

Plan today, for your dream retirement tomorrow



Birla Sun Life Insurance

Empower Pension - SP Plan

A single premium unit linked pension plan



Birla Sun Life
Insurance



In this policy, investment risk in investment portfolio is borne by the policyholder.

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

Retirement is when the worries of working life end and a life of fun and bliss begins. Each one of us want to be empowered enough for a retired life where we are able to do all that we could not during our working lives - exotic holidays, time with family and loved ones, pilgrimage, etc. However, to fulfill all this, one needs to plan for retirement so that there is adequate savings that can last through the retired life without any hassles

BSLI Empower Pension – SP Plan is designed so that you remain in control even during your second innings. This plan helps you to focus on your goals and enhance your savings for your future ensuring it is free from worries.

Take one step today to ensure a lifetime without worries ...

BSLI Empower Pension – SP Plan is a unit linked, non-participating pension plan. A simple, hassle free plan it helps you invest your single premium and the investment returns thereof into a corpus for your retirement. We call this period of retirement corpus generation as the “accumulation period”. Once you decide to vest your policy, you will enter into the “income phase” where your corpus will be used to purchase a stream of regular income payable for the rest of your lifetime.

During the accumulation period we offer our Smart Option– an option where you allow us to manage and administer your investment portfolio on your behalf, based on your chosen vesting date and risk profile to meet your retirement objectives.

Your accumulated retirement corpus is utilized at vesting (retirement) to purchase an annuity option with us prevailing at that time.

PLAN AT A GLANCE

Entry Age (age last birthday)	25 – 70 years
Accumulation Period	5 – 30 years, subject to maximum vesting age of 80 years
Pay Term	Single pay
Single Premium	Minimum Rs. 1,00,000 Max - No limit

BEFORE YOU READ ANY FURTHER

BSLI Empower Pension – SP Plan is a single pay non-participating unit-linked pension plan. All unit-linked life insurance plans are different from traditional insurance plans and are subject to different risk factors. The name of this plan and that of the investment funds do not in any way indicate the quality of the plan or future returns.

In this plan, the investment risk in the investment fund chosen by you is borne by you. Investment funds are subject to investment risks and unit prices may go up or down reflecting the market value of the underlying assets. Past performance is no guarantee of future results.

YOUR CHOICES

STEP 1

Choose your single premium

You choose the single premium amount you wish to pay once. Please ask your financial advisor for details about the range of convenient payment methods we offer. Top-up premiums are not allowed.

STEP 2

Choose your vesting date

You choose a vesting date so as to have an accumulation period between 5 to 20 years.

STEP 3

Choose your risk profile

You choose your risk profile – Aggressive | Moderate | Conservative, based on your risk appetite. Once chosen, the risk profile cannot be changed.

Your Guaranteed Vesting Benefit is automatically determined based on the above choices as explained later.

The single premium (net of premium allocation charge) will be used to purchase units in the two investment funds Maximiser Guaranteed (an equity fund) and Income Advantage Guaranteed (a debt fund) in a predetermined proportion based on the selected vesting date and risk profile.

The units purchased in the investment fund are the monetary amounts allocated to the investment fund divided by the then prevailing unit price.

Fund Value represents the total value of your investments to date and is the balance of all units allocated to the investment funds multiplied by its then prevailing unit prices.

YOUR BENEFITS

1. **Guaranteed Additions** – in the form of additional units will be added to your policy:

- On 6th policy anniversary and every policy anniversary thereafter, Guaranteed Addition is 0.25% of the average Fund Value in the last 12 months; **plus**
- On 11th policy anniversary and every policy anniversary thereafter, Guaranteed Addition is 0.35% of the average Fund Value in the last 12 months; **plus**
- On 16th policy anniversary and every policy anniversary thereafter, Guaranteed Addition is 0.35% of the average Fund Value in the last 12 months

For e.g For a policy term of 20 years on the 17th policy anniversary Guaranteed Addition of 0.95% of the average Fund Value in the last 12 months will be added in the form of additional units.

2. **Vesting Benefit** – On your vesting date you will receive the greater of (a) your Guaranteed Vesting Benefit or (b) the Fund Value. The Guaranteed Vesting Benefit varies by your chosen vesting date and risk profile. Guaranteed Vesting Benefit once assigned to your policy at inception shall remain constant.

Depending on our expectations with regards to future economic conditions, the Guaranteed Vesting Benefit may be revised on April 1st of every calendar year (as approved by IRDA of

India) subject to a minimum Guaranteed Vesting Benefit of 101% of the single premium paid and will be applicable for policies issued thereafter.

The current Guaranteed Vesting Benefit is displayed in the table below:

Years to Vesting	Guaranteed Vesting Benefit		
	Risk Profile		
	Aggressive	Moderate	Conservative
5*	NA	NA	115%
6 - 10	103%	110%	120%
11 - 15	106%	119%	140%
16 - 20	109%	128%	160%

As a percentage of single premium paid.

* For 5 years to vesting, only Conservative risk profile will be available

On the vesting date, you can utilise the Vesting Benefit to:

- Extend the accumulation period, provided you are below the age of 55 years, provided maximum vesting age is not more than 80 year; or
- Enter into a new single pay deferred pension plan with us as per then available products on your vesting date; or
- Commute upto 1/3rd of the Vesting Benefit and receive the amount in a tax-free lump-sum (as per the current Income Tax Act) and utilize the balance 2/3rd to receive a stream of regular income from us as per our then available products; or
- Enter into an income (annuity) phase with us as per our then available products on your vesting date. You are requested to check our website (www.insurance.birlasunlife.com) for the available options. Currently we offer five annuity options under BSLI Immediate Annuity Plan ((UIN 109N083V01) our traditional, non-participating, single premium annuity plan. Please refer to the detailed brochure or consult your financial advisor or visit our website for further details.

3. **Death Benefit** –in the unfortunate event the life insured dies while the policy is in effect, we will pay to the nominee the greater of (a) the Guaranteed Death Benefit or (b) Fund Value as on date of intimation of death.

The Guaranteed Death Benefit is the greater of (a) 105% of the Single Premium paid or (b) Accumulation of the Single Premium paid till date at a compounding guaranteed rate. The guaranteed rate varies by the risk profile chosen by the policy owner and is equal to 0.5% p.a., 1.5% p.a. and 3.0% p.a. for Aggressive, Moderate and Conservative risk profiles respectively.

The nominee then has choice to withdraw the death benefit proceeds; or utilise the entire proceeds or a part thereof to purchase an annuity with us as per our then available products offered by us.

4. **Surrender Benefit** – –in case of emergencies, you can surrender your policy to us anytime during the accumulation period. The discontinuance date is the date when you surrender the policy.

During the first five policy years - On the discontinuance date, your fund value net of any discontinuance charge will be transferred to the Pension Discontinued Policy fund. The Pension Discontinued Policy Fund will be credited with the actual return (less a fund management charge of 0.50% p.a.) or a minimum guaranteed interest rate (which is currently 4%p.a.) whichever is higher. The proceeds from this will be payable to you on the date corresponding to your fifth policy anniversary or the date of death of life insured, if sooner.

After five completed policy years – On the discontinuance date of the policy, we will pay to you the fund value and terminate the policy.

The policy will be treated as surrendered and when the Fund Value is due to you, then you need to choose one of the following options:

- Enter into a new single pay deferred pension plan with us as per then available products on your surrender date; or
- Commute upto the extent allowed (as per the extant Income Tax Act) and utilize the balance to receive a stream of regular income from us as per our then available products; or
- Enter into an income (annuity) phase with us as per our then available products on your surrender date.

The discontinuance charge applicable on surrender is as follows -

Policy Discontinued	Discontinuance Charge
In Policy Year 1	Lower of 1% of SP, 1% of FV, Rs 6,000
In Policy Year 2	Lower of 0.5% of SP, 0.5% of FV, Rs 5,000
In Policy Year 3	Lower of 0.25% of SP, 0.25% of FV, Rs 4,000
In Policy Year 4	Lower of 0.1% of SP, 0.1% of FV, Rs 2,000
In Policy Year 5	Nil

SP: Single Premium, FV: Fund Value

YOUR INVESTMENT OPTION

Smart Option

Under this investment option your portfolio will be structured depending on chosen vesting date and risk profile. We will invest your single premium between the two investment funds – Maximiser Guaranteed (an equity fund) and Income Advantage Guaranteed (a debt fund) in a predetermined proportion based on the selected vesting date and risk profile. Thereon, we will manage and administer your investment portfolio on your behalf, thus saving your time and effort. Over time the allocation is managed such that it will automatically switch from riskier assets to safer assets progressively as your plan approaches vesting (your anticipated retirement date).

The proportion invested in Maximiser Guaranteed (an equity fund) will be according to the schedule given below – the remaining amount will be invested in Income Advantage Guaranteed (a debt fund):

Years to Vesting	Risk Profile		
	Aggressive	Moderate	Conservative
0 – 5	0%	0%	0%
6 – 10	20%	15%	10%
11 – 15	40%	30%	20%
16 – 20	60%	45%	30%

Risk profile chosen at inception cannot be changed during the accumulation period

On each policy anniversary we will automatically rebalance the fund value in the same proportion as mentioned above such that the equity exposure progressively reduces as the policy approaches vesting date (with 0% equity exposure in the last 5 years of each fund).

YOUR INVESTMENT FUNDS

The following investment funds are approved by IRDA of India.

Income Advantage Guaranteed (ULIF03127/08/13BSLIINADGT109)

Objective: To provide capital preservation and regular income, at a high level of safety over a medium term horizon by investing in high quality debt instruments.

Strategy: To actively manage the fund by building a portfolio of fixed income instruments with medium term duration. The fund will invest in government securities, high rated corporate

bonds, high quality money market instruments and other fixed income securities. The quality of the assets purchased would aim to minimize the credit risk and liquidity risk of the portfolio. The fund will maintain reasonable level of liquidity.

Maximiser Guaranteed (ULIF03027/08/13BSLIMAXGT109)

Objective: To provide long term capital appreciation by actively managing a well-diversified equity portfolio of fundamentally strong blue chip companies. Further, the fund seeks to provide a cushion against the sudden volatility in the equities through some investments in short-term money market instruments.

Strategy: To build and actively manage a well-diversified equity portfolio of value and growth driven stocks by following a research focused investment approach. While appreciating the high risk associated with equities, the fund would attempt to maximize the risk-return pay off for the long-term advantage of the policy owners. The fund will also explore the option of having exposure to quality mid cap stocks. The non-equity portion of the fund will be invested in good rated (P1/A1 & above) money market instruments and fixed deposits. The fund will also maintain a reasonable level of liquidity.

The portfolio of different investment funds is given below:

Investment Fund	Segregated Fund Identification No.	Risk Profile	Asset Allocation*	Min.	Max.
Income Advantage Guaranteed	ULIF03127/08/13BSLIINADGT109	Very Low	Debt and Debt related instruments Money Market and Cash Equities and Equity Related Securities	60% 0% 0%	100% 40% 0%
Maximiser Guaranteed	ULIF03027/08/13BSLIMAXGT109	High	Debt and Debt related instruments Money Market and Cash Equities and Equity Related Securities	0% 0% 80%	20% 20% 100%
Pension Discontinued Policy Fund	ULIF03305/07/13BSLIPNDIS109	Very Low	Government Securities Money Market and Cash Equities and Equity Related Securities	60% 0% 0%	100% 40% 0%

*Money Market Instruments are debt instruments of less than one year maturity. It includes collateralised borrowing & lending obligation, certificate of deposits, commercial papers etc. Investment in Money Market Instrument supports for better liquidity management.

TRACKING AND ACCESSING YOUR INVESTMENTS

You can monitor your investments

- On our website (www.insurance.birlasunlife.com) with your CPIN and TPIN number;
- Through the semi-annual statement detailing the number of units you have in each investment fund and their respective unit price as of the last policy anniversary; and
- Through the published unit prices of all investment funds on our website as well as in the newspapers

OUR POLICY CHARGES

Investment Guarantee Charge

The daily unit price of the investment fund is adjusted to reflect an investment guarantee charge of 0.25% p.a. We may change the investment guarantee charge in the future upto a maximum of 0.50% per annum, subject to IRDA of India approval.

Premium Allocation Charge

A premium allocation charge of 3% is levied on the Single Premium when received and before invested in the investment funds.

Fund Management Charge

The daily unit price of the investment fund is adjusted to reflect the fund management charge.

- 1.00% p.a. for Income Advantage Guaranteed
- 1.35% p.a. for Maximiser Guaranteed

We may change the fund management charge under any investment fund at any time subject to a maximum of 1.35% p.a. in the future and subject to IRDA of India approval.

Policy Administration Charge

The policy administration charge is Rs. 20 per month for the first five policy years. It shall increase to Rs. 25 per month in the sixth year and inflate at 5% p.a. thereafter, subject to a maximum of Rs.6,000. This charge is levied monthly by canceling units proportionately from the investment funds you have at that time.

Miscellaneous Charge

We currently charge Rs. 250 per request for any additional servicing request. We reserve the right to charge upto a maximum of Rs 500 per request for additional servicing requests. Any increase in the miscellaneous charges will be subject to IRDA of India approval.

Service Tax

Service Tax and other levies, as applicable, will be extra and levied as per the extant tax laws.

IRDA of India Approval

Only when specified and within stated limits, we may increase a particular charge at any time in the future. We, however, need to get prior approval from the IRDA of India before such charge increase is effective. Otherwise, all other charges in this policy are guaranteed to never increase during the tenure of the policy.

TERMS AND CONDITIONS

Policy Loan

We do not offer this facility under this plan.

Partial Withdrawals

We do not offer this facility under this plan.

Current Tax Benefits

As per extant tax laws, this plan offers tax benefits under Section 80CCC and Section 10(10A) of the Income Tax Act, 1961, subject to fulfillment of the other conditions of the respective sections prescribed therein.

You are advised to consult your tax advisor for details.

Free-look Period

You will have the right to return your policy to us within 15 days (30 days in case the policy is issued under the provisions of IRDA of India Guidelines on Distance Marketing (1) of Insurance products) from the date of receipt of the policy, in case you are not satisfied with the terms & conditions of your policy. We will pay the Fund Value plus non-allocated premium plus all charges levied by cancellation of units once we receive your written notice of cancellation (along with reasons thereof) together with the original policy documents. Depending on our then current administration rules, we may reduce the amount of the refund by stamp duty incurred by us in issuing your policy in accordance to IRDA of India (Protection of Policyholders Interest) Regulations, 2002.

⁽¹⁾ Distance Marketing includes every activity of solicitation (including lead generation) and sale of insurance products through voice mode, SMS electronic mode, physical mode (like postal mail) or any other means of communication other than in person.

Addition / Closure of Investment Fund

With the approval from the IRDA of India we may from time to time add new investment funds under your policy. We will inform you of such addition no later than 60 days after it is made available under your policy.

With the approval from the IRDA of India we may at any time close an investment fund available in your policy. We will inform you in writing of such closure no later than 60 days before we actually close the investment fund.

Unless specified otherwise, all units in the investment fund will be switched to the conservative investment fund then available in your policy. Income Advantage is currently our conservative investment fund. However, we can declare from time to time another investment fund as the conservative in your policy.

Allocation / Redemption of Units

On each business day, the instructions for investing in or encashing units from an investment fund must be received and accepted by 3.00 p.m. Instructions accepted by us up to the cut-off time are executed using the unit price determined at the end of that business day. Instructions accepted by us after the cut-off time will be executed using the unit price determined by us at the end of the next business day.

Instruction to invest is deemed accepted by us when we receive cash, demand draft or local cheque at any of our offices by duly authorized officials. For outstation cheque, instruction to invest is deemed accepted by us only on the day we receive credit in any of our bank accounts.

The number of units allocated equals the monetary amount invested in an investment fund divided by its unit price at that time. Units are allocated when we receive the premium or when guaranteed additions are added to the Fund Value.

The number of units redeemed equals the monetary amount encashed from an investment fund divided by its unit price at that time. On each monthly processing date, policy charges will be covered by redeeming units from all investment funds under your policy in proportion to their value at that time.



Unit Price

On each business day and for each investment fund, we determine the unit price by dividing the net asset value (NAV) of the investment fund at the valuation time by the number of units in existence for the investment fund in question. We publish the unit price of all investment funds on our website www.birlasunlife.com.

The net asset value (NAV) is determined based on (the market value of investments held by the fund plus the value of any current assets less the value of any current liabilities & provisions) divided by (the number of units existing at valuation date before creation or redemption of any units)

Exclusions

We shall pay the Fund Value as on date of death (plus any charges recovered subsequent to date of death) in the event the life insured dies by suicide, whether medically sane or insane, within one year after the policy issue date.

Nomination

Allowed as per the provisions of Section 39 of the Insurance Act, 1938 and amended from time to time. For more details on the nomination, please refer to our website www.insurance.birlasunlife.com

Assignment

This facility is not offered under this plan

Prohibition of Rebates – Section 41 of the Insurance Act, 1938

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.

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.

Fraud and Misrepresentation

As per the provisions of Section 45 of the Insurance Act, 1938 and amended from time to time. For more details on Section 45 of the Insurance Act, 1938 please refer to our website www.insurance.birlasunlife.com



About Birla Sun Life Insurance

Birla Sun Life Insurance Company Limited (BSLI) is a joint venture between the Aditya Birla Group, a well known Indian conglomerate and Sun Life Financial Inc., one of the leading international financial services organisations from Canada. With an experience of over a decade, BSLI has contributed to the growth and development of the Indian life insurance industry and is currently one of the leading life insurance companies in the country. BSLI has a customer base of over two and half million policy holders and has attained recognition as the 3rd Most Trusted Life Insurance Company in the 'Most Trusted Brands' survey 2013 conducted by Brand Equity (The Economic Times Group) with Nielsen. The Company offers a complete range of offerings comprising protection solutions, children's future solutions, wealth with protection solutions, health and wellness solutions, and retirement solutions. It has an extensive distribution reach in over 500 cities through its network of over 550 branches, more than 1,05,000 empanelled advisors and over 100 partnerships with corporate agents, brokers and banks. Birla Sun Life Insurance has total assets under management of ₹22,300 Crores and a robust capital base of over ₹2,200 Crores, as on 30th September, 2013. For more information, please visit www.insurance.birlasunlife.com

About Aditya Birla Group

Aditya Birla Financial Services Group (ABFSG) ranks among the top 5 fund managers in India (excluding banks and LIC) with an AUM of ~ \$ 19.86 billion. Having a strong presence across the life insurance, asset management, NBFC, private equity, retail broking, distribution & wealth management, and general insurance broking businesses, ABFSG is committed to serve the end-to-end financial services needs of its retail and corporate customers. The seven companies representing ABFSG are: Birla Sun Life Insurance Company Ltd., Birla Sun Life Asset Management Company Ltd., Aditya Birla Finance Ltd., Aditya Birla Capital Advisors Pvt. Ltd., Aditya Birla Money Ltd., Aditya Birla Money Mart Ltd. and Aditya Birla Insurance Brokers Ltd. In FY 2012-13, ABFSG reported consolidated revenue from these businesses at ₹6,390 Crores (1.17 billion) and earnings before tax at ₹761 Crores. Anchored by about 14,200 employees and trusted by about 5.3 million customers, ABFSG has a nationwide reach through more than 1,550 points of presence and about 1,60,000 agents/channel partners..

About Sun Life Financial Inc.

Sun Life Financial is a leading international financial services organization providing a diverse range of protection and wealth accumulation products and services to individuals and corporate customers. Sun Life Financial and its partners have operations in key markets worldwide, including Canada, the United States, the United Kingdom, Ireland, Hong Kong, the Philippines, Japan, Indonesia, India, China, Australia, Singapore, Vietnam, Malaysia and Bermuda. As of June 30, 2013, the Sun Life Financial group of companies had total assets under management

of \$591 billion. For more information please visit www.sunlife.com. Sun Life Financial Inc. trades on the Toronto (TSX), New York (NYSE) and Philippine (PSE) stock exchanges under the ticker symbol SLF.

RISK FACTORS AND DISCLAIMERS

This policy is underwritten by Birla Sun Life Insurance Company Limited (BSLI). This is a single pay non-participating unit linked life insurance pension plan. Birla Sun Life Insurance and BSLI Empower Pension – SP Plan are only the names of the Company and Policy respectively and do not in any way indicate their quality, future prospects or returns. The name of the funds offered in this plan does not in any indicate their quality, future prospects or returns. The charges are guaranteed throughout the term of the policy unless specifically mentioned and subject to IRDA of India approval. The value of the investment fund reflects the value of the underlying investments. These investments are subject to market risks and change in fundamentals such as tax rates etc affecting the investment portfolio. The premium paid in unit linked life insurance policies are subject to investment risk associated with capital markets and the unit price of the units may go up or down based on the performance of investment fund and factors influencing the capital market and the policy owner is responsible for his/her decisions. There is no guarantee or assurance of returns above the guaranteed returns from the investment funds. Service Tax and Education Cess and any other applicable taxes levied as per extant tax laws shall be deducted from the premium or from the allotted units as applicable. This brochure contains the salient features of the plan. For further details please refer to the policy contract. Tax benefits are subject to changes in the tax laws. For more details and clarification call your BSLI Insurance Advisor or visit our website and see how we can help in making your dreams come true. **Insurance is the subject matter of solicitation.**

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

Protection

Health &
Wellness

Children's
Future

Retirement

Wealth with
Protection

Savings with
Protection

Birla Sun Life Insurance provides a wide range of solutions to cater to your specific needs. To know more about our various solutions and the products offered under each, we invite you to visit our website, or contact our advisor.

Call: 1800-270-7000

www.insurance.birlasunlife.com



Birla Sun Life
Insurance

Regd. Office: Birla Sun Life Insurance Company Limited, One Indiabulls Centre, Tower 1, 16th Floor, Jupiter Mill Compound, 841 Senapati Bapat Marg, Elphinstone Road, Mumbai - 400 013. CIN: U99999MH2000PLC128110 Registration No. 109. Unique No. 109L094V01 VER1/MAR/2015 ADV/3/14-15/7848