

## HDFC Life launches 'Smart Woman' - an exclusive life insurance plan for women

*A unique unit linked life insurance product for women to help meet her financial goals and to provide for women specific risk protection features that secures her future*

**Mumbai, June 22, 2012:** HDFC Life, one of India's leading life insurance companies, today announced the launch of 'Smart Woman', an exclusive life insurance plan specifically designed for women.

Commenting on the launch **Mr. Sanjay Tripathy, Executive Vice President and Head, Marketing and Direct Channels, HDFC Life** said, "The contribution of women to economic activity in India has seen a significant rise over the last decade. Financially independent woman who actively manage their financial goals is a mega trend of this decade. Our Smart Woman plan is designed for such women. It gives women a unique platform to save to meet her financial goals apart from offering specific benefits to take care of her critical life stage needs - motherhood, diseases that women are prone to certain ages (like cancer) or loss of spouse. The product is designed to tide over such exigencies in a planned way. It is a pioneering product in our industry that takes our segment-based strategy further."

### Key Features of the Policy

- Waiver and funding of premiums
- Additional periodic cash payouts under Premier & Elite option
- Enhanced allocation rates from 11<sup>th</sup> year onwards
- Life cover up to 40 times the annual premium
- Convenient policy term of 10 & 15 years
- Waiver of charges on withdrawals & switches

Smart Woman Plan is available under three benefit options - Classic, Premier and Elite.

Event Groups			
Benefit Option	Pregnancy Complications of Birth of child with congenital disorder	Diagnosis of malignant cancer of female organs	Death of Spouse
Classic	Premium Waiver Benefit : Waiver and funding of 100% of next 3 years' premiums	Premium Waiver Benefit : Waiver and funding of 100% of next 3 years' premiums	Not Covered
Premier	Premium Waiver Benefit : Waiver and funding of 100% of next 3 year's premiums + Periodic cash payouts of 100% of next 3 years' premiums on the respective due dates	Premium Waiver Benefit : Waiver and funding of 100% of next 3 years' premiums + Periodic cash payouts of 100% of next 3 years' premiums on the respective due dates	Not Covered
Elite	Premium Waiver Benefit : Waiver and funding of 100% of next 3 years' premiums + Periodic cash payouts of 100% of next 3 years' premiums on the respective due dates	Premium Waiver Benefit : Waiver and funding of 100% of next 3 years' premiums + Periodic cash payouts of 100% of next 3 years' premiums on the respective due dates	Premium Waiver Benefit : Waiver and funding of 100% of next 3 year's premiums

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### Other features of Smart Woman Plan:

#### Maturity Benefit

- ✓ Fund value is given at the then prevailing unit price.

#### Death Benefit

- ✓ The nominee will receive the greater of the following:
  - Sum Assured less all withdrawals made during the two year period immediately preceding the death or
  - The total fund value or
  - 105% of the premiums paid
- ✓ The policy will terminate thereafter and no more benefits will be payable

#### Special Benefits

- ✓ Enhanced Allocation Rate of 102.5% per annum from 11<sup>th</sup> policy year
- ✓ Waiver of charges on withdrawal/Switch during motherhood. 12 partial withdrawals or switches will be waived, within one year from date of childbirth.

#### TAX Benefits

- ✓ Premiums paid under this plan are eligible for tax benefits under Section 80C of the Income Tax Act,1961, subject to the provisions contained therein. Under Section 10 (10D), the benefits received from this policy are exempt from tax, subject to the provisions contained therein.

### About HDFC Life

HDFC Life, one of India's leading private life insurance companies, offers a range of individual and group insurance solutions. It is a joint venture between Housing Development Finance Corporation Limited (HDFC), India's leading housing finance institution and Standard Life plc, the leading provider of financial services in the United Kingdom.

HDFC Life's product portfolio comprises solutions, which meet various customer needs such as Protection, Pension, Savings, Investment and Health. Customers have the added advantage of customizing the plans, by adding optional benefits called riders, at a nominal price. The



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company currently has 25 retail and 9 group products in its portfolio, along with 10 optional riders catering to the savings, investment, protection and retirement needs of customers.

HDFC Life continues to have one of the widest reaches among new insurance companies with about 500 branches in India touching customers in over 900 cities and towns. The company has also established a liaison office in Dubai. HDFC Life has a strong presence in its existing markets with a strong base of Financial Consultants. For more information, please visit our website, [www.hdfclife.com](http://www.hdfclife.com)