



**A short-term responsibility that  
assures long-term peace of mind**

Birla Sun Life Insurance

**Wealth Assure Plan**

A unit linked life insurance 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.

You have worked hard for your money, and you should always make your money work harder for you, driving its growth in high gear. Introducing Birla Sun Life Insurance Wealth Assure Plan - a protection and savings plan that enables your wealth to grow steadily over time, giving you and your loved ones peace of mind, and providing you a secure financial future to meet your needs at different stages of life.

### **The salient benefits of the plan**

- Investment cum Insurance plan providing financial security to your loved ones and providing upside of market related returns while shielding your returns from downside risks
- Premium paying term of 5 years
- Flexibility to choose between 3 investment options to suit your investment needs
- Sum Assured plus Fund Value payable on unfortunate death of the life insured
- Flexibility to add top-ups whenever you have additional savings
- Flexibility of partial withdrawals to meet any emergency fund requirements
- Tax benefits under Section 80C and Section 10 (10D) of the Income Tax Act, 1961

## PLAN AT A GLANCE

Entry Age (age last birthday)	8 – 65 years
Maximum Maturity Age	75 years
Policy Term	10   15   20   25  30 years
Premium Paying Term	5 pay
Basic Premium	Minimum Rs. 100,000 p.a. if paid Annually
	Minimum Rs. 180,000 p.a. if paid Monthly
Top-up Premium	Minimum Rs. 5,000
Pay Mode	Annual, Monthly

## BEFORE YOUR READ ANY FURTHER

BSLI Wealth Assure Plan is a non-participating unit linked life insurance 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 funds 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 Basic Premium and Policy Term

The basic premium you choose to pay will be payable every policy year for a period of 5 years. The minimum basic premium payable in a policy year under the plan is Rs. 100,000 p.a. if paid annually and Rs. 180,000 p.a. if paid monthly; however there is no upper limit on the amount you may contribute. You can also choose a policy term of 10, 15, 20, 25 or 30 years.

### STEP 2

#### Choose Pay Mode

The basic premium can be paid in monthly or annual instalments. Please ask your financial advisor for details about the range of convenient payment methods we offer.

### STEP 3

#### Choose Basic Sum Assured

The minimum Basic Sum Assured is automatically determined as your Basic Premium payable in a policy year multiplied by:

- The higher of 10 or the Policy Term divided by 2, for entry ages below 45; or
- The higher of 10 or the Policy Term divided by 4, for entry ages 45 and above

Based on your insurance needs, you can increase the amount of protection by opting for 150%, 200%, 250% or 300% of the minimum Basic Sum Assured. For e.g. if the minimum Basic Sum Assured is Rs. 500,000 then you can increase it to Rs. 1,500,000 under the 300% option.

### STEP 4

#### Choose Investment Option

- **LifeCycle Option** – Your money will be invested in a predetermined proportion into 100% equity and debt oriented funds, Maximiser and Income Advantage respectively, based on your age and risk profile. With this investment option you allow us to manage and administer your investment portfolio on your behalf and according to your risk profile.
- **Systematic Transfer Option** – Your money will be first invested in Liquid Plus fund and thereafter there will be a systematic monthly transfer of your funds to an investment fund as specified by you. With this investment option you can systematically participate and eliminate the need to time your investments into the equity market.
- **Self-Managed Option** – You decide how to invest your money in our universe of funds. We presently offer 13 different investment funds – Liquid Plus, Income Advantage, Assure, Protector, Builder, Enhancer, Creator, Magnifier, Maximiser, Multiplier, Super 20, Pure Equity and Value & Momentum. These investment funds range from 100% debt to 100% equity to cater to your individual needs and risk appetite.

You may wish to invest additional amounts as top-up premiums anytime during the policy term as long as all due basic premiums have been paid. The minimum top-up premium is Rs. 5,000 and at any point the total top-up premiums paid cannot exceed the total basic premiums paid to date. Top-up Sum Assured will be the top-up premium being paid multiplied by:

- 125% if the attained age of the life insured is less than 45 years; or
- 110% if the attained age of the life insured is 45 years or more

Your Sum Assured under the plan is the total of Basic Sum Assured and Top-up Sum Assured.

The basic premium and any top-up premium net of premium allocation charge will be used to purchase units in the various investment fund/s offered under this plan and as chosen by you. The units purchased in the investment fund is the monetary amount allocated to the investment fund divided by its then prevailing unit price.

**Basic Fund Value** is equal to the number of units pertaining to basic premiums allocated to the investment fund/s chosen by you multiplied by its then prevailing unit price.

**Top-up Fund Value**, if any, is equal to the number of units pertaining to top-up premiums allocated to the investment fund/s chosen by you multiplied by its then prevailing unit price.

**Fund Value** under this plan is the total of Basic Fund Value and Top-up Fund Value, if any. The Fund Value represents the total value of your investments to date and is the balance of all units allocated to the investment fund/s chosen by you, multiplied by its then prevailing unit price.

## YOUR BENEFITS

1. **Guaranteed Additions** – in the form of additional units will be added to your policy:
  - From 6th to 10th policy anniversary - Guaranteed Addition is 0.25% of the average Fund Value in the last 12 months
  - From 11th to 15th policy anniversary - Guaranteed Addition is 0.55% of the average Fund Value in the last 12 months
  - From 16th policy anniversary and every year thereafter - Guaranteed Addition is 0.75% of the average Fund Value in the last 12 months

After the completion of 5 policy years, non-negative residual additions, if any, shall be credited to the policy in order to meet the maximum reduction in yield as in Regulation 37 of IRDA (Linked Insurance Products) Regulations, 2013.

2. **Death Benefit<sup>(1)</sup>** – Upon the unfortunate demise of the life insured prior to maturity, we shall pay to the nominee the Basic Sum Assured plus the Basic Fund Value as on the date of intimation of death. In addition we shall also pay the Top-up Sum Assured plus the Top-up Fund Value as on the date of intimation of death.

Death benefit shall never be less than 105% of total premiums paid to date.

3. **Maturity Benefit** – You will receive the Fund Value at maturity.
4. **Surrender Benefit** – In case of emergencies, you can surrender your policy to us anytime during the policy term. Any such surrender during the first five years will be treated according to the complete withdrawal as mentioned in the Policy Discontinuance section. In case you surrender the policy after the completion of five years, we will pay the Fund Value immediately.

<sup>(1)</sup> In case of death of the life insured, if life insured is different from the proposer/policyholder, the proposer/policyholder will receive the policy proceeds.

## YOUR INVESTMENT OPTIONS

Under BSLI Wealth Assure Plan, you decide how to invest your basic and top-up premiums in one of the three investment options - LifeCycle Option, Systematic Transfer Option or Self-Managed Option.

At any time after one year, you have the freedom to switch to LifeCycle or Self-Managed Option; however switch to Systematic Transfer Option can be done only on policy anniversary.

### LifeCycle Option

Under the LifeCycle Option, your portfolio will be structured as per your age and risk profile – all you need is to decide on your risk profile – **Conservative, Moderate or Aggressive**.

Your portfolio will then be managed and administered by us, saving you the time and effort involved. We automatically shift your investments from riskier assets to safer assets progressively with your age.

We will invest your premiums between the two investment funds, Maximiser (equity fund) and Income Advantage (debt fund) in a predetermined proportion based on the selected risk profile and your age when the premium is invested. Details about these two funds are explained later.

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

	Age (years)					
Risk Profile	8 - 30	31 - 40	41 - 50	51 - 60	61 - 70	71+
Conservative	50%	40%	30%	15%	0%	0%
Moderate	70%	60%	50%	35%	20%	5%
Aggressive	90%	80%	70%	55%	40%	25%

For example – if person A aged 35 years, opts for LifeCycle Option and a moderate risk profile, then based on the age and the risk profile the investment portfolio will change with time as below:

Age	Percentage of investments in	
	Maximiser	Income Advantage
Age 31-40	60%	40%
Age 41-50	50%	50%
Age 51-60	35%	65%
Age 61-70	20%	80%
Age 71+	5%	95%

You can change your risk profile at any time with no additional cost. All premiums paid from that point onwards will be invested in the Maximiser and Income Advantage according to your new risk profile.

We will automatically rebalance your investment portfolio on each policy anniversary to ensure that it maintains the predetermined proportion in Maximiser and Income Advantage as per the risk profile you have selected at no additional charge.

### **Systematic Transfer Option**

The Systematic Transfer Option safeguards your wealth against the market volatilities and is available only if you have opted for the annual mode. Under the Systematic Transfer Option, your basic premium (net of premium allocation charge) shall be first allocated to Liquid Plus fund option and thereafter 1/12th of the allocated amount shall be transferred to an investment fund of your choice. You may choose any one investment fund out of Enhancer, Multiplier, Super 20, Pure Equity and Value & Momentum for your premiums to be transferred to. The transfers to your chosen investment fund will take place monthly on 1st, 8th, 15th or 22nd of the month as selected by you.

This option helps mitigate any risk arising from volatility and averages out the risks associated with the equity market, reducing the overall risk to your portfolio.

For example – if person A aged 35 years, opts for Systematic Transfer Option with transfers on 15th of every month to Super 20:

Premium net of premium allocation charges will be allocated in Liquid Plus Fund and thereafter on 15th of every month, 1/12th of initially allocated amount shall be automatically transferred to Super 20 Fund.

### **Self-Managed Option**

In this investment option, you decide how to invest your premiums. We offer 13 investment funds ranging from 100% debt to 100% equity to suit your particular needs and risk appetite – **Liquid Plus, Income Advantage, Assure, Protector, Builder, Enhancer, Creator, Magnifier, Maximiser, Multiplier, Super 20, Pure Equity and Value & Momentum.**

If you wish to diversify your risk, you can choose to allocate your premiums in varying proportions amongst the 13 investment funds. We record your allocation instructions as per the premium allocation percentages specified in the application form. Our only requirement is that the percentage allocated to any investment fund be in increments of 5%, ranging from 5% to 100%.

Our wide range of funds gives you the flexibility to redirect future premiums and change your premium allocation percentages from that point onwards. You can also switch monies from one investment fund to another at any time provided the switched amount is for at least Rs. 5,000. Switches must however be within the investment funds offered under the Self-Managed Option.

## INVESTMENT FUNDS

The following investment funds are approved by IRDA.

### **Liquid Plus** (ULIF02807/10/11BSLLIQPLUS109)

**Objective:** To provide superior risk-adjusted returns with low volatility at a high level of safety and liquidity through investments in high quality short-term fixed income instruments – up to one year maturity.

**Strategy:** Fund will invest in high quality short-term fixed income instruments – up to one year maturity. The endeavour will be to optimise returns while providing liquidity and safety with very low risk profile.

### **Income Advantage** (ULIF01507/08/08BSLIINCADV109)

**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 minimise the credit risk and liquidity risk of the portfolio. The fund will maintain reasonable level of liquidity.

### **Assure** (ULIF01008/07/05BSLIASSURE109)

**Objective:** To provide capital conservation, at a high level of safety and liquidity through judicious investments in high quality short-term debt.

**Strategy:** To generate better return with low level of risk through investment into fixed interest securities having short-term maturity profile.

### **Protector** (ULIF00313/03/01BSLPROTECT109)

**Objective:** To generate consistent returns through active management of a fixed income portfolio and focus on creating a long-term equity portfolio, which will enhance the yield of the composite portfolio with minimum risk appetite.

**Strategy:** To invest in fixed income securities with marginal exposure to equity up to 10% at low level of risk. This investment fund is suitable for those who want to preserve their capital and earn a steady return on investment through higher exposure to debt securities.

### **Builder** (ULIF00113/03/01BSLBUILDER109)

**Objective:** To build capital and generate better returns at a moderate level of risk, over a medium or long-term period through a balance of investment in equity and debt.



**Strategy:** To generate better returns with a moderate level of risk through active management of a fixed income portfolio and focus on creating a long-term equity portfolio, which will enhance the yield of the composite portfolio with low level of risk appetite.

**Enhancer** (ULIF00213/03/01BSLENHANCE109)

**Objective:** To grow capital through enhanced returns over a medium to long-term period through investments in equity and debt instruments, thereby providing a good balance between risk and return. It is suitable for individuals seeking higher returns with a balanced equity-debt exposure.

**Strategy:** To earn capital appreciation by maintaining a diversified equity portfolio and seek to earn regular returns on the fixed income portfolio by active management resulting in wealth creation for policy owners.

**Creator** (ULIF00704/02/04BSLCREATOR109)

**Objective:** To achieve optimum balance between growth and stability to provide long-term capital appreciation with balanced level of risk by investing in fixed income securities and high quality equity security. This fund option is for those who are willing to take average to high level of risk to earn attractive returns over a long period of time.

**Strategy:** To invest into fixed income securities and maintaining diversified equity portfolio along with active fund management of the policyholder's wealth in the long run.

**Magnifier** (ULIF00826/06/04BSLIIMAGNI109)

**Objective:** To maximise wealth by managing diversified portfolio.

**Strategy:** To invest in high quality equity security to provide long-term capital appreciation with high level of risk. This fund option is suitable for those who want to have wealth maximisation over long-term period with equity market dynamics.

**Maximiser** (ULIF01101/06/07BSLIINMAXI109)

**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 maximise the risk-return pay off for the long-term advantage of the policyholders. 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 and above) money market instruments and fixed deposits. The fund will also maintain a reasonable level of liquidity.

### **Multiplier** (ULIF01217/10/07BSLIINMULTI109)

**Objective:** To provide long-term wealth maximisation by actively managing a well-diversified equity portfolio, predominantly comprising of companies whose market capitalisation is close to Rs. 1000 crores and above.

**Strategy:** To build and actively manage a well-diversified equity portfolio of value and growth driven stocks by following a research driven investment approach. The investments would be predominantly made in mid-cap stocks, with an option to invest 30% in large-cap stocks as well. While appreciating the high risk associated with equities, the fund would attempt to maximise the risk-return pay-off for the long-term advantage of the policyholders. The fund will also maintain reasonable level of liquidity.

### **Super 20** (ULIF01723/06/09BSLSUPER20109)

**Objective:** To generate long-term capital appreciation for policyholders by making investments in fundamentally strong and liquid large-cap companies.

**Strategy:** To build and actively manage an equity portfolio of 20 fundamentally strong large-cap stocks in terms of market capitalisation by following an in-depth research-focused investment approach. The fund will attempt to adequately diversify across sectors. The fund will invest in companies having financial strength, robust, efficient and visionary management, enjoying competitive advantage along with good growth prospects and adequate market liquidity. The fund will adopt a disciplined yet flexible long-term approach towards investing with a focus on generating long-term capital appreciation. The non-equity portion of the fund will be invested in high rated money market instruments and fixed deposits. The fund will also maintain reasonable level of liquidity.

### **Pure Equity** (ULIF02707/10/11BSLIPUREEQ109)

**Objective:** To provide long-term wealth creation by actively managing portfolio through investment in selective businesses. Fund will not invest in businesses that provide goods or services in gambling, lottery /contests, animal produce, liquor, tobacco, entertainment like films or hotels, banks and financial institutions.

**Strategy:** To build and actively manage a well-diversified equity portfolio of value and growth driven fundamentally strong companies by following a research-focused investment approach. Equity investments in companies will be made in strict compliance with the objective of the fund. The fund will not invest in banks and financial institutions and companies whose interest income exceeds 3% of total revenues. Investment in leveraged-firms is restrained on the

provision that heavily indebted companies ought to serve a considerable amount of their revenue in interest payments.

### Value & Momentum (ULIF02907/10/11BSLIVALUEM109)

**Objective:** To provide long-term wealth maximisation by managing a well-diversified equity portfolio predominantly comprising of deep value stocks with strong price and earnings momentum.

**Strategy:** To build and manage a well diversified equity portfolio of value and momentum driven stocks by following a prudent mix of qualitative and quantitative investment factors. This strategy has outperformed the broader market indices over long-term. The fund would seek to identify companies, which have attractive business fundamentals, competent management and prospects of robust future growth and are yet available at a discount to their intrinsic value and display good momentum. The fund will also maintain reasonable levels of liquidity.

### The portfolio of different investment funds is given below:

Investment Fund	Segregated Fund Identification No.	Risk Profile	Asset Allocation*	Min.	Max.
Liquid Plus	ULIF02807/10/ 11BSLLIQPLUS109	Very Low	Debt Instruments Money Market & Cash Equities & Equity Related Securities	10% 0% 0%	100% 90% 0%
Income Advantage	ULIF01507/08/ 08BSLIINCADV109	Very Low	Debt Instruments, Money Market & Cash Equities & Equity Related Securities	60% 0% 0%	100% 40% 0%
Assure	ULIF01008/07/ 05BSLIASSURE109	Very Low	Debt Instruments Money Market & Cash Equities & Equity Related Securities	10% 0% 0%	100% 90% 0%
Protector	ULIF00313/03/ 01BSLPROTECT109	Low	Debt Instruments Money Market & Cash Equities & Equity Related Securities	90% 0% 0%	100% 40% 10%
Builder	ULIF00113/03/ 01BSLBUILDER109	Low	Debt Instruments Money Market & Cash Equities & Equity Related Securities	80% 0% 10%	90% 40% 20%
Enhancer	ULIF00213/03/ 01BSLENHANCE109	Medium	Debt Instrument, Money Market & Cash Equities & Equity Related Securities	65% 0% 20%	80% 40% 35%
Creator	ULIF00704/02/ 04BSLCREATOR109	Medium	Debt Instruments Money Market & Cash Equities & Equity Related Securities	50% 0% 30%	70% 40% 50%

Investment Fund	Segregated Fund Identification No.	Risk Profile	Asset Allocation*	Min.	Max.
Magnifier	ULIF00826/06/ 04BSLIIMAGNI109	High	Debt Instruments Money Market & Cash Equities & Equity Related Securities	10% 0% 50%	50% 40% 90%
Maximiser	ULIF01101/06/ 07BSLIINMAXI109	High	Debt Instruments Money Market & Cash Equities & Equity Related Securities	0% 0% 80%	20% 20% 100%
Multiplier	ULIF01217/10/ 07BSLIINMULTI109	High	Debt Instruments Money Market & Cash Equities & Equity Related Securities	0% 0% 80%	20% 20% 100%
Super 20	ULIF01723/06/ 09BSLSUPER20109	High	Debt Instruments Money Market & Cash Equities & Equity Related Securities	0% 0% 80%	20% 20% 100%
Pure Equity	ULIF02707/10/ 11BSLIPUREEQ109	High	Debt Instruments Money Market & Cash Equities & Equity Related Securities	0% 0% 80%	20% 20% 100%
Value & Momentum	ULIF02907/10/ 11BSLIVALUEM109	High	Debt Instruments Money Market & Cash Equities & Equity Related Securities	0% 0% 80%	20% 20% 100%

\*In each Investment Fund except Liquid Plus & Assure, the Short Term Debt Instruments (Money Market, Mutual Fund and Cash) asset allocation will not exceed 40%.

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

## TRACKING AND ACCESSING YOUR INVESTMENTS

You can monitor your investments

- on our website ([www.birlasunlife.com](http://www.birlasunlife.com));
- through the semi-annual statement detailing the number of units you have in each investment fund and their respective then prevailing unit price; and
- through the published unit prices of all investment funds on our website as well as in the newspapers

## Partial Withdrawals

You are allowed to make unlimited partial withdrawals any time after (a) five complete policy years or (b) life insured attaining the age of 18, whichever is later. The partial withdrawals shall first be adjusted from Top-up Fund Value (except any top-up premiums paid in the previous

five years immediately preceding the date of withdrawal); if any. Once the Top-up Fund Value is exhausted, partial withdrawals would be adjusted from Basic Fund Value. The top-up sum assured will remain unchanged after any withdrawal from the top-up fund value.

The minimum amount of partial withdrawal is Rs. 5,000. There is no maximum limit, but you are required to maintain a minimum Basic Fund Value of two years' basic premiums plus any top-up premiums paid in the previous five years immediately preceding the date of withdrawal.

## OUR POLICY CHARGES

The charges under this plan are designed to optimise the long-term return on your investments while providing for the costs of insurance, distribution and administration of your policy.

### Premium Allocation Charge

A premium allocation charge is levied on the basic and top-up premiums when received:

- 5% of the basic premium payable in the first policy year
- 4% of basic premium payable from the second policy year onwards

A premium allocation charge of 2% is levied on any top-up premium when paid.

### Fund Management Charge

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

- 1.00% p.a. for Liquid Plus, Income Advantage, Assure, Protector and Builder
- 1.25% p.a. for Enhancer and Creator
- 1.35% p.a. for Magnifier, Maximiser, Multiplier, Super 20, Pure Equity and Value & Momentum

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 subject to IRDA approval.

### Policy Administration Charge

The policy administration charge is Rs. 3000 per annum for the first 5 years of the policy. 1/12<sup>th</sup> of this charge is deducted at the start of every month by cancelling units proportionately from each investment fund you have at that time.

### Mortality Charge

A mortality charge is deducted at the start of every month for providing you with the risk cover. It is charged by cancelling units proportionately from each investment fund you have at that time. The charge per 1000 of Sum Assured under the policy will depend on the gender and attained age of the life insured.

## Charge per 1,000 of Sum at Risk

<b>Attained Age</b>	<b>Age 25</b>	<b>Age 35</b>	<b>Age 45</b>	<b>Age 55</b>	<b>Age 65</b>
Male	1.546	1.753	3.040	7.064	16.267
Female	1.502	1.605	2.505	5.494	13.197

Sample rates are provided for your reference. Please visit our website or ask your financial advisor for the rates applicable to you. Mortality charges are guaranteed throughout the policy term.

### **Miscellaneous Charges**

We currently charge Rs. 50 per request for change in investment option, premium re-direction, fund switch partial withdrawal or any additional servicing request. We do however reserve the right to charge up to Rs. 500 per request in the future. Any increase in the miscellaneous charges will be subject to IRDA approval.

### **Service Tax**

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

### **IRDA 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 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 Discontinuance**

Throughout the Policy Term, you are given a grace period of 30 days (15 days in case your basic premium is paid on a monthly basis) to pay the due basic premium, during which all the benefits will continue with the deduction of charges. If we do not receive your full due premium by the end of the grace period, we shall send you a reminder notice within 15 days to continue the policy by paying your due and unpaid premium or to choose to withdraw from the policy completely.

If we do not receive any intimation within 30 days from the receipt of the notice you shall be deemed to have chosen the option to completely withdraw from the policy. The discontinuance date is the date when you decide to completely withdraw from the policy or the date you are deemed to have completely withdrawn, whichever is earlier.

**During the first five policy years** – On the discontinuance date, the risk cover will cease and your fund value net of any discontinuance charge will be transferred to the Linked Discontinued

Policy Fund. The Linked 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 policy proceeds from this will be payable to you on the date corresponding to your fifth policy anniversary or at the end of revival period, if later. If the life insured dies while the policy is not yet revived, we will pay the policy proceeds immediately and terminate the contract.

**Revival** – You will have two years from the discontinuance date to revive your policy. To revive your policy, you must pay all due and unpaid premiums till date and provide us with evidence of insurability satisfactory to us with respect to the life insured. The effective date of the revival is when these requirements are met and approved by us. On the effective date of the revival, we will add back the discontinuance charges deducted on the discontinuance date and deduct the premium allocation charge and policy administration charges due since the discontinuance date from the Fund Value and then reinvested at the then prevailing Unit Price(s).

**The discontinuance charge on discontinuance or surrender is as follows –**

<b>Policy Discontinued</b>	<b>Discontinuance Charge</b>
In Policy Year 1	Lower of 6% of BP, 6% of FV, Rs. 6,000
In Policy Year 2	Lower of 4% of BP, 4% of FV, Rs. 5,000
In Policy Year 3	Lower of 3% of BP, 3% of FV, Rs. 4,000
In Policy Year 4	Lower of 2% of BP, 2% of FV, Rs. 2,000
In Policy Year 5	Nil

where BP is Basic Premium payable in a policy year and FV is Fund Value

No discontinuance charge shall be levied on top-up premiums.

**Policy Loans**

Policy loans are not allowed in this plan.

**Current Tax Benefits**

As per extant tax laws, this plan offers tax benefits under Section 80C and Section 10(10D) of the Income Tax Act, 1961, subject to fulfilment 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 issued under the provisions of IRDA Guidelines on Distance Marketing<sup>(2)</sup> of Insurance products)

from the date of receipt of the policy, in case you are not satisfied with the terms and conditions of your policy. We will pay the fund value plus all charges levied till date (excluding the fund management charge) 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 the proportionate risk premium and the expenses incurred by us on medical examination of the proposer and stamp duty charges in accordance to IRDA (Protection of Policyholders Interest) Regulations, 2002.

<sup>(2)</sup> 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 IRDA, 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 IRDA, 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.

### **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 authorised 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 a premium, when guaranteed additions are added to the fund value or when we execute your request to switch units from another investment fund (as applicable to your policy).

The number of units redeemed equals the monetary amount encashed from an investment fund divided by its unit price at that time. Units are redeemed when we execute your request for a partial withdrawal or when we execute your request to switch units to another investment fund (as applicable to your policy).

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](http://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 and 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 issue or the revival date.

## **Nomination and Assignment**

In case you, the policyholder are also the life insured, you need to nominate a person who shall be entitled to the death benefit in case of death. This nomination shall be in accordance with Section 39 of the Insurance Act, 1938. You also have the right to assign your policy in accordance with Section 38 of the Insurance Act, 1938.

## **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 punishable with a fine which may extend to five hundred rupees.

## **Non-Disclosure – Section 45 of the Insurance Act, 1938**

No policy of life insurance effected after the coming into force of this Act shall, after the expiry of two years from the date on which it was effected, be called in question by an insurer on the ground that statement made in the proposal or in any report of a medical officer, or referee, or friend of the life insured, or in any other document leading to the issue of the policy, was inaccurate or false, unless the insurer shows that such statement was on a material matter or suppressed facts which it was material to disclose and that it was fraudulently made by the policyholder and that the policyholder knew at the time of making it that the statement was false or that it suppressed facts which it was material to disclose.

Provided that 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 application.

## **BIRLA SUN LIFE INSURANCE – A COMING TOGETHER OF VALUES**

### **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 Neilsen. 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.birlasunlife.com](http://www.birlasunlife.com)

### **About Aditya Birla Financial Services Group (ABFSG)**

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

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](http://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 non-participating unit linked life insurance savings plan. Birla Sun Life Insurance and BSLI Wealth Assure 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 names of the funds offered in this plan does not in any way indicate their quality, future prospects or returns. The charges are guaranteed throughout the term of the policy unless specifically mentioned and subject to IRDA 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 policyholder 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. An extra premium may be charged as per our then existing underwriting guidelines for substandard lives. The insurance cover will commence on the later of (i) date of acceptance of risk by the Company and (ii) date of realisation of premium by the Company. 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.**

IRDA clarifies to public that IRDA or its officials do not involve in activities like sale of any kind of insurance or financial products nor invest premiums. IRDA 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

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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.birlasunlife.com](http://www.birlasunlife.com)



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*Insurance*