without payment of any further Guaranteed Income payable.

On death of Life Assured after the end of the Policy Term, the Guaranteed Income will continue to be paid to the nominee. The policyholder will have an option, by submitting a written request to us, to receive the Guaranteed Income as a single amount (lump sum) instead of receiving the Guaranteed Income over the Income Payout Term. Upon payment of the lump sum, the policy will terminate. The lump sum shall be calculated using a discount rate of 7.85% p.a.

B. Guaranteed Terminal Benefit

The Guaranteed Terminal Benefit is a lump sum amount that is paid at the end of the policy term, subject to the Policy remaining in force and effect. This benefit received by you shall vary by your age, by the Guaranteed Income Variant that you have chosen and by the Premium Payment Term opted.

Guaranteed Terminal Benefit = Basic Sum Assured - Sum of all Guaranteed Income benefit payable to the policyholder.

C. Death Benefit

HDFC Life My Assured Income Plan ensures that your family is financially protected in your absence by paying them Sum Assured on Death defined as higher of:

- X times the Annualized Premium; or
- 105% of the total Premiums paid till the date of death; or
- Minimum Guaranteed Sum Assured on Maturity; or

* The multiple of 'X' times is defined as follows:

X = 10 Where age at entry is less than 45 years

X = 7 or 10 as opted by Policyholder Where age at entry is 45 years or more

Annualized Premium shall be the premium payable in a year chosen by the policyholder, excluding taxes, rider premiums, underwriting extra premiums and loadings for modal premiums, if any.

Total Premiums Paid means total of all the premiums received, excluding any extra premium, any riders premium and Goods and Service Tax plus any cess applicable

Minimum Guaranteed Sum Assured on Maturity / Absolute amount paid on Death means the outstanding Basic Sum Assured on Survival after deduction of Guaranteed Income benefit paid, if any, and deduction of Guaranteed Terminal Benefit paid, if any.

Basic Sum Assured on Survival means the sum of the Guaranteed Incomes and Guaranteed Terminal Benefit payable to the Policyholder subject to the policy remaining in force and effect.

D. Comprehensive Protection through optional riders

This plan gives an option to increase your protection level by adding following riders during the policy term by paying small amount of extra premium.

- HDFC Life Critical Illness (4) Regular Pay (UIN: 101B018V01)
- HDFC Life Critical Illness (25) Regular Pay (UIN: 101B018V01)
- HDFC Life Term Rider (UIN: 101B019V01)

Further details of all these riders are available in brochures & Terms and Conditions of each rider.

Either one of HDFC Life Critical Illness (4) Regular Pay or HDFC Life Critical Illness (25) Regular Pay can be chosen. Under any circumstance, rider sum assured of each rider cannot be more than base policy sum assured on death. Further details of all these riders are available separately through rider brochure, Terms and Conditions.

E. Tax Benefits

Policyholder buying this policy may be eligible for tax benefits under following Sections of the Income Tax Act, 1961, subject to provisions contained therein.

- U/S 80C of the Income Tax Act 1961 on your premiums paid#
- U/S 10(10D) of the Income Tax Act 1961 on the Income benefits and lump sum proceeds of your policy#

#The aforesaid tax benefits are subject to change in tax laws and to the terms set out in the said Sections. We therefore urge you to carefully analyze in consultation with your tax advisor the tax benefits/tax implications, if any that may arise on investing in this policy.

How HDFC Life My Assured Income Plan works

Step 1	<ul style="list-style-type: none">▪ Choose the Guaranteed Income amount and income period that suits your needs▪ Choose the Guaranteed Income Variant as per your need▪ Choose the premium payment frequency and Income Payout frequency▪ Based on the parameters chosen above and your age at entry, your premium amount, Basic Sum Assured on Survival and Guaranteed Terminal Benefit will be determined. The above mentioned parameters need to be chosen at the outset and cannot be modified.
Step 2	<ul style="list-style-type: none">▪ You will start paying premiums as per the premium payment frequency for the premium payment term chosen.
Benefits Payable	<ul style="list-style-type: none">▪ You will start receiving Guaranteed Income as per the Guaranteed Income Variant and premium payment term chosen by you.▪ You will be paid the Guaranteed Terminal benefit at the end of the policy term.▪ In case of death of the life assured within policy term, the Sum Assured on death will be paid as death Benefit to the nominee.

ELIGIBILITY CRITERIA

Premium Payment Term (PPT)	5 years / 8 years		
Policy Term (Years)	For 5 PPT - 10 years, For 8 PPT - 16 years		
	PPT	Uniform Income Benefit	Enhanced Income Benefit / Increasing Income Benefit
Minimum Age at Entry (as on last birthday)	5 years	13 years (14 years for Monthly Income Payout)	8 years (9 years for Monthly Income Payout)
	8 YEARS	10 years (11 years for Monthly Income Payout)	2 years (3 years for Monthly Income Payout)
Maximum Age at Entry (as on last birthday)	PPT	Age at Entry	
	5 years	60 years	
	8 years	54 years	
	PPT	Uniform Income Benefit	Enhanced Income Benefit / Increasing Income Benefit
Minimum Premium (₹)	5 yeras	95,000 (Annual) 50,000 (Half-Yearly) 9,000 (Monthly)	50,000 (Annual) 30,000 (Half-Yearly) 5,000 (Monthly)
	8 years	50,000 (Annual) 30,000 (Half-Yearly) 7,000 (Monthly)	30,000 (Annual) 15,000 (Half-Yearly) 4,000 (Monthly)
Maximum Premium (₹)	No Limit (subject to Board approved underwriting policy)		
Premium Payment Mode	Annual, Half Yearly, Monthly [#]		
Income Payout Frequency	Annual, Monthly		

[#]For monthly premium payment mode, 3 monthly premiums are collected in advance on the date of commencement of the policy.

Terms and Conditions

A. Grace Period: Grace Period is an extra time period after the premium payment due date which is provided to you for your convenience in paying the premium. Grace period is 30 days for annual premium payment frequency and 15 days for monthly premium payment frequency.

B. Lapsation: If premiums due under the policy are not paid even within the Grace Period, the policy will Lapse and all benefits under the policy will cease until the policy is revived for full benefits , except as specified below:

If at least one full years' premium has been paid and policy has lapsed, the company shall not forfeit the entire premium and will pay 50% of the total premiums paid, payable at the end of the 10th policy year or on death whichever is earlier.

If at least two full years' premiums have been paid, the policyholder will be eligible for Reduced Paid-up and Surrender provisions as specified below.

C. Reduced Paid up: Reduced Paid up: If at least two full years' premiums have been paid and further premiums are unpaid and the policy is not surrendered, the policy will acquire the status of reduced paid up on the date of expiry of grace period until the policy is revived for full benefits.

The benefits payable for a policy acquiring reduced paid-up status are reduced benefits and are as per the formula mentioned below:

Reduced Paid-Up Death Benefit

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

OR 105% of Total Premiums Paid, whichever is higher.

Reduced Paid-Up Guaranteed Income

Reduced paid up Guaranteed Income will be paid as a percentage of the reduced paid up value factor as given below.

$$\text{Reduced Paid-up Guaranteed Income} = \frac{\text{Number of Premiums paid}}{\text{Total number of premiums payable}} \times \text{Guaranteed Income}$$

Reduced Paid-Up Guaranteed Terminal Benefit

On survival of the life assured to the maturity and if the policy is not surrendered, following benefits are payable on policy maturity date.

$$\text{Reduced Paid-up Guaranteed Terminal Benefit} = \frac{\text{Number of Premiums paid}}{\text{Total number of premiums payable}} \times \text{Guaranteed Terminal Benefit}$$

D. Revival: Policy can be revived with full benefits during the policy term but within a period of five years from the date of first unpaid premium. For revival, policyholder will have to submit the proof of continued insurability to the satisfaction of the board approved underwriting policy. Also policyholder will have to make the payment of all due premiums together with payment of late fees calculated at such interest rate as may be prevailing at the time of the payment. All amounts necessary to revive this Policy including all arrears Premiums with interest/Revival charge is set as per the formula below and is subject to IRDAI's approval: Bank rate fixed by RBI as on 1st April + 2.5%, rounded up to a multiple of 50 basis points.

The Revival interest rate for financial year 2022-23 is 9.5%. If needed the company may refer it to its medical examiner in deciding on revival of lapsed policy.

E. Surrender: In order to honour unexpected commitments or needs, a Surrender option is available. This policy can be surrendered if at least two full years' premiums are paid. The surrender benefits are payable immediately on surrender. All benefits under the policy shall automatically terminate upon payment of surrender benefit.

The surrender benefit is higher of the Special Surrender Value (SSV), if any or the Guaranteed Surrender Value (GSV). GSV and SSV are as follows:

Guaranteed Surrender Value (GSV): If at least two full years' Premiums have been paid, the Policy acquires a Guaranteed Surrender Value.

The Surrender provisions apply only to the Base Policy and not to any Riders.

The Guaranteed Surrender Value will be defined as a percentage of Premiums paid. GSV factor multiplied by the Total Premiums Paid, minus Guaranteed Income or Guaranteed Terminal benefit paid out, till the date of surrender. Guaranteed Surrender Value (GSV) payable is subject to minimum amount of zero

The GSV Factors increase with the policy duration and are provided in the table below:

Year/Policy Term	10	16
1	0%	0%
2	30%	30%
3	35%	35%
4	50%	50%
5	50%	50%
6	50%	50%
7	50%	50%
8	70%	55%

Year/Policy Term	10	16
9	90%	60%
10	90%	65%
11		70%
12		75%
13		80%
14		85%
15		90%
16		90%

Special Surrender Value (SSV): A policy will acquire a special surrender value, if at least two full years' premiums have been paid. SSV will be declared by Company from time to time.

F. Policy Loan: The policyholder can also avail loan under this policy at any time after provided the policy has acquired surrender value, if two full years' premiums have been paid. The policyholder may obtain a loan on the sole security of the policy and on its proper assignment to the Company. The loan amount shall be up to 80% of the available surrender value of the policy, provided that the amount of loan is not less than Rs. 1,000. The rates of interest payable on the loan and the other terms and conditions of the loan shall be as determined by the Company from time to time and will be subject to IRDA's approval basis formula below on 1st April of every year and is available upon written request.

Bank rate fixed by RBI as on 1st April + 3%, rounded up to a multiple of 50 basis points. The Policy loan interest rate for financial year 2022-2023 is 9.5%.

The same will be determined by company from time to time.

Any fresh loan within the permissible limits will be the difference between maximum permissible loan amount less any outstanding loans including accumulated interest, if any. All outstanding loan and interest thereon shall be deducted from any benefits payable under this policy. Except in case of policies not In-force or policies not fully paid, if at any point of time, the outstanding loan along with outstanding accrued interest exceeds the surrender value payable under this policy, the Policy will be foreclosed after giving intimation and reasonable opportunity to the Policyholder to continue the Policy.

Loan facility will not be available to the policyholder during the payout term.

G. For Minor Life Assured: If Age of the Life Assured is greater than or equal to 12 years, the life insurance cover under the Policy will commence immediately from the date of commencement of the Policy. If the Age of Life Assured is less than 12 years, the life insurance cover under the Policy will commence i.e. full death benefit will become payable from the last day of 2nd policy year.

If the Policy is issued on the life of a minor, the Policy will vest on him automatically on his attainment of Age of majority and on such vesting; the Company will recognize him to be the holder of the Policy.

H. Free Look Period: The Policyholder shall have a period of 15 days (30 days if the Policy is sourced through Distance Marketing* as provided in Distance Marketing Guidelines IRDA/ADMN/GDL/MISC/059/04/2011 dated 05/04/2011) from the date of receipt of the Policy document to review the terms and conditions of this Policy and if the Policyholder disagrees with any of the terms and conditions, he/she has the option to return the Policy stating the reasons for the cancellation upon which the Company shall return the Premium paid subject to deduction of a proportionate risk Premium for the period of insurance cover in addition to the expenses incurred on medical examination (if any) and the stamp duty charges. All Benefits and rights under this Policy shall immediately stand terminated on cancellation of the Policy.

*Distance Marketing includes solicitation through all modes other than in person.

I. 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 Eligible Person 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.

J. Mode of Premium Payment: You may choose to pay your premiums annually, half-yearly or monthly. Following factors are applied to premium for the pr modes available:

Mode of Premium	Multiplicative Factor
Monthly	1
Half Yearly	5.86
Annual	11.50

In case the premium payment mode change is sought from annual to monthly mode, the annual premium shall be divided by Annual modal factor, that is 11.50, to calculate the monthly premium payable from effective policy anniversary date.

In case the premium payment mode change is sought from monthly to annual mode, the monthly premium shall be multiplied by Annual modal factor, that is 11.50, to calculate the Annual premium payable from effective policy anniversary date.

In case the premium payment mode change is sought from annual to half-yearly mode, the annual premium shall be divided by Annual modal factor , that is 11.50, and then multiplied by Half-Yearly modal factor, that is 5.86, to calculate the half-yearly premium payable from effective policy anniversary date.

In case the premium payment mode change is sought from half-yearly to annual mode, the half-yearly premium shall be divided by Half-Yearly modal factor, that is 5.86, and then multiplied by Annual Modal factor, that is 11.50, to calculate the annual premium payable from effective policy anniversary date.

For Monthly mode: 3 Monthly premiums are collected in advance on the date of commencement of the policy.

K. High Sum Assured Discount: HDFC Life My Assured Income Plan awards you with a sum assured discount if you pay higher premium amount. The policyholder shall be entitled to an increase in the basic sum assured on survival and he shall receive a higher Guaranteed Income and higher Guaranteed Terminal Benefit subject to the annualized premium remaining the same.

High Sum Assured Discount						
PPT	5	8	5	8	5	8
Basic Sum Assured on Survival /Variant	Uniform Income Benefit	Uniform Income Benefit	Enhanced Income Benefit	Enhanced Income Benefit	Increasing Income Benefit	Increasing Income Benefit
0	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
750,000 to 9,99,999	0.00%	0.00%	2.50%	4.50%	2.25%	4.50%
1,000,000 to 14,99,999	0.75%	1.50%	3.00%	6.00%	3.00%	6.00%
1,500,000 to 24,99,999	1.25%	2.25%	3.75%	7.50%	3.75%	7.50%
2,500,000 and above	1.50%	3.00%	4.50%	8.50%	4.50%	8.50%

L. Alterations: No alterations are allowed other than the change in premium payment mode in this policy.

M. Assignment : Assignment should be in accordance with provisions of Section 38 of the Insurance Act 1938 as amended from time to time.

N. Nomination: Nomination should be in accordance with provisions of Section 39 of the Insurance Act 1938 as amended from time to time.

O. Risk factors:

- A) HDFC Life My Assured Income Plan is a Non-Linked, Non-Participating Individual Life Insurance Savings Plan.
- B) HDFC Life Insurance Company Limited is only the name of the Insurance Company and HDFC Life My Assured Income Plan is only the name of the product and does not in any way indicate the quality of the product, its future prospect or returns.
- C) This product guarantees the Guaranteed Income, Guaranteed Terminal Benefit and Death Benefit subject to all premiums being paid as and when due.
- D) The purpose of this brochure is to provide a general overview about this policy. The information herein is indicative of the terms, conditions and exceptions contained in the policy terms and conditions of HDFC Life My Assured Income Plan. Please refer to the policy terms and conditions to understand in detail the associated risks, benefits, etc.
- E) In the event of any inconsistency / ambiguity between the terms contained herein and the policy terms and conditions, the policy terms and conditions will prevail.
- F) The acceptance of the proposal shall be subject to prevailing board approved underwriting policy.

Section 41: Prohibition of Rebate:

Under the provisions of 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 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.

Fraud, Misrepresentation and forfeiture:

Fraud, Misrepresentation and forfeiture would be dealt with in accordance with provisions of Sec 45 of the Insurance Act 1938 as amended from time to time.

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(All Days, from 9am to 9pm)



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Sar utha ke jiyo!

HDFC Life Insurance Company Limited ("HDFC Life"). CIN: L65110MH2000PLC128245, IRDAI Registration No. 101.

Registered Office: 13th Floor, Lodha Excelus, Apollo Mills Compound, N. M. Joshi Marg, Mahalaxmi, Mumbai - 400 011.

Email: service@hdfclife.com, Tel. No: 1860 267 9999 (Mon-Sat 10 am to 7 pm) Local charges apply. Do NOT prefix any country code. e.g. +91 or 00. Website: www.hdfclife.com
The name/letters "HDFC" in the name/logo of the company belongs to Housing Development Finance Corporation Limited ("HDFC Limited") and is used by HDFC Life under an agreement entered into with HDFC Limited.

HDFC Life My Assured Income Plan (UIN:101N155V01). A non-linked non-participating Individual Life Insurance Savings Plan. Life Insurance Coverage is available in this product. For more details on risk factors, associated terms and conditions and exclusions please read sales brochure carefully before concluding a sale. ARN: MC/09/22/29114.

BEWARE OF SPURIOUS PHONE CALLS AND FICTITIOUS/FRAUDULENT OFFERS

- 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.