

POLICY CHARGES

Premium Allocation Charge (as a percentage of the premiums paid) is deducted from the basic and top-up premiums when paid and before it is allocated to the investment fund/s. This charge is guaranteed to never increase. The premium allocation charge on:

- Basic Premium due in policy year 1 and 2 onwards is 5.00% and 4.00% respectively.
- Top-Up Premium paid in any policy year is 2.00%.

Fund Management Charge (as a percentage of the net asset value) is deducted by adjusting the daily net asset value of each investment fund. We reserve the right to change this charge for any investment fund at any time subject to prior IRDA approval. The current fund management charge on:

- Investment funds Liquid Plus, Income Advantage, Assure, Protector and Builder is 1.00% p.a.
- Investment funds Enhancer and Creator is 1.25% p.a.
- Investment funds Magnifier, Maximiser, Multiplier, Super 20, Pure Equity and Value & Momentum is 1.35% p.a.
- Linked Discontinued Policy Fund is 0.50% p.a.

Policy Administration Charge is deducted from your policy on each monthly processing date by redemption of units in the investments fund/s. The policy administration charge is Rs. 3,000 p.a. levied during the pay term. This charge is guaranteed to never increase.

Mortality Charge is deducted from your policy on each monthly processing date by redemption of units in the investment fund/s. This charge is guaranteed to never increase. The mortality charge per 1000 of Sum at Risk is given in the Mortality Charge Table below. The charge depends on the gender of the Life Insured and varies by policy year based on the then attained age of the Life Insured.

Discontinuance Charge is deducted from your Policy Fund Value only in case you opt to completely withdraw or surrender from the policy during the first five policy years as per the Policy Discontinuance provision. This charge is as per the IRDA (Linked Insurance Products) Regulation, 2013. The discontinuance charge is as follows:

- Policy discontinued in policy year 1 – lower of 6% of Policy Fund Value or Rs. zz.
- Policy discontinued in policy year 2 – lower of 4% of Policy Fund Value or Rs. zz.
- Policy discontinued in policy year 3 – lower of 3% of Policy Fund Value or Rs. zz.
- Policy discontinued in policy year 4 – lower of 2% of Policy Fund Value or Rs. zz.
- Policy discontinued in policy year 5 – nil.

No discontinuance charge shall be levied on top-up premiums

Miscellaneous Charge – is deducted from your Policy Fund Value in case you request for a duplicate of the policy contract/policy account statement/tax certificate. Currently we charge Rs.50 for each request. We reserve the right to change this charge at any time subject to a maximum of Rs.500 and prior IRDA approval.

Mortality Charge Table

Mortality charge levied each month is 1/12th of the annual rate given in the table; plus Rs. xx per 1000.
Sum at Risk is the excess, if any, of Death Benefit over Policy Fund Value.

Annual Mortality Rate per 1000 of Sum at Risk											
Attained			Attained			Attained			Attained		
Age	Male	Female	Age	Male	Female	Age	Male	Female	Age	Male	Female
8	1.028	1.028	25	1.546	1.502	42	2.505	2.120	59	9.507	7.768
9	1.021	1.021	26	1.555	1.520	43	2.650	2.253	60	10.361	8.395
10	1.039	1.027	27	1.562	1.534	44	2.828	2.381	61	11.352	9.047
11	1.091	1.067	28	1.566	1.546	45	3.040	2.505	62	12.479	9.854
12	1.161	1.120	29	1.567	1.555	46	3.287	2.650	63	13.743	10.814
13	1.226	1.163	30	1.568	1.562	47	3.569	2.828	64	15.144	11.930
14	1.268	1.184	31	1.578	1.566	48	3.885	3.040	65	16.267	13.197
15	1.306	1.200	32	1.605	1.567	49	4.236	3.287	66	17.668	14.620
16	1.342	1.226	33	1.642	1.568	50	4.621	3.569	67	19.802	16.196
17	1.375	1.268	34	1.692	1.578	51	5.040	3.885	68	22.167	17.459
18	1.406	1.306	35	1.753	1.605	52	5.494	4.236	69	24.781	19.035
19	1.434	1.342	36	1.825	1.642	53	5.983	4.621	70	27.729	21.436
20	1.459	1.375	37	1.908	1.692	54	6.506	5.040	71	31.009	24.096
21	1.482	1.406	38	2.003	1.753	55	7.064	5.494	72	34.620	27.038
22	1.502	1.434	39	2.120	1.825	56	7.653	5.983	73	38.590	30.287
23	1.520	1.459	40	2.253	1.908	57	8.210	6.506	74	42.948	33.869
24	1.534	1.482	41	2.381	2.003	58	8.790	7.105	75	47.725	37.813

SAMPLE

Birla Sun Life Insurance Company Limited

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Schedule A

List of Investment Fund/s available under this policy.

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%
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 & Cash) asset allocation will not exceed 40%.

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.

Authorised Signatory

Birla Sun Life Insurance Company Limited

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

GENERAL

In this contract, “you” or “your” will refer to the owner of this policy and “we”, “us”, “our”, “insurer” or “the company” will refer to Birla Sun Life Insurance Company Limited, or any of its successors.

This is a Unit Linked Life Insurance Policy. The actual payment of benefits in this policy will vary based on the actual performance of the investment fund/s offered under this policy and as selected by you.

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 ⁽¹⁾ of Insurance products) from the date of receipt of the policy We refund 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 expenditures incurred by us in issuing your policy and in accordance to IRDA (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

Please read this policy document carefully.

IRDA PRIOR APPROVAL

Unless specifically stated otherwise, we reserve the right to increase each charge applicable to your policy at any time. We, however, need to get prior approval from the **Insurance Regulatory and Development Authority (IRDA)** before such charge increase is effective.

DEFINITIONS

“**basic premium**” is amount payable regularly by you as per the chosen premium paying mode during the premium paying term.

“**installment premium**” is the amount of basic premium payable by you on each due date

“**policy issue date**” is the date this policy is issued and your rights, benefits and risk cover begin, as shown in Your Policy Details.

“**policy year**” and “**policy month**” are measured from the policy issue date and are periods of twelve calendar months and one calendar month, respectively.

“**policy anniversary**” and “**monthly processing date**” correspond to the first day of a policy year and the first day of a policy month, respectively.

“**attained age**” corresponds to the then current age of the life insured and is computed as the age of the life insured on the policy issue date incremented by one on each policy anniversary.

Additional definitions are given in this policy document.

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POLICY VALUE PROVISIONS

Policy Premium

Your Policy Details shows the basic premium payable in a policy year, the premium paying mode, the installment premium and its due dates. Subject to the Policy Discontinuance provision, we must receive basic premiums when due in order for this contract to be valid and remain in effect.

Top-Up Premium

Top-up premium is the additional amount/s paid by you within a policy year over and above the basic premium. You are free to pay a top-up premium anytime provided all due basic premiums have been paid in full.

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, subject to our then current underwriting guidelines, your Top-up Sum Assured will be equal to the top-up premium paid at that time multiplied by:

- 125% if attained age of the Life Insured is less than 45 years; or
- 110% if attained age of the Life Insured is 45 years or more.

Premium Allocation Percentage

Depending upon the investment option selected by you – Systematic Transfer Option, LifeCycle Option or Self-Managed Option - the premium allocation percentage is shown in Your Policy Details and specifies the percentage of each basic premium and top-up premium that will be allocated to a particular investment fund.

For the **Systematic Transfer Option**, we will initially allocate your premiums in Liquid Plus investment fund. Your Policy Detail shows the Transfer Date and the Transfer Fund. On every Transfer Date we shall transfer 1/12th of the allocated amount from Liquid Plus investment fund to your chosen Transfer Fund. Transfer Date & Transfer Fund once chosen at inception cannot be changed. Top-up premiums made during the premium paying term shall be initially allocated in the Liquid Plus investment fund and shall be transferred to the chosen Transfer Fund along with the last instalment during the policy year. Top-up premiums made after the premium paying term shall be allocated directly into the chosen Transfer Fund.

For the **LifeCycle Option**, we will allocate your premiums in Maximiser and Income Advantage investment funds in a predetermined proportion based on your selected risk profile and your attained age when the basic and top up premiums are received. The proportion invested in Maximiser will be according to the given schedule – the remaining amount will be invested in Income Advantage.

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

You may request in writing to change your risk profile at any time. Once received by us, your change request will apply to the Policy Fund Value and all policy premiums received by us from that date onwards. The request for change in risk profile is currently free of cost.

For the **Self-Managed Option**, you may allocate a minimum of 5% and maximum of 100% to each investment fund available under this option. The premium allocation percentage to each investment fund

must be in increments of 5% and the total percentage across all investment funds must be 100%.

You may request in writing to change your premium allocation percentage by using the premium redirection facility at any time. Once received by us, your change request will apply to all basic premiums and top-up premiums received by us from that date onwards.

The facility of switching between investment options can be availed of anytime after the first policy year. You can switch to Self-Managed Option and LifeCycle Option anytime during the policy term; however, switching to Systematic Transfer Option can be done only on policy anniversary.

We currently charge Rs. 50 per request and reserve the right to increase this charge at any time in the future, subject to a maximum of Rs. 500 per request and prior IRDA approval.

Policy Fund Value

The Policy Fund Value is the total of the Basic Fund Value and Top-up Fund Value; where Basic Fund Value is equal to the units pertaining to basic premiums allocated to the investment fund/s chosen by you multiplied by its then prevailing unit price and Top-up Fund Value 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.

As detailed in the Investment Fund Provisions, units are allocated when a premium (net of premium allocation charge) is received or switches are made and units are redeemed, when a partial withdrawal is made or when a policy charge is due on a monthly processing date or otherwise. Additional units will be allocated to your policy when a Guaranteed Addition is added by us as detailed in the Policy Benefit Provisions.

Partial Withdrawal

You are free to make a partial withdrawal at any time after five complete policy years and provided the life insured is attained age 18 or older. The partial withdrawals shall first be adjusted from the 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 partial withdrawal you can make is subject to a minimum of Rs. 5,000 and a maximum equal to any excess of the Fund Value over two times the basic premium payable in a policy year plus top-up premiums paid during the last 5 years immediately preceding the date of partial withdrawal.

We currently charge Rs. 50 per partial withdrawal and reserve the right to increase this charge at any time in the future, subject to a maximum of Rs. 500 per request and prior IRDA approval.

Policy Discontinuance

We recommend you pay each instalment premium on or before its due date. However, you are given a grace period of 30 days (15 days in case the premium is paid monthly) to pay the due instalment premium without incurring any penalty, during which all the benefits will continue inclusive of the risk cover and deduction of charges.

If we do not receive the entire due instalment premium by the end of the grace period, we shall send you a reminder notice within 15 days asking you to exercise one of the following two options within 30 days from the receipt of notice:

- (a) Pay all the due instalment premiums and continue the policy; or
- (b) Completely withdraw from the policy.

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 the Policy Fund Value less the 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 currently is 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 at the end of revival period, if later. In the unfortunate event of death of the Life Insured while the policy is not yet revived, we will pay the proceeds immediately and terminate the contract.

Revival - You can revive your policy within two years from the discontinuance date. To revive your policy, you must pay all due and unpaid instalment 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 shall add back the discontinuance charges deducted on the discontinuance date and deduct the outstanding Premium Allocation Charge and Policy Administration Charge, as per existing IRDA guidelines, due since the discontinuance date from the Policy Fund Value and then reinvest at the then prevailing Unit Price(s).

Termination of Policy

Your policy will be terminated at the earliest of:

- the date on which the revival period ends after your policy has lapsed and not been revived as per Policy Discontinuance Provision; or
- the date when the Policy Fund Value becomes zero; or
- the date of settlement of the death benefit; or
- the date of payment of the surrender value, if any; or
- the date when the maturity benefit is paid

POLICY BENEFIT PROVISIONS

Guaranteed Additions

We will add the following Guaranteed Additions to your Policy Fund Value while the policy is still in effect:

- On 6th policy anniversary until the 10th policy anniversary, we shall add a Guaranteed Addition equal to 0.25% of the average Policy Fund Value in the last 12 months;
- On the 11th policy anniversary until the 15th policy anniversary, we shall add a Guaranteed Addition equal to 0.55% of the average Policy Fund Value in the last 12 policy months;
- On the 16th policy anniversary and on every policy anniversary thereafter, we shall add a Guaranteed Addition equal to 0.75% of the average Policy Fund Value in the last 12 policy months.

The average Policy Fund Value shall be the sum of the Policy Fund Value after each monthly processing date in the last 12 policy months, all divided by 12.

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.

Death Benefit

Your Policy Details show the Basic Sum Assured applicable to your policy. Your Sum Assured is the total of Basic Sum Assured and Top-up Sum Assured, if any.

If the Life Insured dies while the policy is still in effect, we shall pay to the nominee/legal heir:

- Basic Sum Assured; plus
- Basic Fund Value as on the date of intimation of death.

In addition, the nominee/legal heir shall also receive:

- Top-up Sum Assured; plus
- Top-up Fund Value as on the date of intimation of death.

Death Benefit shall never be less than 105% of total premiums paid

If the life insured and the policyholder is different, the death benefit shall be paid to the policyholder.

The Death Benefit shall always be determined as of the date we receive intimation of death of the life insured.

Surrender Benefit

At any time while your policy is in effect you can request to surrender this policy for its Surrender Benefit. The Surrender Benefit

- during the first 5 policy years shall be as explained in the Policy Discontinuance provisions
- after 5 policy years shall be the Policy Fund Value as of that date.

Maturity Benefit

On the policy maturity date and provided your policy is still in effect, we shall pay you the Maturity Benefit. The Maturity Benefit shall be the Policy Fund Value as of that date.

INVESTMENT FUND PROVISIONS

Investment Fund

An investment fund is a specific and separate fund managed for the exclusive interest of all policyholders sharing the same investment fund.

The company has sole discretion on the investment and management of each investment fund within the limits defined in Schedule A given in Your Policy Details. The allocation of units in the investment fund under this policy is notional and is solely for the purpose of determining the Policy Fund Value.

Investment Risk

An investment by you in any investment fund is subject to market and other risks. Other than the explicit guarantees provided by us, there is no assurance that the objectives of any investment fund will be achieved.

The unit price of any investment fund may increase or decrease as per the performance of the financial markets. The past performance of any investment fund offered by us in this policy or otherwise does not indicate the future performance of any investment funds. The name/s of the investment fund/s and that of the policy do not in any way indicate the quality of the returns that can be expected from the investment fund/s.

Investment Fund Valuation

We usually determine the value of each investment fund at the end of every business day. 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)

This unit price will be published on our company's website.

Investment Fund Unit Allocation and Unit Redemption

On each business day, the cut-off time is 3 p.m. by which time we must have received and accepted your instructions to invest in, or encash units from an investment fund. Instructions accepted by us up to the cut-off time are executed using the unit price we determine 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 a premium 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). In case of partial withdrawals, units will be redeemed from all investment funds under your policy in proportion to their value 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. In case a Guaranteed Addition is added to your policy, units will be allocated to all investment funds under your policy in proportion to their value at that time. For the purpose of this paragraph, we will use the latest unit prices available.

Termination of your policy, for any reason, will result in the redemption of all units in all investment funds under your policy at the time.

Investment Funds

Current investment fund/s under this policy:

(a) Liquid Plus

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 – upto one year maturity.

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

(b) Income Advantage

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.

(c) Assure

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.

(d) Protector

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.

(e) Builder

Objective: To build capital and generate better returns at 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 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.

(f) Enhancer

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. This investment fund is suitable for those who want to earn higher return on investment through balanced exposure to equity and debt securities.

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 policyholders.

(g) Creator

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 policyholder's wealth in long run.

(h) Magnifier

Objective: To maximize 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 maximization over long-term period with equity market dynamics.

(i) Maximiser

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 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 & above) money market instruments and fixed deposits. The fund will also maintain reasonable level of liquidity.

(j) Multiplier

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

Strategy: To build and actively manage a well-diversified equity portfolio of value & 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 maximize the risk-return pay-off for the long-term advantage of the policyholders. The fund will also maintain reasonable level of liquidity.

(k) **Super 20**

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 capitalization 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 & visionary management, enjoying competitive advantage along with good growth prospects & 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.

(l) **Pure Equity**

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 & 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.

(m) **Value & Momentum**

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

Strategy: To build & manage a well diversified equity portfolio of value and momentum driven stocks by following a prudent mix of qualitative & 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 level of liquidity.

The company will manage the investment mix of each investment fund according to Schedule A given in Your Policy Details.

Investment Fund Switch

You may switch part or all of your allocated units in one investment fund to another investment fund at any time under the Self-Managed Option.

Your switch request must be sent and received by us in our prescribed format before a switch is performed. The minimum switch amount must be Rs. 5,000.

We currently charge Rs. 50 per switch request and reserve the right to increase this charge at any time in the future, subject to a maximum of Rs. 500 per request.

Investment Fund Additions and Closures

With the approval from the IRDA we may from time to time add new investment funds under your policy. All provisions in this policy will continue to apply unless specifically stated otherwise. 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 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 we receive specific instructions from you by the time we close the investment fund, all units in the investment fund will be switched to the most conservative investment fund then available in your policy. Similarly, reference to the investment fund being closed in your premium allocation percentage will be changed to refer to the most conservative investment fund then available in your policy. Liquid Plus is currently the most conservative investment fund. However, we can declare from time to time another investment fund as the most conservative in your policy.

GENERAL PROVISIONS

Contract

Your contract includes this policy document, the application for the policy and any amendments agreed upon in writing after the policy is issued. The contract also includes declarations given by the policyholder, any medical report form and written statements and answers furnished as evidence of insurability. We are bound only by statements that are part of the contract. Only our authorized officers can agree to any change in the contract and then only in writing.

This contract does not provide for participation in the distribution of profits or surplus declared by us.

Currency and Place of Payment

All payments to or by us will be in accordance with the prevailing Exchange Control regulations and other relevant laws and regulations of India.

Indian Rupee (Rs.) is the currency of this policy. We will make or accept payments relating to this policy at any of our offices in India or such other locations as determined by us from time to time.

Assignment

You (assignor) may assign this policy to any party (assignee) by filing a written notice along with the original policy contract, in the presence of a witness, at any of our servicing offices. The assignment would either be endorsed on the original policy contract or documented by a separate instrument and in either case signed by the assignor, stating specifically the fact of assignment. We will not express any opinion on the validity or legality of the assignment. Only the entire policy can be assigned. Any assignment shall automatically cancel a nomination except an assignment in our favor.

Assignment made under this provision is as per Section 38 of the Insurance Act, 1938.

Nomination

Where the policyholder is also the life insured, you may at any time, before the policy matures for payment, nominate a person or persons to receive the benefit payable under the Death Benefit provision. You may also appoint any person, who is a major to receive the death proceeds on behalf of the nominee during the nominee's minority. We will not recognize a nomination or change in nomination until we receive your notice in writing in the prescribed format at our Servicing Office. We will not express any opinion on the validity or legality of the nomination.

If there is no nominee or nominee is not alive at the time of death of the life insured, then the legal heir/s of the deceased member as per the court directions shall be the beneficiaries.

Nomination made under this provision is as per Section 39 of the Insurance Act, 1938.

Claim Procedures

This policy document is required to settle a claim under the Death Benefit, Surrender Benefit and Maturity Benefit provisions.

In case of a claim under the Death Benefit provision, the Death Certificate of the life insured and the claimant's statement are also necessary. If the life insured and the policyholder is different, the benefit shall be paid to the policyholder or else it shall be payable to the nominee/legal heir.

You shall also provide us with any other information / document as may be required by us and within the time specified by us.

Taxation

The income tax benefits on your policy will be as per prevailing Income Tax laws in India and any amendment(s) made thereto from time to time. As per the applicable laws and any amendments made thereto from time to time, we reserve the right to:

- deduct or withhold tax as the case may be; and
- recover levies, taxes, cesses and duties including but not limited to service tax from you or adjust the same from the amounts paid by you or accrued or payable to you under the policy.

Misstatement of Age

If the date of birth of the life insured has been misstated, any amount payable shall be increased or decreased to the amount that would have been provided, as determined by us, given the correct age.

Grievance or Complaint

You may register your grievance or complaint with our **Head Customer Response & Resolution** at Customer Care Unit / Birla Sun Life Insurance Company Ltd. / One Indiabulls Centre, Tower 1, 16th Floor, Jupiter Mill Compound, 841, Senapati Bapat Marg, Elphinstone Road, Mumbai – 400013. You may also call our toll free no. 1-800-270-7000 or email: customerservice@birlasunlife.com.

In case you are dissatisfied with the decision of the above office or have not received any response with 10 days, you may contact **Head Service Assurance** at Customer Care Unit / Birla Sun Life Insurance Company Ltd. / One Indiabulls Centre, Tower 1, 16th Floor, Jupiter Mill Compound, 841, Senapati Bapat Marg, Elphinstone Road, Mumbai – 400013. You may also call our toll free no. 1-800-270-7000 or email: grievances@birlasunlife.com.

The complaint should be made in writing duly signed or through email by the complainant or by his/her legal heirs with full details of the complaint and the contact information of complainant.

Risk Factors / Disclaimers

This policy is underwritten by Birla Sun Life Insurance Company Limited (BSLI) and is a non-participating unit linked life insurance

If at the correct age, the life insured was not insurable under this policy according to our requirements, we reserve the right to pay the surrender value and terminate the policy in accordance with Section 45 of the Insurance Act, 1938.

Suicide

If the life insured under this policy dies by suicide, whether medically sane or insane, within one year after the policy issue date or revival date, we will not pay the amount described in the Death Benefit provision. In such circumstances, we shall pay the Policy Fund Value (plus any charges recovered subsequent to date of death) as on date of death.

Validity and Non-Disclosure

This policy is issued in utmost good faith based on the declarations and statements made by you and we cannot be held responsible in any manner for any action taken by us based on these declarations and statements. You and the life insured under this policy have an obligation to disclose every fact material to our assessment of the risk of issuing this policy.

In case of any fraud or misrepresentation, the policy shall be cancelled immediately by paying the surrender value, if any, in accordance with Section 45 of the Insurance Act, 1938.

Section 45 of the Insurance Act, 1938

As per Section 45, 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 s/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.

Insurance Ombudsman

In case you are dissatisfied with the decision/resolution of the company, you may approach the Insurance Ombudsman located nearest to you (please refer to Appendix I or visit our website www.birlasunlife.com) if your grievance pertains to:

- insurance claim that has been rejected or dispute of a claim on legal construction of the policy;
- delay in claim settlement;
- dispute with regard to premium; or
- non-receipt of your policy document.

As per provision 13(3) of the Redressal of Public Grievances Rules 1998, the complaint to the Ombudsman can be made:

- only if the grievance has been rejected by the grievance redressal machinery of the insurer;
- within a period of one year from the date of rejection by the insurer; and
- if it is not simultaneously under any litigation

plan. Birla Sun Life Insurance – 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 do not in any way indicate their quality, future prospects or returns. Unless specifically stated as guaranteed, policy charges can be modified by the company subject to the specified limits and prior 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 from the investment fund/s. BSLI reserves the right to recover levies such as the service tax levied by the authorities on insurance transactions. If there be any additional levies, they too will be recovered from you.

NOTWITHSTANDING ANYTHING CONTAINED IN THIS POLICY DOCUMENT, THE PROVISIONS HEREIN SHALL STAND ALTERED, AMENDED, MODIFIED OR SUPERCEDED TO SUCH EXTENT AND IN SUCH MANNER AS MAY BE REQUIRED BY ANY CHANGE IN THE APPLICABLE LAW (INCLUDING BUT NOT LIMITED TO ANY REGULATIONS MADE OR DIRECTIONS / INSTRUCTIONS OR GUIDELINES ISSUED BY THE IRDA) OR ANY OTHER COMPETENT AUTHORITY OR AS MAY BE NECESSARY UNDER A JUDGEMENT OR ORDER /DIRECTION/ INSTRUCTION OF A COURT OF LAW.

SAMPLE