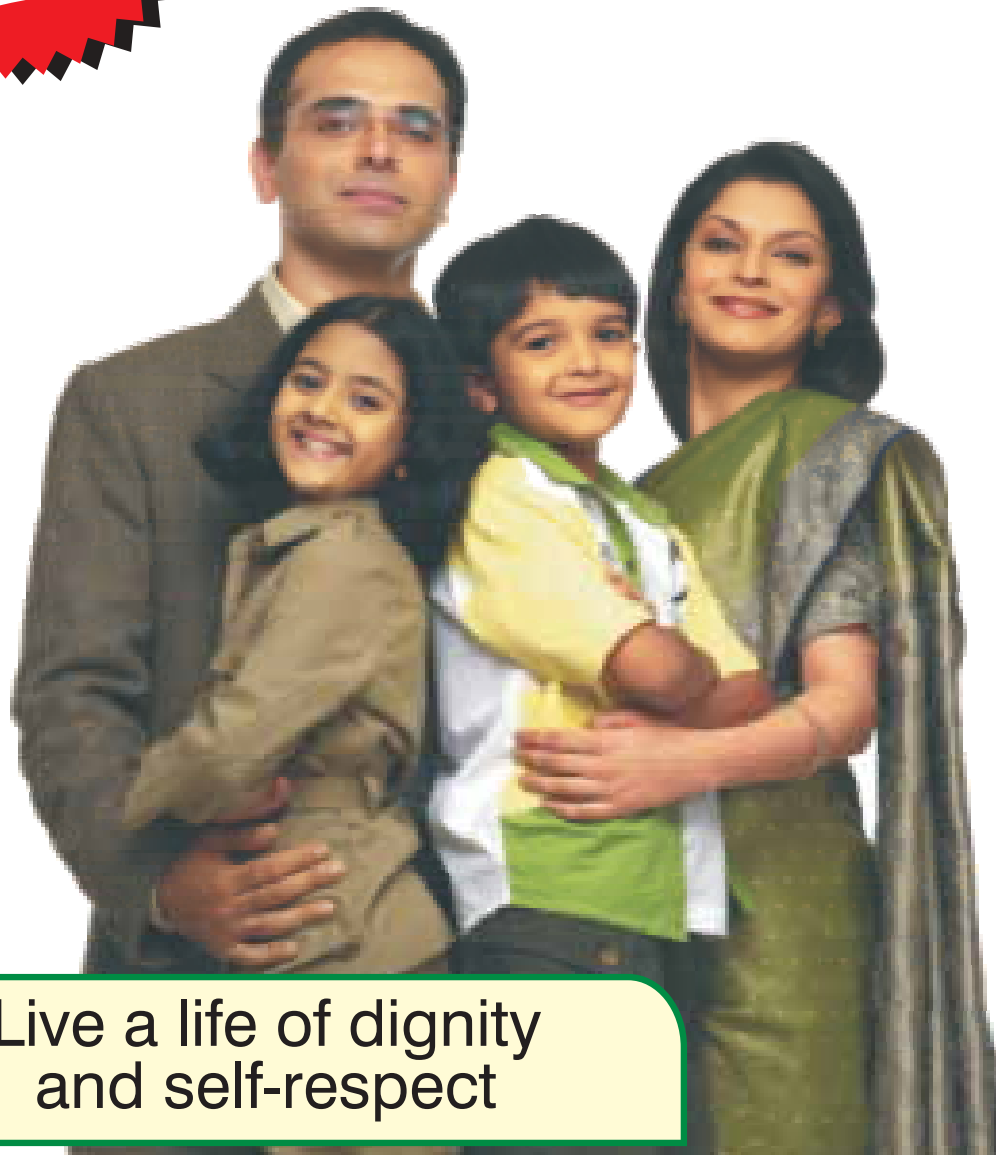


UNIT LINKED ENDOWMENT *Plus*

*With
Loyalty
Units*



Sar Utha Ke Jiyo



Live a life of dignity
and self-respect

You have given your family the very best and there is no reason why they should not get the very best in the future too. With HDFC Unit Linked Endowment Plus, you can ensure that your family remains financially independent, even if you are not around. You can ensure that they live a life of respect and dignity. Always.

HDFC UNIT LINKED ENDOWMENT PLUS

The HDFC Unit Linked Endowment Plus gives you:

- An outstanding investment opportunity by providing a choice of thoroughly researched and selected investments
- Regular **Loyalty Units** to boost your fund value **every year**
- Valuable protection to your family in case you are not around
- Flexible benefit combinations and payment options
- Flexible additional benefit options such as critical illness cover
- Access to your accumulated fund before maturity

You can choose your premium and the investment fund or funds. We will then invest your premium, net of premium allocation charges in your chosen funds in the proportion you specify. At the end of the policy term, you will receive the accumulated value of your funds.

In case of your unfortunate demise during the policy term, we will pay the greater of your Sum Assured (less any withdrawals you have made in the two years before your claim) and your total fund value to your family.

Use HDFC Standard Life's excellent investment options to maximise your savings & secure your and your family's future. We will provide financial security for your family in your absence.

All Unit Linked Life insurance plans are different from traditional insurance plans and are subject to different risk factors.

HDFC Standard Life is the name of our Insurance Company and HDFC Unit Linked Endowment Plus 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.

4 EASY STEPS TO YOUR OWN PLAN

Step 1	Choose the premium you wish to invest
Step 2	Choose the amount of protection (Sum Assured) you desire
Step 3	Choose the additional plan benefits you desire
Step 4	Choose the investment fund or funds you desire

STEP 1: CHOOSE YOUR REGULAR PREMIUM

This is the premium you will continue to pay each year of the policy. The minimum regular premium is Rs. 10,000 per year. You can pay monthly (using Standing Instructions or ECS Mandate), quarterly, half-yearly or annually. Contact our Financial Consultant or nearest branch for more details about the available range of convenient auto premium payment options.

You may also choose to pay adhoc Single Premium Top-Up or additional regular premiums depending on your convenience (See 'Single Premium Top-Up' and 'Premium Changes').

STEP 2: CHOOSE YOUR LEVEL OF PROTECTION

You can choose any amount of Sum Assured with:

- A minimum of (Term of your policy ÷ 2) times your chosen annual regular premium
- A maximum of 40 times your chosen annual regular premium

STEP 3: CHOOSE ADDITIONAL PLAN BENEFITS

We offer a range of valuable protection options to secure the future for your family. You can choose any one of the following benefit options:

- Life Option → Death Benefit
- Extra Life Option → Death Benefit+Accidental Death Benefit
- Life & Health Option → Death Benefit+Critical Illness Benefit
- Extra Life & Health Option → Death Benefit+Critical Illness Benefit+Accidental Death Benefit

BENEFIT TYPES	SUMMARY
Death Benefit	We will pay the greater of your Sum Assured (less any withdrawals you have made in the two years before your claim) and your total fund value to your family. The policy will terminate.
Critical Illness Benefit [#]	We will pay the greater of your Sum Assured (less any withdrawals you have made in the two years before your claim) and your total fund value to your family. The policy will terminate.
Accidental Death Benefit [#]	In addition to the Death Benefits, we will pay a further Sum Assured to your family. The policy will terminate.

[#] In your policy document, Critical Illness Benefit is called "Extra Health Benefit" and Accidental Death Benefit is called "Extra Life Benefit"

STEP 4: CHOOSE YOUR INVESTMENT FUNDS

In this plan the investment risk in your chosen investment portfolio is borne by you. This means that the premiums you pay in this plan are subject to investment risks associated with the capital markets. The unit prices of the funds may go up or down, reflecting changes in the capital markets.

So, to balance your level of risk and return, making the right investment choice is very important and you are responsible for the choices you make.

We have 6 funds that give you:

- The potential for higher but more variable returns over the term of your policy; or
- More stable returns with lower long-term potential.

Your investment will buy units in any of the following 6 funds designed to meet your risk appetite.

All units in a particular fund are identical.



Pride

You can choose from all or any of the following 6 funds:

FUND ⁺	DETAILS	ASSET CLASS			RISK & RETURN RATING
		Bank Deposits & Money Market	Govt. Securities & Bonds	Equity	
		FUND COMPOSITION			
Liquid Fund	<ul style="list-style-type: none"> Extremely low capital risk Very stable returns 	100%	--	--	Low
Secure Managed Fund	<ul style="list-style-type: none"> More capital stability than equity funds Higher potential return than Liquid Fund 	--	100%	--	Low Moderate
Defensive Managed Fund	<ul style="list-style-type: none"> Access to better long-term returns through equities Significant bond exposure keeps risk down 	--	70% to 85%	15% to 30%	Moderate
Balanced Managed Fund	<ul style="list-style-type: none"> Increased equity exposure gives better long-term return Bond exposure provides some stability 	--	40% to 70%	30% to 60%	High
Equity Managed Fund	<ul style="list-style-type: none"> Further increased exposure to equities to give a greater long-term return A smaller bond holding will aid diversification and provide a little stability 	--	0 to 40%	60% to 100%	Very High
Growth Fund	<ul style="list-style-type: none"> For those who wish to maximise their returns 100% investment in high quality Indian equities 	--	--	100 %	Very High

+Notes on the Funds available: We will manage the investment in each fund so that the proportion of each Asset Class is ALWAYS within the ranges given. Up to 10% of the fund may be invested in liquid investments to facilitate the day-to-day running of the fund.

Your investment choices must follow IRDA regulations. This means that some investment choices will not be permitted; in particular you can not invest more than 10% into the Liquid Fund at any time.

The past performance of any of the funds is not necessarily an indication of future performance. Unit prices can go up and down. No fund offers an assured return. The names of the funds we offer under this plan do not, in any way, indicate the quality of the plan, its future prospects or returns.

None of the funds participate in the profits of HDFC Standard Life Insurance Company Limited.

FLEXIBLE OPTIONS FOR YOUR AND YOUR FAMILY'S NEEDS

We have designed the plan to meet your and your family's needs. You can use these facilities to improve the investment returns you will receive

FLEXIBLE OPTIONS	BENEFITS
Single Premium Top-Up	Once we have issued your policy, you can invest more than your regular premiums at any time, subject to the following conditions: <ul style="list-style-type: none"> You have paid all your regular premiums to date Your total Single Premium Top-Ups[^] at any time is not more than 25% of your total regular premiums paid to date Each Single Premium Top-Up amount is at least Rs. 5,000
Premium Changes	You can increase, reduce* or stop [^] your regular premiums at any time as long as your policy maintains the minimum level of life cover. The minimum increase in regular premium amount is only Rs. 5,000 per year and any changes to premiums will take place from the next premium due date. Life Cover will continue as long as the policy is in force or paid up. All applicable charges will continue to be levied. You may only restart your regular premiums within the specified revival period.
Changing your Investment Decisions	You can change your investment fund choices in two ways: <p>Switching: You can move your accumulated funds from one fund to another anytime</p> <p>Premium Redirection: You can pay your future premiums into a different selection of funds, as per your need</p>
Premium Payments	You can pay your regular premium up to 15 days after the due date to fit in with your cash flows.

We will count only Single Premium Top-Up amounts which did not attract any additional life cover

* You will be charged an amount equal to the surrender charge applicable at the point of request

[^] You must have paid 3 years regular premiums and your fund must have a value above one annualised premium chosen at inception

ELIGIBILITY

The age and term limits for taking out a HDFC Unit Linked Endowment Plus are as shown below:

BENEFIT OPTIONS	TERM PERIOD (Yrs.)		AGE AT ENTRY (Yrs.)		MAXIMUM AGE AT MATURITY (Yrs.)
	Minimum	Maximum	Minimum	Maximum	
Life Option	10	30	18	65	75
Extra Life Option	10	30	18	55	70
Life and Health Option	10	30	18	55	65
Extra Life and Health Option	10	30	18	55	65

ACCESSING YOUR MONEY

a) On Maturity

Your policy matures at the end of the policy term you have chosen and your death cover and other risk covers ceases. You may redeem your balance units at the then prevailing unit price and take the fund value with you.

However, you also have the option to take your fund in periodical instalments over the period which may extend to 5 years. This is called the "Settlement Option".

Your money will remain invested in the funds chosen by you. During such period, we will continue to deduct charges other than the risk benefit charges such as the mortality charge (please see the "Charges" section below).

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.

Your policy will terminate the moment the balance of your units in all the funds reaches zero.

b) On Death

In case of your unfortunate demise before the end of policy term, we will pay the greater of your Sum Assured (less any withdrawals made during the two year period immediately preceding the intimation of death) and your total fund value to your family. We will also pay any Accidental Death Benefits if due and pre-selected by you. Your policy will terminate thereafter.

c) On Critical Illness

In case you are diagnosed with any of the critical illnesses covered (see Terms & Conditions) before the end of policy term, we will pay the greater of your Sum Assured (less any withdrawals made during the two year period immediately preceding the intimation of the diagnosis) and your total fund value to your family. Your policy will terminate thereafter.

d) On Surrender or Partial Withdrawal

In the first three years

Insurance plans are long-term investments with significant tax advantages. Neither the IRDA nor us view them as short-term plans.

Therefore, for the first three years of your plan, you may not surrender the plan or withdraw any portion of your funds from it.

If you stop your regular premium commitment before three years have passed, your life cover will cease and funds will be held in suspense after deduction of surrender charges. These funds will be paid out to you only at the end of the third year or the end of the revival period of 2 years, whichever is later.

Please see the "Charges" section for details of surrender charges.

From the fourth year onwards

You can choose to surrender the policy at any time and the surrender value will be the value of the units in the fund. We will enforce surrender only if you have stopped paying regular premiums and your fund value is less than your original annual regular premium amount.

You can make lump sum partial withdrawals from your funds at any time within the policy term chosen provided:

- The minimum withdrawal amount is Rs. 10,000.
- After the withdrawal, the fund does not fall below your original annual regular premium amount.
- After the withdrawal, the fund does not fall below the sum of single premium top-ups paid to date.

BENEFICIARIES

If you have not assigned the policy,

- You will receive the benefits due on maturity at the end of the policy term
- In the event of your unfortunate demise, your nominee will receive the benefits due

LOYALTY UNITS

At the end of **every policy year** we will increase the number of units in each of your funds by **0.10%** as long as your policy is in force or paid-up.

The compounding effect of these regular additions is expected to boost your final maturity value.

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 table given below will help show how percentage of your premium is used to buy units. This percentage is called the **Allocation Rate**. The Allocation rates are guaranteed for the entire duration of the policy term.

PREMIUM PAID DURING YEAR (Rs.)		ALLOCATION RATE	
Regular Premiums	Up to 1,99,999	1st Year 40%	2nd year onwards 99%
	From 2,00,000 to 4,99,999	60%	99%
	From 5,00,000 to 9,99,999	70%	99%
	From 10,00,000 to 19,99,999	80%	99%
	From 20,00,000 and above	90%	99%
Single Premium Top-Up(s)		97.50%	99%

FUND MANAGEMENT CHARGE (FMC)

In the long term, the key to build great maturity values is a low FMC. The daily unit price already includes our low fund management charge of only 0.80% per annum of the fund's value.

SURRENDER CHARGE

This is the charge we will apply when the policy is surrendered. It is equal to 60% of the difference between the regular premiums expected and received in the first year of the contract.

OTHER CHARGES

The following is the set of other charges that we will take from your policy:

CHARGES	EXPLANATION
Policy Administration Charge	A charge of Rs. 20 per month is charged to cover regular administration costs. We take the charge by cancelling units proportionately from each of the funds you have chosen.
Mortality and other Risk Benefit Charges*	Every month we make a charge for providing you with the death or critical illness cover in your policy. The amount of the charge taken each month depends on your age. We take the charge by cancelling units proportionately from each of the funds you have chosen.
Switching Charge	24 switches will be given free in a policy year and any additional switch will be charged at Rs. 100 per switch.
Partial Withdrawal Charge	6 partial withdrawal requests will be free in a policy year and any additional partial withdrawal request will be charged at Rs. 250 per request.
Revival Charge	A charge of Rs. 250 is charged for revival to cover for administrative expenses.
Miscellaneous Charge	This is a charge levied for any alterations within the contract like premium redirection or adhoc policy servicing. 12 premium redirection requests will be free in a policy year and any additional premium redirection request will be charged at Rs. 250 per request. 6 policy servicing requests will be free in a policy year and any additional policy servicing request will be charged at Rs. 250 per request.

*Service Tax and Education Cess is payable at the applicable rates on the Mortality and other Risk Benefit Charges

ALTERATION TO CHARGES

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

- The fund management charge will not exceed 2% per annum;
- The surrender charge can be increased subject to a maximum of 100% of the fund, applicable for the first 3 years;
- The policy administration charge can increase in line with inflation subject to a maximum of 5% per annum over the period since inception;
- The mortality charge rates and accidental death benefit charge rates are guaranteed for the full duration of your policy term and the critical illness charge rates can be reviewed at the end of every three years from the date of launch of this product and can be increased subject to a maximum increase of 200% of every rate;
- The maximum switching charge allowed is Rs. 100 per switch increased in line with inflation subject to a maximum of 5% per annum over the period since inception;
- We can charge up to Rs. 250 per request for Premium Redirection, Partial Withdrawal and other adhoc policy servicing requests. We can increase this amount in line with inflation subject to a maximum of 5% per annum over the period since inception.

TAX BENEFITS (Based on current tax laws)

You will be eligible for tax benefits under Section 80C and Section 10(10D) of the Income Tax Act, 1961.

- Under Section 80C, you can save up to Rs. 33,990 from your tax each year (calculated on the highest tax bracket) as premiums up to Rs. 1,00,000 are allowed as a deduction from your taxable income.
- Under Section 10 (10D), the benefits you receive from this policy are completely tax-free subject to the exclusions.

The above-mentioned tax benefits are subject to changes in the tax laws.

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 IRDA, who will explain our plans to you and advise you on the correct insurance solution that will meet your needs.

A) Unit Prices: We set the unit price of a fund by dividing the value of the assets in the fund at the valuation time by the number of units created in the fund. We round the resulting price to the nearest Re. 0.0001. The value of the assets is the Market or Fair Value of the fund's Investments plus Current Assets (including accrued income) less Current Liabilities and Provisions (including accrued expenses). This price will be published on our website and leading national newspapers.

B) Exclusions:

- No death benefit will be paid if the death has occurred directly or indirectly as a result of suicide within one year of the date of commencement or the date of issue or date of reinstatement of the policy, whichever is later. However, in such circumstances, the value of the units held on the date of intimation of death will be paid out and the policy will terminate.
- We will not pay Critical Illness Benefit if the critical illness has occurred within 6 months of the start of the contract. We may not pay Critical Illness Benefit if we do not receive a duly completed claim form within 26 weeks of the illness, disability, operation or other circumstances giving rise to the claim.
- We will not pay Critical Illness Benefit if the critical illness is caused directly or indirectly by intentionally self-inflicted injury or attempted suicide, irrespective of mental condition.
- We will not pay Critical Illness Benefit if the critical illness is caused directly or indirectly by pregnancy or childbirth or complications arising therefrom.
- We will not pay Accidental Death Benefit if the death occurs after 90 days from the date of the accident. We will not pay accidental death benefits if the death is caused directly or indirectly from taking part or practicing for any hazardous hobby or pursuit or race unless previously agreed to by us in writing.
- We will not pay Critical Illness Benefit or Accidental Death Benefit if the critical illness or death is caused directly or indirectly by any of the following:
 - Alcohol or solvent abuse, or the taking of drugs except under the direction of a registered medical practitioner.
 - War, invasion, hostilities (whether war is declared or not), civil war, rebellion, revolution or taking part in a riot or civil commotion.
 - Taking part in any flying activity, other than as a passenger in a commercially licensed aircraft.
 - Taking part in any act of a criminal nature.

C) Critical Illnesses Covered: The Critical Illnesses, which are covered, provided this benefit is opted for, are: Cancer, Coronary Artery By Pass Graft Surgery (CABGS), Heart Attack, Kidney Failure, Major Organ Transplant, Stroke. For full details, particularly relating to exclusions and critical illness definitions please refer to the policy documents.

D) Option to return: 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. On receipt of your letter along with the original policy documents, we shall arrange to refund the premium paid by you, adjusted for any decrease in the value of units allocated to your policy, and subject to deduction of the proportionate risk premium for the period on cover, the expenses incurred by us on medical examination and stamp duty. A policy once returned shall not be revived, reinstated or restored at any point of time and a new proposal will have to be made for a new policy.

E) Prohibition of Rebates: Section 41 of the Insurance Act, 1938 states: No person shall allow or offer to allow, either directly or indirectly, as an inducement to any person to take out 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.

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

F) Non-Disclosure: Section 45 of the Insurance Act, 1938 states: Under the provisions of section 45 of the Insurance Act, 1938, the company is entitled to repudiate a policy on the ground that a statement made in the proposal or in any report of a medical officer or referee or friend of the insured or any other document leading to issue of the policy was inaccurate or false, before the expiry of 2 years from the effective date of the policy, and thereafter that if such false or inaccurate statement was on a material matter or suppressed facts were material to disclose and it was fraudulently made and the policy holder knew that the statement was false or was material to disclose.

G) Service Tax: As per the Service Tax Laws, service tax is applicable on the life insurance premium.



Happiness

Ensure a life of respect and dignity for you and your family.

Contact us today:



Visit us at www.hdfcinsurance.com



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Registered Office: HDFC Standard Life Insurance Company Ltd., Ramon House, 169 Backbay Reclamation, Mumbai - 400 020.

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