

Apno ka future aaj protect karein, HDFC Life Saral Jeevan Bima ke saath!



Flexible premium
payment terms



Additional protection
through riders[#]



Provides financial
protection to your
family in your absence

HDFC Life Saral Jeevan Bima

A Non Linked Non Participating Individual Pure Risk
Premium Life Insurance Plan



Sar utha ke jiyo!

[#] Not applicable for policies sold through POS channel.

Protect your loved ones by making an informed choice today by choosing HDFC Life Saral Jeevan Bima and secure your family's future against any uncertainties tomorrow!

Key Features

- Provides financial protection to your family in your absence
- Single, Limited and Regular premium payment options to choose from
- Additional protection through riders

Eligibility

Eligibility Criteria	Minimum	Maximum	
Entry Age	18 years	65 years	
Maturity Age	23 years	70 years	
Premium Payment Term And Policy Term	Premium Payment Mode	Minimum Policy Term	Maximum Policy Term
	Single Pay, Regular Pay	5 years	40 years
	Limited- 5 Pay	6 years	
	Limited-10 Pay	11 years	
Sum Assured (only in multiples of 50,000)	₹ 5,00,000	There is no maximum limit. However, the acceptance of any case is subject to Board Approved Underwriting Policy (BAUP).	

All ages mentioned above are age last birthday. For all ages, risk commences from the date of inception of the contract.

Individual policies of this product can also be availed through POS persons.

For POS Variant

Eligibility Criteria	Minimum	Maximum	
Entry Age	18 years	60 years	
Maturity Age	23 years	65 years	
Premium Payment Term And Policy Term	Premium Payment Mode	Minimum Policy Term	Maximum Policy Term
	Single Pay, Regular Pay	5 years	40 years
	Limited- 5 Pay	6 years	
	Limited-10 Pay	11 years	
Sum Assured (only in multiples of 50,000)	₹ 5,00,000	There is no maximum limit. However, the acceptance of any case is subject to Board Approved Underwriting Policy (BAUP).	

All ages mentioned above are age last birthday. For all ages, risk commences from the date of inception of the contract

What premium payment frequencies are available?

Single, annual, half-yearly, and monthly frequencies are available under this product.

Premium payable for half-yearly and monthly frequencies shall be calculated by multiplying the Annual Premium by Conversion Factor:

Frequency	Conversion factor
Half-yearly	0.5100
Monthly	0.0875

Is there any Premium limit?

Premium Payment Term	Premium Frequency	Minimum Premium Per Instalment (₹)
Single Pay	Single Pay	18,079
5 Pay	Yearly	4,049
	Half-yearly	2,065
	Monthly	354
10 Pay	Yearly	2,841
	Half-yearly	1,449
	Monthly	249
Regular Pay	Yearly	2,454
	Half-yearly	1,252
	Monthly	215

Maximum Premium:

There is no maximum limit. However, the acceptance of any case is subject to Board Approved Underwriting Policy (BAUP). The product can also be purchased online via company website.

Sample Premium Rates

Sample annual premium for a healthy, non-smoker, male (excluding taxes, extra underwriting premium and modal loading, if any) opting for Sum Assured of ₹10 Lacs, Policy Term of 25 years and Premium Payment Term of 25 years

Entry Age (last birthday)	Annual Premium
25	3,792
30	4,505
35	5,905
40	8,289
45	12,177

1. Death benefit

The product has a waiting period of 45 days from the date of commencement of risk. In case of revival of the policy, waiting period shall not be applicable.

Death during Waiting Period

On death of the Life Assured during the Waiting Period and provided the Policy is in force, the Death Benefit amount payable as a lump sum is:

- (1) In case of Accidental Death, for regular premium or limited premium payment policy, equal to Sum Assured on Death which is the highest of:
 - (a) 10 times the Annualized Premium, or
 - (b) 105% of all premiums paid as on the date of death, or
 - (c) Absolute amount assured to be paid on death.
- (2) In case of Accidental Death, for single premium policy, equal to Sum Assured on Death which is the higher of:
 - (a) 125% of Single premium or
 - (b) Absolute amount assured to be paid on death.
- (3) In case of death due to other than accident, the Death Benefit is equal to 100% of all premiums paid excluding taxes, if any.

Death after expiry of Waiting Period

On death of the Life Assured after the expiry of Waiting Period but before the stipulated date of maturity and provided the Policy is in force, the Death Benefit amount payable as a lump sum is:

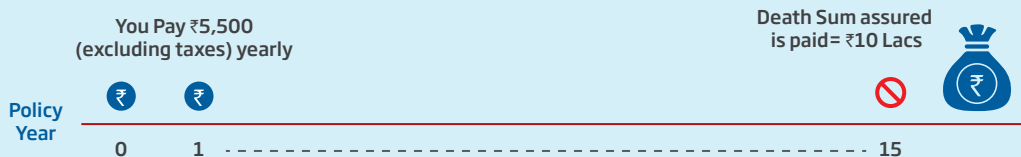
- (1) For Regular premium or Limited premium payment policy, "Sum Assured on Death" which is the highest of:
 - (a) 10 times of annualized premium; or
 - (b) 105% of all the premiums paid as on the date of death; or
 - (c) Absolute amount assured to be paid on death.
- (2) For Single premium policy, "Sum Assured on Death" which is the higher of:
 - (a) 125% of Single Premium or
 - (b) Absolute amount assured to be paid on death.

Premiums referred above shall not include any extra amount chargeable under the policy due to underwriting decision and rider premium(s), if any.

Absolute amount assured to be paid on death shall be an amount equal to Basic Sum Assured.

Example: Mr. Bansal, a 35 years old non-smoker gentleman, buys the HDFC Life Saral Jeevan Bima, premium payment term of 20 years and avails a Sum Assured of ₹10,00,000 by paying a premium of ₹5,500(excluding taxes) yearly.

Mr. Bansal, passes away in the 15th policy year. His nominee will receive a lump sum benefit of ₹10,00,000.



2. Maturity benefit

No benefit is payable on survival till end of policy term.

What if I don't pay premiums?

Grace Period is the time provided after the premium due date during which the policy is considered to be in-force with the risk cover. This plan has a grace period of 30 days for yearly and half yearly mode of payment. The grace period for monthly frequency is 15 days from the premium due date.

Should a valid claim arise under the policy during the grace period, but before the payment of due premium, we shall still honor the claim. In such cases, where the mode of payment of premium is other than yearly, balance premium(s), if any, falling due from the date of death and before the next policy anniversary shall be deducted from the claim amount.

If the due premium is not paid by the end of the grace period for regular and limited pay policies, the policy shall lapse without value and the policy benefits shall cease.

Can I surrender the plan?

No surrender value is payable under the product.

However, policy cancellation value will be payable

- If the policyholder chooses to cancel the policy before the stipulated date of maturity for Single Pay policies
- If the policyholder chooses to cancel the policy before the stipulated date of maturity or at the end of the revival period if the policy is not revived, in case of Limited Pay policies

Single Pay:

Policy cancellation value shall be acquired immediately post receipt of the Single Premium.

The policy cancellation value shall be calculated as below:

$$70\% \times \text{Single Premium* Paid} \times \frac{\text{Unexpired Policy Term}}{\text{Orginal Policy Term}}$$

*Single Premium shall be inclusive of extra premium, if any

Regular Pay:

No policy cancellation value shall be payable in respect of regular premium policies.

Limited Pay:

Policy Cancellation Value is acquired if at least two (2) consecutive full years' premiums have been paid. It is calculated as below:

$$70\% \times \text{Total Premium Paid\#} \times \frac{\text{Unexpired Policy Term}}{\text{Orginal Policy Term}}$$

#Total Premiums Paid shall be inclusive of extra premiums if any

Who will get the benefit?

The benefit on death will be paid to your nominee. As per Section 39 of the Insurance Act, 1938, as amended from time to time, you can nominate a person to receive the benefit under this policy.

During your lifetime and while your policy is in force, you may at any time, by written notice to us, designate any person or persons as a nominee to whom we shall pay benefits under this policy upon your unfortunate death.

If you assign your policy as per Section 38 of the Insurance Act, 1938, as amended from time to time, any nomination made by you will be cancelled.

What is not covered?

Under Regular/Limited Premium Policy:

The policy shall be void if the Life Assured commits suicide at any time within 12 months from the date of commencement of risk, provided the policy is in force or within 12 months from the date of revival and the Company will not entertain any claim except for 80% of the premiums paid (excluding any extra amount if charged under the policy due to underwriting decisions, taxes and rider premiums, if any) till the date of death. This clause shall not be applicable for a lapsed policy as nothing is payable under such policies.

Under Single Premium Policy:

The policy shall be void if the Life assured commits suicide at any time within 12 months from the date of commencement of risk and the Company will not entertain any claim except 90 % of the Single Premium paid excluding any extra amount if charged under the policy due to underwriting decisions and rider premiums, if any.

RIDERS

We offer the following Rider options to help you enhance your protection

Rider	UIN	Scope of Benefits**
HDFC Life Protect Plus Rider	101B016V01	The following Options under this rider are applicable for this policy: A: Personal Accident Cover B: Accidental Benefit Cover
HDFC Life Income Benefit on Accidental Disability Rider	101B013V03	

**For all details on Riders, kindly refer to the Rider Brochures available on our website.

No riders will be available for policies sold through POS persons

Terms & Conditions

A. Tax Benefits: Tax Benefits may be available as per prevailing tax laws. You are requested to consult your tax advisor.

B. Cancellation of policy in free-look period:

In case the policyholder is not agreeable to any policy terms and conditions under this product, the policyholder shall have the option of returning the policy to us stating the reasons thereof, within 15 days from the date of receipt of the policy, as per IRDAI (Protection of Policyholders' Interests) Regulations, 2017, as modified from time to time. If the policyholder has purchased the policy through the Distance Marketing mode, this period will be 30 days. On receipt of the letter along with the original policy document, we shall refund the premium, subject to deduction of the proportionate risk premium for the period on cover and the expenses incurred by the insurer on medical examination of the proposer and stamp duty (if any).

- C. Discontinuance of Premiums:** If the due premium is not paid by the end of the grace period for regular and limited pay policies, the policy shall lapse without value and the policy benefits shall cease.
- D. Revival:** For regular pay and limited pay policies, You can revive your policy within the revival period (specified below) subject to the terms and conditions we may specify from time to time. For revival, you will need to pay all the outstanding premiums and interest on the outstanding premiums. Taxes and levies as applicable will be charged. Interest rate will be as prevailing from time to time. The revival period shall be of five years from the due date of first unpaid premium or as specified by the current Regulations. The revival period may be changed as specified by Regulations from time to time.

Once the policy is revived, you are entitled to receive all contractual benefits.

E. Nomination: Sec 39 of insurance Act 1938 as amended from time to time

- 1) The policyholder of a life insurance on his own life may nominate a person or persons to whom money secured by the policy shall be paid in the event of his death.
- 2) Where the nominee is a minor, the policyholder may appoint any person to receive the money secured by the policy in the event of policyholder's death during the minority of the nominee. The manner of appointment to be laid down by the insurer.
- 3) Nomination can be made at any time before the maturity of the policy.
- 4) Nomination may be incorporated in the text of the policy itself or may be endorsed on the policy communicated to the insurer and can be registered by the insurer in the records relating to the policy.
- 5) Nomination can be cancelled or changed at any time before policy matures, by an endorsement or a further endorsement or a will as the case may be.
- 6) A notice in writing of Change or Cancellation of nomination must be delivered to the insurer for the insurer to be liable to such nominee. Otherwise, insurer will not be liable if a bonafide payment is made to the person named in the text of the policy or in the registered records of the insurer.
- 7) Fee to be paid to the insurer for registering change or cancellation of a nomination can be specified by the Authority through Regulations.
- 8) A transfer or assignment made in accordance with Section 38 shall automatically cancel the nomination except in case of assignment to the insurer or other transferee or assignee for purpose of loan or against security or its reassignment after repayment. In such case, the nomination will not get cancelled to the extent of insurer's or transferee's or assignee's interest in the policy. The nomination will get revived on repayment of the loan.
- 9) The provisions of Section 39 are not applicable to any life insurance policy to which Section 6 of Married Women's Property Act, 1874 applies or has at any time applied except where before or after Insurance Laws (Amendment) Act 2015, a nomination is made in favour of spouse or children or spouse and children whether or not on the face of the policy it is mentioned that it is made under Section 39. Where nomination is intended to be made to spouse or children or spouse and children under Section 6 of MWP Act, it should be specifically mentioned on the policy. In such a case only, the provisions of Section 39 will not apply.

F. Assignment or Transfer: Sec 38 of insurance Act 1938 as amended from time to time

- 1) This policy may be transferred/assigned, wholly or in part, with or without consideration.
- 2) An Assignment may be effected in a policy by an endorsement upon the policy itself or by a separate instrument under notice to the Insurer.

- 3) The instrument of assignment should indicate the fact of transfer or assignment and the reasons for the assignment or transfer, antecedents of the assignee and terms on which assignment is made.
- 4) The assignment must be signed by the transferor or assignor or duly authorized agent and attested by at least one witness.
- 5) The transfer or assignment shall not be operative as against an Insurer until a notice in writing of the transfer or assignment and either the said endorsement or instrument itself or copy thereof certified to be correct by both transferor and transferee or their duly authorized agents have been delivered to the Insurer.
- 6) Fee to be paid for assignment or transfer can be specified by the Authority through Regulations.
- 7) On receipt of notice with fee, the Insurer should Grant a written acknowledgement of receipt of notice. Such notice shall be conclusive evidence against the insurer of duly receiving the notice.
- 8) The Insurer may accept or decline to act upon any transfer or assignment or endorsement, if it has sufficient reasons to believe that it is (a) not bonafide or (b) not in the interest of the policyholder or (c) not in public interest or (d) is for the purpose of trading of the insurance policy.
- 9) In case of refusal to act upon the endorsement by the Insurer, any person aggrieved by the refusal may prefer a claim to IRDAI within 30 days of receipt of the refusal letter from the Insurer.

Section E (Nomination) and F (Assignment or Transfer) are simplified versions prepared for general information only and hence are not comprehensive. For full texts of these sections please refer to Section 38 and Section 39 of the Insurance Act, 1938 as amended by The Insurance Laws (Amendment) Act, 2015.

G. Alterations:

- i) Policy term and premium paying term cannot be altered.
- ii) Alteration of premium payment frequency: You have an option to alter the premium payment frequency during the premium payment term without any charge/ fee. Alteration in the frequency premium payment frequency may lead to a change in the premium. Such alteration will be in accordance with the Board approved underwriting policy.

H. Policy Loan: No policy loans are available.

I. Prohibition of Rebates: In accordance with Section 41 of the Insurance Act, 1938 as amended from time to time :

- 1) 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.
- 2) Any person making default in complying with the provisions of this section shall be liable for a penalty which may extend to ten lakh rupees.

J. Non-Disclosure: In accordance with Section 45 of the Insurance Act, 1938 as amended from time to time:

- 1) No policy of life insurance shall be called in question on any ground whatsoever after the expiry of three years from the date of the policy, i.e., from the date of issuance of the policy or the date of commencement of risk or the date of revival of the policy or the date of the rider to the policy, whichever is later.

- 2) A policy of life insurance may be called in question at any time within three years from the date of issuance of the policy or the date of commencement of risk or the date of revival of the policy or the date of the rider to the policy, whichever is later, on the ground of fraud: Provided that the insurer shall have to communicate in writing to the insured or the legal representatives or nominees or assignees of the insured the grounds and materials on which such decision is based.
- 3) Notwithstanding anything contained in sub-section (2), no insurer shall repudiate a life insurance policy on the ground of fraud if the insured can prove that the mis-statement of or suppression of a material fact was true to the best of his knowledge and belief or that there was no deliberate intention to suppress the fact or that such mis-statement of or suppression of a material fact are within the knowledge of the insurer: Provided that in case of fraud, the onus of disproving lies upon the beneficiaries, in case the policyholder is not alive.
- 4) A policy of life insurance may be called in question at any time within three years from the date of issuance of the policy or the date of commencement of risk or the date of revival of the policy or the date of the rider to the policy, whichever is later, on the ground that any statement of or suppression of a fact material to the expectancy of the life of the insured was incorrectly made in the proposal or other document on the basis of which the policy was issued or revived or rider issued: Provided that the insurer shall have to communicate in writing to the insured or the legal representatives or nominees or assignees of the insured the grounds and materials on which such decision to repudiate the policy of life insurance is based: Provided further that in case of repudiation of the policy on the ground of misstatement or suppression of a material fact, and not on the ground of fraud, the premiums collected on the policy till the date of repudiation shall be paid to the insured or the legal representatives or nominees or assignees of the insured within a period of ninety days from the date of such repudiation.
- 5) 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.

K. Taxes:

Indirect Taxes

Taxes and levies as applicable shall be levied as applicable. Any taxes, statutory levy becoming applicable in future may become payable by you by any method including by levy of an additional monetary amount in addition to premium and or charges.

Direct Taxes

Tax will be deducted at the applicable rate from the payments made under the policy, as per the provisions of the Income Tax Act, 1961, as amended from time to time.

- L. In case of fraud or misstatement including non-disclosure of any material facts, the Policy shall be cancelled immediately and the Policy Cancellation Value shall be payable, subject to the fraud or misrepresentation being established in accordance with Section 45 of the Insurance Act, 1938, as amended from time to time.

Contact us today



To buy: **1800-266-9777** (Toll free)
(Available all days 10am to 7pm)



Visit us at www.hdfclife.com



Sar utha ke jiyo!

HDFC Life Insurance Company Limited ("HDFC Life"), CIN: L65110MH2000PLC128245. IRDAI Registration No. 101.

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BEWARE OF SPURIOUS PHONE CALLS AND FICTITIOUS/FRAUDULENT OFFERS

- IRDAI is not involved in activities like selling insurance policies, announcing bonus or investment of premiums.
Public receiving such phone calls are requested to lodge a police complaint.