

In this policy, the investment risk in investment portfolio is borne by the policyholder. The Linked Insurance products do not offer any liquidity during the first five years of the contract. The policyholders will not be able to surrender/withdraw the monies invested in Linked Insurance Products completely or partially till the end of fifth year.

Capture the highs of life with limited premium payment term



HDFC SL CREST

A unit linked plan with life insurance coverage

HDFC
Life

Sar utha ke jyo!

IN THIS POLICY, THE INVESTMENT RISK IN INVESTMENT PORTFOLIO IS BORNE BY THE POLICYHOLDER

We present HDFC SL Crest an insurance plan that will provide valuable financial protection to your family when needed the most, so that when you reap the returns of life, they are on crests not on lows.

HDFCSL CREST OFFERS

- Benefit of paying premiums for a limited term.
- Benefit of financial protection for your loved ones.
- Benefit of choice of investment options.

In this plan, your premiums (net of charges) will be invested in the fund(s) as per the investment option of your choice. On maturity of the plan, you will receive the fund value as per the investment option selected by you. In case of your unfortunate death during the policy term, your nominee will receive the greater of Sum Assured (less withdrawals³) or fund value.

This plan is available with a Short Medical Questionnaire (SMQ) based underwriting⁴

³Please see Death benefits for details.

⁴Please speak to our Financial Consultant to know more details.

2 EASY STEPS TO OWN YOUR HDFC SL CREST

Step 1 Choose the premium and level of cover

STEP 1: CHOOSE THE PREMIUM & LEVEL OF COVER

Choose your premium & level of cover as per the limits mentioned below:

Minimum Premium	₹ 50,000
Maximum Premium	No limit
Premium Payment Frequency	Annual
Premium Payment Term	5 years
Minimum Sum Assured	Age at Entry below 45 years: 10 x Annual Premium Age at Entry of 45 years and above: 7 x Annual Premium
Maximum Sum Assured	20 x Annual Premium

The Linked Insurance Products do not offer any liquidity during the first five years of the contract. The policyholder will not be able to surrender/withdraw the monies invested in Linked Insurance Products completely or partially till the end of the fifth year.

You can choose from all or any of the following funds:

FUND	SFIN	DETAILS	ASSET CLASS			RISK & RETURN RATING
			Money Market Instruments Cash & Deposits & Liquid Mutual Fund*	Government Securities, Fixed Income Securities	Equity	
			FUND COMPOSITION			
Income Fund	ULIF03401/01/10 IncomeFund101	Higher potential returns due to higher duration and credit exposure	0% to 20%	80% to 100%	--	Moderate
Balanced Fund	ULIF03901/09/10 BalancedFd101	Dynamic Equity exposure to enhance the returns while the Debt allocation reduces the volatility of returns	0% to 20%	0% to 60%	40% to 80%	Moderate to High
Blue Chip Fund	ULIF03501/01/10 BlueChipFd101	Exposure to large -cap equities & equity related securities	0% to 20%	--	80% to 100%	Very High
Opportunities Fund	ULIF03601/01/10 OpprtntyFd101	Exposure to mid -cap equities & equity related securities	0% to 20%	--	80% to 100%	Very High

*Investment in Liquid Mutual Funds will always be within Mutual Fund limit prescribed by IRDAI regulations and guidelines IRDAI (Investment)(Fourth Amendment) Regulations, 2008, Annexure II).

For risk factors please refer Terms & Conditions section below

Step 2 Choose the investment option you desire

STEP 2: CHOICE OF FREE ASSET ALLOCATION

This plan will enable you to invest in any of the 4 non guaranteed fund(s). You can make your own investment strategy by switching or redirecting your future premium.

You can invest in any of the 4 available non guaranteed funds that give you the potential for:

- Higher but more variable returns; or
- Lower but more stable returns over the term of your policy.

Your investment will buy units in any of the following 4 funds designed to meet your risk appetite. All the investment funds available to this investment option will be available to you. All units in a particular fund are identical.

BENEFITS

A) Maturity

Your policy matures at the end of the policy term and fund value prevailing on the date of the maturity will be paid to you. You can opt for the settlement option described below.

Settlement Option: You can take your fund value in periodical instalments over a period which may extend up to 5 years. The value of instalment payable on the date specified shall be subject to investment risk i.e. the NAV may go up or down depending upon the performance of the funds chosen by you. Your money will remain invested in the funds chosen by you and is subject to the same investment risks as during the policy term. During the Settlement period, the risk cover will cease, we will continue to deduct Fund Management Charge and no other charges shall be levied. Partial withdrawals and switches shall not be allowed during this period. Complete withdrawal may be allowed at any time during this period without levying any charge. At the end of this 5-year period, we will redeem the balance units at the then prevailing unit price and pay the fund value to you.

B) Death

In case of the Life Assured's unfortunate demise, we will pay the benefit as defined below to the nominee.

DEATH	SUMMARY OF DEATH BENEFIT
Before attainment of age 60 years	We will pay greater of the following <ul style="list-style-type: none">• Sum Assured (less all withdrawals made during the two year period immediately preceding the date of death)• The total fund value. The policy will terminate thereafter and no more benefit will be payable.
On or after attainment of age 60 years	We will pay the greater of the following <ul style="list-style-type: none">• Sum Assured (less all withdrawals made after attainment of age 58)• The total fund value. The policy will terminate thereafter and no more benefit will be payable.

The Minimum death benefit will be at least 105% of the annual premiums paid.

C) Partial Withdrawals

You can make lump sum partial withdrawals from your funds after 5 years of your policy provided:-

- The withdrawal amount is at least ₹ 10,000.
- After the withdrawal & applicable charges, the fund does not fall below the minimum fund value of 150% of your original regular premium.
- The maximum withdrawals that can be done throughout the policy term is 300% of the original regular premium.
- The Life Assured is at least 18 years of age.

D) On Discontinuance

This plan has a grace period of 30 days. You are expected to pay your annual premium through-out the policy term.

Discontinuance before completion of 5 years from commencement of the policy

If you have not paid your premium by the expiry of the grace period, then you will have the following options:

1. To revive the policy within a period of 2 years from the date of discontinuance, or

2. To completely withdraw from the policy without any risk cover

Your policy will be discontinued if:

- You do not exercise any of the above mentioned options; or
- You choose to completely withdraw from the policy without any risk cover

Until the discontinuance of the policy, the risk cover will remain in-force and policy charges will continue to be deducted.

Once the policy is discontinued, the risk cover will cease and the fund value (as on date of discontinuance) less the applicable Discontinuance Charge (Please see the "Charges" section for details of the Discontinuance Charges) will be moved to the 'Discontinued Policy Fund'. The minimum guaranteed interest rate applicable

to the 'Discontinued Policy Fund' shall be 4% p.a. Such rate may be changed in the future if the IRDAI revises the minimum rate for discontinued policies. The excess income earned in the discontinued fund over and above the minimum guaranteed interest rate shall also be apportioned to the discontinued policy fund in arriving at the proceeds of the discontinued policies and shall not be made available to the shareholders. The asset allocation for the Discontinued Policy Fund (SFIN: ULIF05110/03/11DiscontdPF101) shall be as per the prevailing regulatory requirements. Currently, the asset allocation is as follows:

- (i) Money Market Instruments - 0% to 40%
- (ii) Government securities: 60% to 100%.

A Fund Management Charge of 0.50% p.a. will be levied for amounts in the 'Discontinued Policy Fund'.

If a discontinued policy is not revived, the proceeds will be paid out upon the completion of the lock-in period of five years.

In the instances where the revival period is not completed at the end of the lock-in period, the policyholder can opt to receive the proceeds either upon the completion of the lock-in period or upon the completion of revival period. If, in such cases, the policyholder does not exercise any option, then the proceeds will be paid upon the completion of the lock-in period.

After the payment of the discontinuance benefit, the policy shall terminate and no further benefits shall be payable under the policy.

E) Revival of Discontinued Policies

We understand that you may want to revive your discontinued policy.

You have the option to revive a discontinued policy within two consecutive years from the date of discontinuance of the policy, subject to our underwriting policy.

At the time of revival:

- all due premiums which have not been paid shall be payable without charging any interest
- the discontinuance charges deducted upon discontinuance shall be reversed and the proceeds of the discontinued policy shall be re-allocated in the segregated funds chosen by you based on prevailing unit prices
- policy administration charge and premium allocation charge as applicable during the discontinuance period shall be levied

F) On Surrender

If you surrender before completion of the 5 years from commencement of the policy

Your fund value less discontinued charges will be moved to the 'Discontinued Policy Fund'. The amount allocated to the 'Discontinued Policy Fund', with accrued interest, will be paid out on the completion of the lock-in period.

Please see the "Charges" section for details of the Discontinuance Charges.

In case of the death of the Life Assured before the payment of the surrender benefit, the amount in the 'Discontinued Policy Fund' will be paid out immediately.

If you surrender after completion of the 5 years from commencement of the policy

Your fund value will be paid out immediately.

Upon payment of this benefit the policy terminates and no further benefits are payable.

H) ELIGIBILITY

The age & term limits for the plan are as shown below:

	Policy Term	Entry Age	Maturity Age
Minimum	10 Years	14 Years	NA
Maximum		55 Years	65 Years

CHARGES*

The charges under this policy are deducted to provide for the cost of benefits and the administration provided by us. Our charges, when taken together, are structured to give you better returns and value for money over the long term.

Premium Allocation Charge

This is a premium-based charge. After deducting this charge from your premiums, the remainder is invested to buy units. The remaining percentage of your premium that is invested to buy units is called the **Premium Allocation Rate** and depends on the year of allocation. The Premium Allocation Rate is given in the table below.

PREMIUM PAID DURING YEAR	Year 1 & 2	Year 3	Year 4 & 5
Premium Allocation Rate	96%	97%	98%
Premium Allocation Charge	4%	3%	2%

The Premium Allocation Charges are guaranteed for the entire duration of the premium payment term.

Fund Management Charge (FMC)

The daily unit price already includes the fund management charge of 1.35 % per annum, charged daily, of the fund's value.

Policy Administration Charge

A Policy Administration Charge of 0.31 % per month of the original annual premium will be deducted monthly and will increase @ 5% on every policy anniversary, subject to a maximum charge of ₹ 500 per month. This charge will be taken by cancelling units proportionately from each of the fund(s) you have chosen.

Mortality Charge

Every month we make a charge for providing you with the death cover in your policy. The amount of the charge taken each month depends on your age & level of cover.

Miscellaneous Charges:

May be charged for any Policy alteration request initiated by the Policyholder will attract a charge of ₹ 250 per request.

Any administrative servicing that we may introduce at a later date would be chargeable subject to IRDAI's approval.

In addition, only if you request for partial withdrawal, fund switch and premium redirection following charges will be charged on such requests

Partial withdrawal charge: A partial withdrawal request from the Policyholder will attract a charge of ₹ 250 per request. However, if the request is executed through the Company's web portal the Policyholder will be charged ₹ 25 per request. This will be levied on the unit fund at the time of part withdrawal of the fund during the contract period.

Switching charge: A fund switch request from the Policyholder will attract a charge of ₹ 250 per request. However, if the request is executed through the Company's web portal the Policyholder will be charged ₹ 25 per request. This charge will be levied on switching of monies from one fund to another available fund within the product. The charge per each switch will be levied at the time of effecting the switch.

Premium Redirection: A premium redirection request initiated by the Policyholder will attract a charge of ₹ 250 per request. However, if the request is executed through the Company's web portal the Policyholder will be charged ₹ 25 per request.

*Taxes and levies as applicable on the charges at the applicable rate for all Unit Linked products

Discontinuance Charge

This charge depends on year of discontinuance and there is no charge after 5th policy year. The table below gives the discontinuance charge applicable.

DISCONTINUANCE DURING THE POLICY YEAR	DISCONTINUANCE CHARGE
1	Lower of 6% x (Annual Premium or Fund Value) but not exceeding ₹ 6000
2	Lower of 4% x (Annual Premium or Fund Value) but not exceeding ₹ 5000
3	Lower of 3% x (Annual Premium or Fund Value) but not exceeding ₹ 4000
4	Lower of 2% x (Annual Premium or Fund Value) but not exceeding ₹ 2000
5 +	NIL

ALTERATION TO CHARGES

We cannot change our current charges without prior approval from IRDAI.

- The Fund Management Charge & Discontinuance Charge will be subject to the maximum cap as allowed by IRDAI;
- The Mortality Charge Rates, Premium Allocation Charge and Policy Administration Charge are guaranteed for the entire duration of the policy term.

TAX BENEFITS

- Tax benefits under section 80C of the Income-tax Act, 1961, may be available to an individual or HUF for the premiums paid subject to the conditions/ limits specified therein.
- Benefits received under a life insurance policy may be exempt under section 10 (10D) of the Income-tax Act, 1961, subject to the conditions specified therein.

Please note that the above mentioned tax benefits are as per the current tax law. Your tax benefit may change if the tax law changes. Consult your tax advisor for your personal tax liabilities under the Income-tax law.

TERMS & CONDITIONS

We recommend that you read this brochure & benefit illustration and understand what the plan is, how it works, the risks involved before you purchase. We have appointed Certified Financial Consultants, duly licensed by IRDAI, who will explain our plans to you and advise you on the correct insurance solution that will meet your needs.

A) Risk Factors:

- All unit linked life insurance plans are different from traditional insurance plans and are subject to different risk factors.
- HDFC Standard Life Insurance Company Limited is the name of our Insurance Company and HDFC SL Crest is the name of this plan. The name of our company and the name of our plan do not, in any way, indicate the quality of the plan, its future prospects or returns.
- The premiums paid are subject to investment risks associated with capital markets and the NAVs of the units may go up or down based on the performance of funds and factors influencing the capital market and the insured is responsible for his/her decisions.
- The various funds offered under this plan are names of the funds and do not in any way indicate the quality of these plans, their future prospects and returns.
- Please know the associated risks and the applicable charges, from your insurance agent or the Intermediary or policy document issued by insurance company.

B) Unit Prices:

We will set the unit price of a fund as per the IRDAI's guidelines. The unit price of Unit Linked Funds shall be computed as: Market Value of Investments held for the fund plus the value of any current assets plus any accrued income net of fund management charges less the value of any current liabilities less provision, if any. This gives the net asset value of the fund. Dividing by the number of units existing at the valuation date before any units are allocated/redeemed, gives the unit price of the fund under consideration. We round the resulting price to the nearest Re. 0.0001. This price will be published on our website and in leading national newspapers. Units shall only be allocated on the day the proposal is accepted and results into a policy by adjustment of application money towards premium. The premium will be adjusted on the due date even if it has been received in advance and the status of the premium received in advance shall be communicated to the policyholder.

C) Non-negative claw-back additions:

Upon the exit of a policy at any time on or after the completion of five policy years, we will calculate the gross yield, the net yield and the reduction in yield based on actual returns. If the reduction in yield is greater than as required under the regulations, we will add Claw-back Additions to the fund before payment of benefits to ensure compliance with the reduction in yield as per Regulation 37(d) of IRDAI (Linked Insurance Products) Regulations, 2013. Exit would mean death or surrender or maturity, whichever is earliest.

D) Exclusions:

In case of death due to suicide within 12 months from the date of inception of the

policy or from the date of the revival of the policy, the nominee or beneficiary of the policyholder shall be entitled to the fund value, as available on the date of death. Any charges recovered subsequent to the date of death shall be paid back to the nominee or beneficiary along with the death benefit.

E) Alterations:

Increase or decrease of policy term, sum assured and premiums are not allowed.

F) Loans:

No loans available on the policy

G) Nomination:

- 1) The policyholder of a life insurance on his own life may nominate a person or persons to whom money secured by the policy shall be paid in the event of his death.
- 2) Where the nominee is a minor, the policyholder may appoint any person to receive the money secured by the policy in the event of policyholder's death during the minority of the nominee. The manner of appointment to be laid down by the insurer.
- 3) Nomination can be made at any time before the maturity of the policy.
- 4) Nomination may be incorporated in the text of the policy itself or may be endorsed on the policy communicated to the insurer and can be registered by the insurer in the records relating to the policy.
- 5) Nomination can be cancelled or changed at any time before policy matures, by an endorsement or a further endorsement or a will as the case may be.
- 6) A notice in writing of Change or Cancellation of nomination must be delivered to the insurer for the insurer to be liable to such nominee. Otherwise, insurer will not be liable if a bonafide payment is made to the person named in the text of the policy or in the registered records of the insurer.
- 7) Fee to be paid to the insurer for registering change or cancellation of a nomination can be specified by the Authority through Regulations.
- 8) A transfer or assignment made in accordance with Section 38 shall automatically cancel the nomination except in case of assignment to the insurer or other transferee or assignee for purpose of loan or against security or its reassignment after repayment. In such case, the nomination will not get cancelled to the extent of insurer's or transferee's or assignee's interest in the policy. The nomination will get revived on repayment of the loan.
- 9) The provisions of Section 39 are not applicable to any life insurance policy to which Section 6 of Married Women's Property Act, 1874 applies or has at any time applied except where before or after Insurance Laws (Amendment), Bill 2015, a nomination is made in favour of spouse or children or spouse and children whether or not on the face of the policy it is mentioned that it is made under Section 39. Where nomination is intended to be made to spouse or children or spouse and children under Section 6 of MWP Act, it should be specifically mentioned on the policy. In such a case only, the provisions of Section 39 will not apply.

H) Assignment or Transfer:

- 1) This policy may be transferred/assigned, wholly or in part, with or without consideration.
- 2) An Assignment may be effected in a policy by an endorsement upon the policy itself or by a separate instrument under notice to the Insurer.
- 3) The instrument of assignment should indicate the fact of transfer or assignment and the reasons for the assignment or transfer, antecedents of the assignee and terms on which assignment is made.
- 4) The assignment must be signed by the transferor or assignor or duly authorized agent and attested by at least one witness.
- 5) The transfer or assignment shall not be operative as against an Insurer until a notice in writing of the transfer or assignment and either the said endorsement or instrument itself or copy thereof certified to be correct by both transferor and transferee or their duly authorized agents have been delivered to the Insurer.
- 6) Fee to be paid for assignment or transfer can be specified by the Authority through Regulations.
- 7) On receipt of notice with fee, the Insurer should Grant a written

acknowledgement of receipt of notice. Such notice shall be conclusive evidence against the insurer of duly receiving the notice.

- 8) The Insurer may accept or decline to act upon any transfer or assignment or endorsement, if it has sufficient reasons to believe that it is (a) not bonafide or (b) not in the interest of the policyholder or (c) not in public interest or (d) is for the purpose of trading of the insurance policy.
- 9) In case of refusal to act upon the endorsement by the Insurer, any person aggrieved by the refusal may prefer a claim to IRDAI within 30 days of receipt of the refusal letter from the Insurer.

Section G (Nomination) and H (Assignment or Transfer) are simplified versions prepared for general information only and hence are not comprehensive. For full texts of these sections please refer to Section 38 and Section 39 of the Insurance Act, 1938 as amended by Insurance Laws (Amendment), Bill 2015.

I) Cancellation in the Free-Look period:

In case you are not agreeable to the general policy terms and conditions, you have the option of returning the policy to us stating the reasons thereof, within 15 days from the date of receipt of the policy. The Free - Look period for policies purchased through distance marketing (specified below) will be 30 days. On receipt of your letter along with the original policy documents, we shall arrange to refund you the value of units allocated to you on the date of receipt of request plus the unallocated part of the premium plus charges levied by cancellation of units, subject to deduction of the proportionate risk premium for the period on cover, the expenses incurred by us on medical examination if any and stamp duty. A policy once returned cannot be revived, reinstated or restored at any point of time and a new proposal will have to be made for a new policy.

Distance Marketing refers to insurance policies sold through any mode apart from face-to-face interactions such as telephone, internet etc (Please refer to "Guidelines on Distance Marketing of Insurance Product" for exhaustive definition of Distance Marketing)

J) Special rules for large transactions:

For a very large transaction above a threshold level, in order to maintain equity and fairness with all unit holders, we may choose to apply special treatment for all transactions, which involve purchase or sale of underlying assets. The number of units allocated may reflect the expenditure incurred in the actual market transactions which occurred. The value of units obtained from encashment may be the actual value obtained as a consequence of the actual market transaction which occurred. Transactions may occur over a number of days. The threshold level will vary from time to time, depending on, amongst other matters, the liquidity of the stock markets. Our current threshold for large transactions will be ₹ 5,00,00,000 for a fund predominately investing in Government Securities and ₹ 2,50,00,000 for a fund investing in highly liquid equities.

K) Section 41 of the Insurance Act, 1938 as amended from time to time states:

- 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:
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.
- 2) Any person making default in complying with the provisions of this section shall be liable for a penalty which may extend to ten lakh rupees.

L) Non-Disclosure: Section 45 of the Insurance Act, 1938 as amended from time to time states:

- 1) No policy of life insurance shall be called in question on any ground whatsoever after the expiry of three years from the date of the policy, i.e., from the date of issuance of the policy or the date of commencement of risk or the date of revival of the policy or the date of the rider to the policy, whichever is later.
 - 2) A policy of life insurance may be called in question at any time within three years from the date of issuance of the policy or the date of commencement of risk or the date of revival of the policy or the date of the rider to the policy, whichever is later, on the ground of fraud: Provided that the insurer shall have to communicate in writing to the insured or the legal representatives or nominees or assignees of the insured the grounds and materials on which such decision is based.
 - 3) Notwithstanding anything contained in sub-section (2), no insurer shall repudiate a life insurance policy on the ground of fraud if the insured can prove that the mis-statement of or suppression of a material fact was true to the best of his knowledge and belief or that there was no deliberate intention to suppress the fact or that such mis-statement of or suppression of a material fact are within the knowledge of the insurer: Provided that in case of fraud, the onus of disproving lies upon the beneficiaries, in case the policyholder is not alive.
 - 4) A policy of life insurance may be called in question at any time within three years from the date of issuance of the policy or the date of commencement of risk or the date of revival of the policy or the date of the rider to the policy, whichever is later, on the ground that any statement of or suppression of a fact material to the expectancy of the life of the insured was incorrectly made in the proposal or other document on the basis of which the policy was issued or revived or rider issued: Provided that the insurer shall have to communicate in writing to the insured or the legal representatives or nominees or assignees of the insured the grounds and materials on which such decision to repudiate the policy of life insurance is based: Provided further that in case of repudiation of the policy on the ground of misstatement or suppression of a material fact, and not on the ground of fraud, the premiums collected on the policy till the date of repudiation shall be paid to the insured or the legal representatives or nominees or assignees of the insured within a period of ninety days from the date of such repudiation.
 - 5) 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.
- M)** In case of fraud or misrepresentation including non-disclosure of any material facts, the Policy shall be cancelled immediately and the Surrender Value shall be payable, subject to the fraud or misrepresentation being established in accordance with Section 45 of the Insurance Act, 1938
- N)** Taxes and levies as applicable will be charged and are payable by you by any method including by levy of an additional monetary amount in addition to premium and charges.

Contact us today



To buy: 1800-227-227 (Toll free)
(Available Mon-Sat 9:30am to 6:30pm)



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Sar utha ke jiyo!

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BEWARE OF SPURIOUS PHONE CALLS AND FICTITIOUS/FRAUDULENT OFFERS

- IRDAI clarifies to public that**
- IRDAI or its officials do not involve in activities like sale of any kind of insurance or financial products nor invest premiums.
 - IRDAI does not announce any bonus.
 - Public receiving such phone calls are requested to lodge a police complaint along with details of phone call, number