UNIT LINKED WEALTH MAXIMISER PLUS

With Loyalty Units

NEW

HDFC STANDARD LIFE

Sar Utha Ke Jiyo

Secure your financial independence

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

You have given your family the very best. And there is no reason why they should not get the very best in the future too. We present **HDFC Unit Linked Wealth Maximiser Plus**, a unique single premium investment cum protection plan which not only strives to maximise your investment returns but also gives you an enhanced flexibility to suit your protection needs. This ensures that your family remains financially independent, even if you are not around, so that they can live a life of respect and dignity. **Always**.

HDFC UNIT LINKED WEALTH MAXIMISER PLUS

The HDFC Unit Linked Wealth Maximiser Plus gives:

- An outstanding investment opportunity by providing a choice of thoroughly researched and selected investments
- One time investment at the start of the policy
- Cover till age 99 years
- Regular **Loyalty** Units to boost your fund value **every** year
- No medicals in case you are eligible for applying through Short Medical Questionnaire (SMQ)

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

In case of your unfortunate demise during the policy tenure, we will pay the greater of your Sum Assured (less any withdrawals as defined below) and your total fund value to your family.

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

ALL UNIT LINKED LIFE INSURANCE PLANS ARE DIFFERENT FROM TRADITIONAL INSURANCE PLANS AND ARE SUBJECT TO DIFFERENT RISK FACTORS.

HDFC Standard Life is the name of our Insurance Company and HDFC Unit Linked Wealth Maximiser Plus is the name of this plan. The name of our company and the name of our plan do not, in any way, indicate the quality of the plan, its future prospects or returns.

3 EASY STEPS TO YOUR OWN PLAN

Step 1	Choose the premium you wish to invest
Step 2	Choose the level of protection (Sum Assured) you desire
Step 3	Choose the investment fund or funds you desire

STEP 1: CHOOSE YOUR PREMIUM

This is the premium you will pay only at the commencement of the policy. The minimum premium is Rs. 1,00,000.

STEP 2: CHOOSE YOUR LEVEL OF PROTECTION

You can choose between either of the following two Sum Assured levels:

- 1.1 times single premium **("1.1x")**
- 5 times single premium **("5x")**

Once chosen, the Sum Assured amount will remain fixed for the entire policy tenure.

In case you opt for "1.1x" sum assured level, this plan is also available with limited underwriting wherein you will have to fill a Short Medical Questionnaire (SMQ). Please refer to the section on "SMQ conditions" below for specific terms and conditions applicable. In case you don't comply with those terms and conditions, you can take this plan subject to our normal underwriting procedures.

STEP 3: CHOOSE YOUR INVESTMENT FUNDS

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

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

We have 5 funds that give you the potential for:

- Higher but more variable returns; or
- Lower but more stable returns

over the term of your policy.

Your investment will buy units in any of the following 5 funds designed to meet your risk appetite.

All the investment funds available to HDFC Unit Linked Wealth Maximiser Plus will be available to you.

All units in a particular fund are identical.

Investment

You can choose from all or any of the following 5 funds:

FUND[+]	DETAILS	ASSET CLASS					RISK & RETURN RATING
		Money Market[++]	Bank Deposits[+++]	Govt. Securities & Bonds	Corporate Securities & Bonds	Equity	
		FUND COMPOSITION					
Money Plus Fund	• Low capital risk due to exposure only to short- term bonds (Max 3 years) • Very stable returns					--	Low
	Duration < 12 months	0% to 30%					
	Duration between 12 to 36 months	--	0% to 20%	40% to 100%	0% to 10%		
Bond Opportunities Fund	• Higher potential return than Money Plus Fund due to higher credit exposure • More capital stability	0% to 5%	0% to 15%	50% to 60%	20% to 30%	--	Low - Moderate
Large-cap Fund	• 100% exposure to large-cap equities & equity related securities	0% to 5%	--	--	--	95% to 100%	Very High
Mid-cap Fund	• 100% exposure to mid-cap equities & equity related securities	0% to 5%	--	--	--	95% to 100%	Very High
Manager's Fund	• Fund of funds – Dynamic exposure between equity funds and debt funds • Investment limits in the funds available through HDFC Unit Linked Wealth Maximiser Plus: • Money Plus : 0% to 5% • Bond Opportunities Fund : 10% to 60% • Large-cap Fund : 15% to 45% • Mid-cap Fund : 15% to 45%						High

[+] Notes on the Funds Available: We will manage the investment in each fund so that the proportion of each Asset Class is ALWAYS within the ranges given. Option to use derivatives – Bond Opportunities Fund, Large-cap Fund & Mid-cap Fund will be allowed to use derivatives as and when regulations allow the same. [++] "Money Market Instruments" includes Liquid Mutual Funds, commercial papers, commercial bills, treasury bills, Government securities having an unexpired maturity up to one year, call or notice money, certificate of deposit, usance bills, and any other like instruments as specified by the Reserve Bank of India from time to time. [+++] Bank Deposits means deposits issued by any Primary Dealer or Non-Banking and Banking Financial Company approved by the Reserve Bank of India or by any other Public Financial Institutions or by Housing Finance Companies approved by the National Housing Bank. • Your investment choices must follow IRDA regulations. The past performance of any of the funds is not necessarily an indication of future performance. Unit prices can go up and down. No fund offers an assured return. The names of the funds we offer under this plan do not, in any way, indicates the quality of the plan, its future prospects or returns. • None of the funds participate in the profits of HDFC Standard Life Insurance Company Limited. • Investment professionals regard money market instruments as unsuitable investments for the long term and are generally used for the short term. This is because money market instruments have relatively stable returns and offer high degree of capital safety. However, they tend to offer lower returns over the long term compared to other investments.

FLEXIBILE OPTIONS TO SUIT YOUR NEEDS

We have designed the plan to suit your needs. You can use these features to improve the investment returns you will receive.

FLEXIBLE OPTIONS	BENEFITS
Choosing Manager's Fund	You can choose this fund if you would like the investment manager to take decisions regarding reallocation between equity and debt funds while market conditions change.
Changing your Investment Decisions	You can change your investment fund choices** through **Switching** where you can move your accumulated funds from one fund to another anytime.

** All the investment funds available to HDFC Unit Linked Wealth Maximiser Plus will be available to you.

LOYALTY UNITS

At the end of **every** policy year we will increase the number of units in each of your funds by **0.10%** as long as your policy is not surrendered.
The compounding effect of these regular additions is expected to boost your final proceeds.

ELIGIBILITY

The age limits for taking this plan are as shown below:

SUM ASSURED LEVELS	AGE AT ENTRY (YRS.)	
	MINIMUM	MAXIMUM
"1.1x"	18	65
"5x"	18	55

The plan has a fixed policy term and is calculated as 99 years *less* your age at entry and the policy will mature at the end of this term.

ACCESSING YOUR MONEY

a) On Maturity

The policy matures at the end of the policy term and the risk cover ceases. You may redeem your balance units at the then prevailing unit price and take the fund value.

Your policy will terminate thereafter.

b) On Death

In case of the Life Assured's unfortunate demise before attainment of age 60 years, we will pay the greater of the Sum Assured (less all withdrawals made during the two year period immediately preceding the date of death) and the total fund value.

In case of the Life Assured's unfortunate demise on or after attainment of age 60 years, we will pay the greater of the Sum Assured (less all withdrawals made after attainment of age 58) and the total fund value.

In case you have taken this plan with a SMQ and death occurs within 180 days of the date of commencement or date of issue whichever is later, we will not pay any benefit other than the value of the units held at the date of intimation of death.

Your policy will terminate thereafter.

c) On Surrender or Cancellation

In the current regulatory scenario, insurance plans are not viewed as short-term plans. Thus you will have no access to the funds in your policy in the first three policy years.

If you surrender your policy before three years have passed, your life cover will cease and value of the units in the fund after the deduction of the surrender charge will cease to be invested and will be held separately by us. This amount will be paid out to you only at the end of the third year.

If you choose to surrender the policy, any time after three years have passed the surrender value will be the value of the units in the fund after the deduction of the surrender charge.

If your fund value falls to or below the minimum fund value of 75% of the initial single premium, we reserve the right to cancel your policy and pay back the fund value to you.

Please see the "Charges" section for details of the Surrender charge.

d) By Partial Withdrawal

You can make lump sum partial withdrawals from your funds after 3 years of your policy provided:

- The withdrawal amount is at least the minimum withdrawal amount, which is currently Rs. 25,000
- After the withdrawal and deduction of any charges, the fund does not fall to or below the minimum fund value of 75% of the initial single premium

Please see the "Charges" section for details of the Partial Withdrawal charge.

BENEFICIARIES

If you have not assigned the policy,

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

CHARGES

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

PREMIUM ALLOCATION CHARGE

This is a premium-based charge. After deducting this charge from your premiums, the remainder is invested to buy units. The tables below give the percentage of your initial single premium that is used to buy units. This percentage depends on the size of the single premium and whether SMQ is used or not.

In case you can take this plan under our normal underwriting procedures, then the **Premium Allocation Rates** will be as follows:

SINGLE PREMIUM (Rs.)	PREMIUM ALLOCATION RATES
1,00,000 to 4,99,999	87.00%
5,00,000 to 24,99,999	98.00%
25,00,000 to 49,99,999	98.50%
50,00,000 to 99,99,999	99.00%
1,00,00,000 +	99.50%

In case you can take this plan with a SMQ, then the **Premium Allocation Rates** will be as follows:

SINGLE PREMIUM (Rs.)	PREMIUM ALLOCATION RATES
1,00,000 to 4,99,999	92.00%
5,00,000 to 24,99,999	98.00%

FUND MANAGEMENT CHARGE (FMC)

The daily unit price already includes the fund management charge of 1.75 % per annum charged daily, of the fund's value.

SURRENDER CHARGE

This charge is a percentage of the fund value and will depend on the policy year in which the policy is surrendered on your request.

POLICY YEAR	PERCENTAGE OF FUND VALUE
1	12%
2	10%
3	8%
4	6%
5	4%
6	2%
7+	0%

PARTIAL WITHDRAWAL CHARGE

You can make lump sum partial withdrawals from your funds after 3 years of your policy.

For Partial withdrawals made before the completion of the 6^{th} policy year a charge will be levied on each withdrawal made as shown in the table below:

POLICY YEAR	PERCENTAGE OF PARTIAL WITHDRAWAL MADE
4	6%
5	4%
6	2%

After completion of 6^{th} policy year, 6 partial withdrawals will be free in a policy year and any additional partial withdrawal request will be charged Rs. 250 per request.

OTHER CHARGES

The following is the set of other charges that we will take from your policy. These charges are taken by cancelling units proportionately from each of the funds you have chosen.

CHARGES	EXPLANATION
Policy Administration Charge	Rs. 20 per month will be charged.
Mortality Charges*	Every month we make a charge for providing you with the death cover in your policy. The amount of the charge taken each month depends on your age.
Switching Charge	24 switches will be given free in a policy year and any additional switch will be charged Rs. 100 per switch.
Miscellaneous Charge	This is a charge levied for any alterations to the policy like any client initiated non-standard additional servicing requests. 6 such additional servicing requests will be free in a policy year and any additional servicing request will be charged Rs. 250 per request.

* Statutory Charges - Service Tax and Education Cess is payable at the applicable rates on the Mortality Charges

ALTERATION TO CHARGES

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

- The Premium Allocation Rates are guaranteed for the entire duration of the policy
- The fund management charge will not exceed 2.5% per annum;
- The surrender charge is guaranteed for the entire duration of the policy;
- The partial withdrawal charge applicable up to 6th policy year is guaranteed. Post 6th policy year, the maximum partial withdrawal charge allowed is Rs. 250 per request, increased by a maximum of 5% per annum over the period since inception;
- The policy administration charge can increase subject to a maximum of 5% per annum over the period since inception;
- The mortality charge rates are guaranteed for the full duration of your policy term,
- The maximum Switching charge allowed is Rs. 100 per switch which can be increased to a maximum of 5% per annum over the period since inception;
- We can charge up to Rs. 250 per request for additional servicing requests. We can increase this amount subject to a maximum of 5% per annum over the period since inception.

TAX BENEFITS (Based on current tax laws)

This is a single premium plan and is subject to appropriate tax treatment under the Income Tax Act 1961 and rules made there under or any other financial enactment prevailing from time to time.

Currently Section 80C benefit is available for the premium paid into the plan subject to the limits in that section. Benefits received under Section 10 (10D) will be exempt from tax subject to the limits contained therein.

We recommend you to consult your tax consultant for further clarifications.

TERMS & CONDITIONS

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

A) Unit Prices:

We will set the unit price of a fund as per the IRDA's guidelines. The unit pricing shall be computed based on whether the company is purchasing (appropriation price) or selling (expropriation price) the assets in order to meet the day to day transactions of unit allocations and unit redemptions.

(i) **Appropriation price** shall be computed as: Market value of investment held by the fund plus the expenses incurred in the purchase of the assets plus the value of any current assets plus any accrued income net of fund management charges less the value of any current liabilities less provisions, if any. This gives the net asset value of the fund. Dividing by the number of units existing at the valuation date (before any new units are allocated), gives the unit price of the fund under consideration.

(ii) **Expropriation price** shall be computed as: Market Value of investment held by the fund less the expenses incurred in the sale of the assets plus the value of any current assets plus any accrued income net of fund management charges less the value of any current liabilities less provisions, if any. This gives the net asset value of the fund. Dividing by the number of units existing at the valuation date (before any units are redeemed), gives the unit price of the fund under consideration.

We round the resulting price to the nearest Re. 0.0001. This price will be published on our website and in leading national newspapers.

B) Exclusions:

No death benefit will be paid if the death has occurred directly or indirectly as a result of suicide within one year of the date of commencement or the date of issue of the policy, whichever is later. However, in such circumstances, the value of the units held on the date of intimation of death will be paid out and the policy will terminate.

C) Cancellation in the Free-Look period:

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

D) Special rules for large transactions:

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

E) SMQ conditions

This section is applicable only if the level of sum assured chosen is "1.1x" and you want to take the plan by filling up a Short Medical Questionnaire (SMQ).

You can, then, take this plan only in case:

1. You have not previously taken a HDFC Wealth Maximiser Plus Policy **AND**
2. • The Single Premium chosen by you is less than Rs. 10 Lakhs or
   • If the single premium chosen by you is greater than or equal to Rs. 10 Lakhs but less than Rs. 25 Lakhs and you do not have any of the HDFC Standard Life Insurance Co. Ltd. Products (Please do not consider any Pension, Immediate annuity or group products)

F) Prohibition of Rebates: Section 41 of the Insurance Act, 1938 states:

No person shall allow or offer to allow, either directly or indirectly, as an inducement to any person to take out or renew or continue an insurance in respect of any kind of risk relating to lives or property in India, any rebate of the whole or part of the commission payable or any rebate of the premium shown on the policy, nor shall any person taking out or renewing or continuing a policy accept any rebate, except such rebate as may be allowed in accordance with the published prospectuses or tables of the insurer.

Provided that acceptance by an insurance agent of commission in connection with a policy of life insurance taken out by himself on his own life shall not be deemed to be acceptance of a rebate of premium within the meaning of this sub-section if at the time of such acceptance the insurance agent satisfies the prescribed conditions establishing that he is a bona fide insurance agent employed by the insurer.

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

G) Non-Disclosure:Section 45 of the Insurance Act, 1938 states:

No policy of life insurance effected before the commencement of this Act shall after the expiry of two years from the date of commencement of this Act and 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 a statement made in the proposal for insurance or in any report of a medical officer, or referee, or friend of the insured, or any other document leading to issue of the policy, was inaccurate or false, 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 proposal.

H) Service Tax:

As per the Service Tax Laws, service tax is applicable on the life insurance premium with effect from 10/09/2004, which is subject to change in tax laws. Any other indirect tax or statutory duty becoming applicable in future may become payable by you.

If Service Tax Laws are amended to subject any additional services or charges to Service Tax in the future, we may take the Service Tax and Education Cess by any method we deem appropriate including by levying of an additional monetary amount in addition to the premium; cancellation of units or from the unit fund.

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

Contact us today

☎ **1800-227-227/6000 9191**
(TOLL FREE)

sms **NOW** to **5676727**

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Visit us at www.hdfcinsurance.com

HDFC STANDARD LIFE

Sar Utha Ke Jiyo

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