

Press Release

Life & Critical Illness Rebalance option enhances benefits of HDFC Life Click 2 Protect Life

- *The **Life and Critical Illness (CI) Rebalance option** offers flexibility*
- *Allocation towards life cover and critical illness adjusted with increasing age*

Mumbai, Sept 16, 2021: As one ages, the need for life cover typically reduces while that of health cover increases. To address this change in need, HDFC Life, one of the India's leading life insurance companies is offering customers a unique **Life and Critical Illness (CI) Rebalance option** as part of its flagship term product - **HDFC Life Click 2 Protect Life**.

The Life and CI Rebalance option provides protection against critical illness (CI) and death by auto balancing life and CI cover with increasing age. In this option, the life cover decreases while the critical illness cover increases proportionally, on each policy anniversary. Further, on diagnosis of any of the listed 36 CI conditions, not only the increased CI sum assured is paid but also all future premiums are waived off and the life cover continues.

At the start of the policy, the basic sum assured is split between life cover and critical illness cover in 80:20 ratio. The total basic sum assured remains the same throughout the policy.

The best part about this option is that despite the increasing CI cover at every policy anniversary, the premium for the customer remains unchanged throughout the policy term.

On death, the applicable death benefit will be paid to the nominee and the option also allows one to get back all premiums paid on survival till maturity with Return on Premium add-on.

Speaking about the offering **Srinivasan Parthasarathy, Chief Actuary – HDFC Life**, said, "Rapidly changing lifestyles have brought about an increase in critical illnesses like cancer, cardiac ailments, etc. The cost of treatment for such illnesses is usually very high and could even lead to a financial setback for the entire family. Thus it becomes imperative to have a policy that can cover the cost of treatment without having to dip into one's savings. The Life and CI Rebalance option available with Click 2 Protect Life enables policyholders and their families to be financially prepared to manage critical illnesses."

Term insurance is an important step towards building a secure future for oneself and the family. HDFC Life's flagship term plan, [HDFC Life Click 2 Protect Life](#) is a non-linked, non-participating, individual term plan that caters to the changing needs of individuals in the different stages of life.



About HDFC Life

HDFC Life Insurance Company Limited ('HDFC Life' / 'Company') is a joint venture between HDFC Ltd., India's leading housing finance institution and Standard Life Aberdeen, a global investment company.

Established in 2000, HDFC Life is a leading long-term life insurance solutions provider in India, offering a range of individual and group insurance solutions that meet various customer needs such as Protection, Pension, Savings, Investment, Annuity and Health. As on June 30, 2021, the Company had 37 individual and 13 group products in its portfolio, along with 7 optional rider benefits, catering to a diverse range of customer needs.

HDFC Life continues to benefit from its increased presence across the country having a wide reach with 390 branches and additional distribution touch-points through several new tie-ups and partnerships. The count of our partnerships is around 300, comprising traditional partners such as NBFCs, MFIs and SFBs, and including new-ecosystem partners. The Company has a strong base of financial consultants.

For more information, please visit our website, www.hdfclife.com. You may also connect with us on Facebook, Twitter, YouTube and LinkedIn.

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