

HDFC ENDOWMENT SUPREME SUVIDHA

No Medicals

Invest in financial security and
self-respect for you & your family



 **HDFC**
STANDARD LIFE
Sar Utha Ke Jiyo

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. With HDFC Endowment Supreme Suidha, you can ensure that your family remains financially independent, even if you are not around. You can ensure that they live a life of respect and dignity.

HDFC ENDOWMENT SUPREME SUVIDHA

The HDFC Endowment Supreme Suidha gives:

- Valuable financial protection to your family in case you are not around
- An outstanding investment opportunity by providing a choice of thoroughly researched and selected investments
- **Bumper Additions** to the fund value at maturity
- **Increased Premium Allocation Rates** from 6th Year onwards
- No need to go for medicals. Just filling the Short Medical Questionnaire will do!

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. At the end of the policy term, you will receive the accumulated value of your funds.

In case of your unfortunate demise during the policy term, we will pay sum of Sum Assured and total fund value to your family.

All Unit Linked Life insurance plans are different from traditional insurance plans and are subject to different risk factors.

HDFC Standard Life Insurance Company Limited is the name of our Insurance Company and HDFC Endowment Supreme Suidha 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 investment fund or funds you desire
Step 3	Fill the Short Medical Questionnaire

STEP 1: CHOOSE THE PREMIUM YOU WISH TO INVEST

This is the premium you will continue to pay each year of the policy. You can pay either annually or half yearly. The minimum regular premium is Rs. 15,000 per year for annual and Rs. 8,000 per half year for half yearly policies. The maximum annualised premium payable in any year is Rs. 2,00,000.

Contact our Financial Consultant or nearest branch for more details about the available range of convenient auto premium payment options. You may also choose to pay ad hoc Single Premium Top-Up depending on your convenience (See 'Single Premium Top-Up Premium').

Your policy will have a fixed sum assured of 5 times your chosen annualised premium. Once chosen, the sum assured amount cannot be altered during the term of the policy.

The sum assured amount, under any circumstances, cannot exceed Rs. 10,00,000.

STEP 2: CHOOSE YOUR INVESTMENT FUNDS

Since this is a unit linked plan, 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 7 funds that give you:

- The potential for higher but more variable returns over the term of your policy; or
- More stable returns with lower long-term potential.

All the investment funds available to HDFC Endowment Supreme Suidha will be available to you. All units in a particular fund are identical.



Happiness

You choose from any one or a combination of the below 7 funds based on your risk appetite:

FUND*	DETAILS	ASSET CLASS			RISK & RETURN RATING
		Money Market ^{††} & Public Deposits ^{†††}	Govt. Securities & Bonds	Equity	
		FUND COMPOSITION			
Liquid Fund II	<ul style="list-style-type: none"> Extremely low capital risk Very stable returns 	100%		--	Very Low
Stable Managed Fund II	<ul style="list-style-type: none"> Low capital risk due to exposure only to short-term bonds (Max 2 years) Higher potential return than Liquid Fund over a long period of time 	0% to 100%		--	Very Low
	Duration upto 24 months				
Secure Managed Fund II	<ul style="list-style-type: none"> More capital stability than equity funds Higher potential return than Liquid Fund 	0% to 25%	75% to 100%	--	Low
Defensive Managed Fund II	<ul style="list-style-type: none"> Access to better long-term returns through equities Significant bond exposure keeps risk down as compared to equities 	0% to 20%	50% to 85%	15% to 30%	Moderate
Balanced Managed Fund II	<ul style="list-style-type: none"> Increased equity exposure gives better long-term return Bond exposure provides some stability as compared to equities 	0% to 20%	20% to 70%	30% to 60%	High
Equity Managed Fund II	<ul style="list-style-type: none"> Further increased exposure to equities to give a greater long-term return The small bond holding will aid diversification and provide a little stability 	0% to 15%	0% to 40%	60% to 100%	Very High
Growth Fund II	<ul style="list-style-type: none"> For those who wish to maximise their returns 100% investment in high quality Indian equities 	0% to 10%	--	90% to 100%	Very 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: All funds other than Liquid Fund II and Stable Managed Fund II will be allowed to use derivatives as and when regulations allow the same. **Money Market Instruments^{††} shall comprise of short term funds with maturity not more than one year comprising of instruments as specified by IRDA regulation IRDA/Reg./5/47/2008 (issued on 22nd August 2008). ††† Public Deposits means deposits issued by 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. • **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, indicate 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.

STEP 3: FILL THE SHORT MEDICAL QUESTIONNAIRE

You need to fill the Short Medical Questionnaire in the proposal form based on which we will establish your eligibility for this plan.

FLEXIBLE OPTIONS FOR YOUR AND YOUR FAMILY'S NEEDS

FLEXIBLE OPTIONS	BENEFITS
Single Premium Top-Up	Once we have issued your policy, you can invest more than your regular premiums at any time, subject to the following conditions: <ul style="list-style-type: none"> You have paid all your regular premiums to date Your total Single Premium Top-Ups at any time is not more than 25% of your total regular premiums paid to date. Each Single Premium Top-Up amount is at least Rs. 10,000.
Changing your Investment Decisions	<ul style="list-style-type: none"> You can change your investment fund choices* in two ways: <ul style="list-style-type: none"> Switching: You can move your accumulated funds from one fund to another anytime Premium Redirection: You can pay your future premiums into a different selection of fund(s), as per your need.
Premium Payments	You need to pay premiums for the entire policy term. If you stop your regular premiums [^] after at least 3 full years regular premium are paid, your policy will become paid up. Life cover will continue as long as the policy maintains the minimum fund value. All applicable charges will continue to be levied. You may restart your regular premium within a specified revival period ^{**} . You cannot change the level of the premium or Sum Assured at any time during the policy term.

*All the investment funds available to HDFC Endowment Supreme Suidha will be available to you. ^ Stopping of premiums affects the fund value; hence it is not advisable to do so in your interest. Your policy has a grace period of 15 days. **Revival Conditions: Where premiums are stopped before the payment of 3 years premiums, you may restart your regular premiums before the end of the third year of your policy or the end of the 2 years after you stopped paying premiums, whichever is later. • Where premiums are stopped after the payment of 3 years premiums, you may restart your regular premiums before the end of the 5 years after you stopped paying premiums. • And applicable terms & conditions

ELIGIBILITY

The age limits for taking out a HDFC Endowment Supreme Suidha are as shown below:

TERM PERIOD (Yrs.)		AGE AT ENTRY (Yrs.)		MAXIMUM AGE AT MATURITY (Yrs.)
Minimum	Maximum	Minimum	Maximum	
10	20	18	50	65

Your HDFC Endowment Supreme Suidha (UIN: 101L053V01) is part of a range of plans available without medical tests. For each Life Assured, the Total Sum Assured (i.e. level sum assured plus waiver of premium where relevant) across this plan and any of the plans shown in the list below is subject to an absolute limit of Rs. 20,00,000.

HDFC Unit Linked Young Star Suvidha (UIN 101L025V01), HDFC Unit Linked Young Star Suvidha Plus (UIN 101L026V01), HDFC Unit Linked Endowment Suvidha (UIN 101L027V01), HDFC Unit Linked Endowment Suvidha Plus (UIN 101L028V01), HDFC Unit Linked Endowment Winner (UIN 101L041V01), HDFC Unit Linked YoungStar Champion (UIN 101L042V01), HDFC SimpliLife (UIN 101L033V01 & 101L033V02), HDFC YoungStar Super Suvidha (UIN: 101L050V01), HDFC Endowment Super Suvidha (101L051V01), HDFC YoungStar Supreme Suvidha (UIN: 101L052V01) and HDFC Endowment Supreme Suvidha (UIN: 101L053V01)

ACCESSING YOUR MONEY

a) On Maturity

Your policy matures at the end of the policy term you have chosen and your risk cover ceases. You may redeem your balance units at the then prevailing unit price and take the fund value plus an additional percentage of the original annualised regular premium, “**Bumper Addition**” with you. The “**Bumper Addition**” will be based on your original term chosen at the inception.

TERM (yrs)	BUMPER ADDITION
10	50% of Original Annualised Premium
11 +	100% of Original Annualised Premium

This addition will be payable only if:

- You have paid all your regular premiums through out the original policy term at a level equal to the original annualised premium chosen at inception.

Settlement Option: You have the option to take your fund in periodical installments* over the period which may extend to 5 years. You may exercise this option within 30 to 180 days before the maturity. Your money will remain invested in the funds chosen by you and is subject to the same investment risks as during the policy term. During such period, we will continue to deduct charges other than the risk benefit charges such as the mortality charge (please see the “Charges” section below). At the end of this 5-year period, we will redeem the balance units at the then prevailing unit price and pay the fund value to you.

Your policy will terminate the moment the value of balance of your units in all the funds falls below the minimum fund value of 150% of the Original Annualized Premium. No surrender charge will be applicable during the Settlement Period. The benefit payable will be the Unit Fund Value, less any applicable charges, at the date of termination. This is to ensure that at least 100% of the original annualised premium is returned to you, as required by our regulator.

* Currently this minimum instalment amount is Rs. 10,000.

b) On Death^A

In case of the Life Assured's unfortunate demise before the end of policy term, we will pay the sum of the Sum Assured and the total fund value. Your policy will terminate thereafter.

^A If claim occurs during the first 90 days after issuance or revival of the policy, whichever is later, we will pay only the value of the units held as on the date of intimation of death and no other benefit will be payable.

c) By Partial Withdrawal

You can make lump sum partial withdrawals from your funds after 5 years of your policy provided:

- The minimum withdrawal amount is Rs. 10,000.
- After the withdrawal and applicable charges, the fund does not fall below the minimum fund value

- After the withdrawal, the fund does not fall below the sum of top-up premiums paid in the preceding three years, ignoring all top-up premiums paid in the three years before the maturity date.
- The maximum partial withdrawal that can be done throughout the policy term is 300% of the original annualised premium.

d) On Surrender

Insurance plans are long-term investments with significant tax advantages. We do not view them as short-term plans. Therefore, there you are encouraged to pay the original regular premium for at least the first 5 policy years. If you do not, you will incur a charge. In addition, you have no access to the funds in your policy in the first three policy years.

If you do not pay the original regular premiums due in the first 3 years your life cover will cease and the 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 of your policy or the end of the 2 years after you stop paying premiums into your policy, whichever is later.

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 is less than the minimum fund value of 150% of your original regular premium at any time after three policy years have passed, we will cancel your policy whether or not it is premium paying. This will ensure you receive at least 100% of the original annualised premium.

Please see the “Charges” section for details of the Surrender and Partial Withdrawal charges.

NOMINEES

If you have not assigned the policy,

You will receive the benefits due on maturity at the end of the policy term

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 over the long term.

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 premium that is used to buy units. This percentage depends on the year of allocation. The premium allocation rates are guaranteed for the entire duration of the policy term.

PREMIUM ALLOCATION RATE

PREMIUM PAID DURING YEAR (RS.)/ PREMIUM FREQUENCY	PREMIUM ALLOCATION RATE ANNUAL / HALF-YEARLY
Year 1	70%
Year 2	85%
Year 3	90%
Year 4 & 5	100%
Year 6+	105%

Single Premium Top Up Allocation: The allocation rates for a Single Premium Top Up are given below.

SINGLE PREMIUM TOP-UP(S)	ALLOCATION RATES
Single Premium Top-Up(s) – Year 1&2	97.50%
Single Premium Top-Up(s) – Year 3+	98.00%

FUND MANAGEMENT CHARGE (FMC)

In the long term, the key to building great maturity values is a low FMC. The daily unit price already includes our low fund management charge of only 1.25 % per annum charged daily, of the fund's value

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 fund(s) you have chosen.

CHARGES	EXPLANATION	
Policy Administration Charge	0.4% of original annualised premium will be deducted monthly.	
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.	
Partial Withdrawal Charge	6 partial withdrawal requests will be free in a policy year and any additional partial withdrawal request will be charged Rs. 250 per request.	
Surrender Charge	No. of Original Annualised Regular Premiums not paid in the first 5 years	Surrender Charge
	4	100% of the fund value
	3	50% of the fund value
	2	30% of the fund value
	1	15% of the fund value
	0	NIL
	For cases where part of the original annualised premium is not paid, for example if the frequency of payment is half-yearly, then the surrender charge will be derived from the above Table on a pro rata basis. No Surrender Charge will be levied for any Policy that is surrendered after the 5th policy anniversary.	
Revival Charge	A charge of Rs. 250 may be charged for revival.	
Miscellaneous Charge	This is a charge levied for any alterations to the policy, like premium redirection or additional servicing. 12 premium redirection requests will be free in a policy year and any additional premium redirection request will be charged Rs. 250 per request. 6 additional servicing requests will be free in a policy year and any additional servicing request # will be charged Rs. 250 per request. On outstation cheques a charge of up to Rs. 250 per instrument will be charged.	

*Statutory Charges – Service Tax, Education Cess and all other statutory levies shall be payable at the applicable rates on all Charges for all unit linked products. *Please refer to the Terms & Conditions section.*

ALTERATION TO CHARGES

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

• The Fund Management Charge will be subject to the maximum cap as allowed by IRDA; • The Surrender Charge, Policy Administration Charge & Mortality Charge are guaranteed for the entire duration of the policy term; • We can charge up to a maximum of Rs. 500 per request for Switching, Premium Redirection, Partial Withdrawal, Revival charges, Outstation Cheques charges and Additional Servicing Requests.

TAX BENEFITS (Based on current tax laws)

You will be eligible for tax benefits under Section 80C and Section 10(10D) of the Income Tax Act, 1961, subject to the provisions contained therein.

- Under Section 80C, you can save up to Rs. 30,900 from your tax each year (calculated on the highest tax bracket) as premiums up to Rs. 100,000 are allowed as a deduction from your taxable income.
- Under Section 10 (10D), the benefits you receive from this policy are exempt from tax.

The above mentioned tax benefits are subject to changes in the tax laws.

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) The Additional Services⁴ that will attract miscellaneous charges are as given below. Please note that the below list is a generic list and only those alteration requests eligible under HDFC Endowment Supreme will be available to you in your policy:

- Issue of Duplicate Policy Document on request from client
- Dispatch of Returned Policy Document - due to client giving incorrect /outdated address
- Change in Date of Birth
- Change of Address
- Change in the name of Life Assured (Please note: a change in Life Assured not allowed)
- Change of Policyholder /Policyholder's name
- Change of Assignee (especially as security for loans)
- Change of beneficiary /nominee / Appointee
- Change of name of beneficiary /nominee / Appointee
- Request for additional Annual Unit Statement
- Request for Ad-hoc Unit statement
- Request for additional Renewal premium reminder notice (more than one reminders)
- Cheque bounce/cancellation of Cheque
- Change of servicing agent on client's request
- Cancellation / Failure/ Fresh request of ECS / SI mandate on behalf of

the client • Change in the frequency of premium payment • Changing the installment amount during settlement period • Retrieving / cancelling cheque issued by us to the client due to client request / error • Client preference to have fund transfer instead of cheques on claims • Change in bank details • Invalid / Fraudulent claims submitted by the Policyholder

C) 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 or date of revival 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.

D) 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 and the expenses incurred by us on 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.

E) 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. 50,000,000 for a fund predominately investing in Government Securities and Rs. 25,000,000 for a fund investing in highly liquid equities.

F) Prohibition of Rebates:

Section 41 of the Insurance Act, 1938 states:

(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 punishable with fine, which may extend to five hundred rupees.

G) Non-Disclosure:

Section 45 of the Insurance Act, 1938 states:

Under the provisions of Section 45 of the Insurance Act, 1938, the company is entitled to repudiate a policy on the ground that a statement made in the proposal 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, before the expiry of 2 years from the effective date of the policy, and thereafter that if such false or inaccurate statement was on a material matter or suppressed facts were material to disclose and it was fraudulently made and the policy holder knew that the statement was false or was material to disclose.

H) Service Tax & other duties: As per the Service Tax Laws, service tax is applicable on the life insurance premium and also on the charges. Any other indirect tax or statutory levy becoming applicable in future may become payable by you by any method we deem appropriate including by levy 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



Visit us at www.hdfcinsurance.com



Sar Utha Ke Jiyo

Registered Office: HDFC Standard Life Insurance Company Limited, Ramon House, 169 Backbay Reclamation, Mumbai – 400 020.

This document has no monetary value at any time and is not a proof of any contract with HDFC Standard Life Insurance Company Limited.

This version of the policy brochure invalidates all previous versions for the same plan. This plan is a unit linked non participatory plan. Insurance is the subject matter of the solicitation. HDFC Endowment Supreme Suvidha (Form No: P 501- 66 UIN: 101L053V01) ARN: PP/12/2009/925