

# HDFC SIMPLILIFE

*New*

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 SimpliLife**, 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. **Always.**

**HDFC SimpliLife**

The HDFC SimpliLife gives:

- Valuable protection to your family in case you are not around
- **Bumper Addition** to your fund value on maturity
- An outstanding investment opportunity by providing a choice of thoroughly researched and selected investments

Once you have chosen your premium and investment fund or funds, we will then invest your premium, net of premium allocation charges in the proportion you specify. At the end of the policy term, you will receive the accumulated value of your funds plus the Bumper Addition.

In case of your unfortunate demise during the policy term, we will pay the following to your family

- the Unit Fund Value
- plus Sum Assured

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 Insurance Company Limited is the name of our Insurance Company and HDFC SimpliLife 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.**

**NOW HAVE YOUR OWN UNIT LINKED PLAN IN THE MOST SIMPLE WAY**

**2 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 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. Your policy will have a fixed sum assured of 5 times your chosen annualised premium.

Premiums and Sum Assured limits for HDFC SimpliLife are as follows

	Minimum	Maximum
Premium	Rs. 15,000 (Annual) Rs. 8000 (Half yearly)	Rs. 1,00,000
Sum Assured	Rs. 75,000	Rs. 5,00,000

Once chosen, the sum assured amount cannot be altered during the term of the policy.

Contact our Financial Consultant or nearest branch for more details about the available range of convenient auto premium payment options.

**STEP 2: CHOOSE YOUR INVESTMENT FUNDS**

**In this plan the investment risk in your chosen 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 7 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 7 funds designed to meet your risk appetite.

All the investment funds available to HDFC SimpliLife will be available to you.

All units in a particular fund are identical.



**Happiness**

You can choose from all or any of the following 7 funds.

FUND*	DETAILS	ASSET CLASS			RISK & RETURN RATING
		Money Market** Instruments** & Public Deposits***	Govt. Securities & Bonds	Equity	
		FUND COMPOSITION			
Liquid Fund II	<ul style="list-style-type: none"> <li>Extremely low capital risk</li> <li>Very stable returns</li> </ul>	100%		--	Very Low
Stable Managed Fund II	<ul style="list-style-type: none"> <li>Low capital risk due to exposure only to short- term bonds (Max 2 years)</li> <li>Higher potential return than Liquid Fund over a long period of time</li> </ul>	0% to 100%		--	Very Low
	Duration upto 24 months				
Secure Managed Fund II	<ul style="list-style-type: none"> <li>More capital stability than equity funds</li> <li>Higher potential return than Liquid Fund</li> </ul>	0% to 25%	75% to 100%	--	Low
Defensive Managed Fund II	<ul style="list-style-type: none"> <li>Access to better long-term returns through equities</li> <li>Significant bond exposure keeps risk down as compared to equities</li> </ul>	0% to 20 %	50% to 85%	15% to 30%	Moderate
Balanced Managed Fund II	<ul style="list-style-type: none"> <li>Increased equity exposure gives better long-term return</li> <li>Bond exposure provides some stability as compared to equities</li> </ul>	0% to 20%	20% to 70%	30% to 60%	High
Equity Managed Fund II	<ul style="list-style-type: none"> <li>Further increased exposure to equities to give a greater long-term return</li> <li>The small bond holding will aid diversification and provide a little stability</li> </ul>	0% to 15%	0% to 40%	60% to 100%	Very High
Growth Fund II	<ul style="list-style-type: none"> <li>For those who wish to maximise their returns</li> <li>100% investment in high quality Indian equities</li> </ul>	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.**

#### FLEXIBLE OPTIONS FOR YOUR NEEDS

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

FLEXIBLE OPTIONS	BENEFITS
Changing your Investment Decisions	<p>You can change your investment fund choices** in two ways:</p> <ul style="list-style-type: none"> <li><b>Switching:</b> You can move your accumulated funds from one fund to another anytime</li> <li><b>Premium Redirection:</b> You can pay your future premiums into a different selection of funds, as per your need.</li> </ul>
Premium Changes	<ul style="list-style-type: none"> <li>You cannot increase or reduce your regular premiums at any time.</li> <li>If you stop^ paying premiums after at least 3 years premiums are paid, your policy will be converted to a paid up policy.</li> <li>Life Cover will continue as long as the policy is in force (premium paying or paid up). All applicable charges will continue to be levied.</li> <li>You may only restart your regular premiums within a specified period®.</li> </ul>

# Your policy has a grace period of 15 days. ^ Your policy must maintain the minimum fund value. \*\* All the investment funds available to HDFC SimpliLife will be available to you. ® 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.

#### ELIGIBILITY

The age and term limits for taking out a HDFC SimpliLife are as shown below:

TERM PERIOD (Yrs.)		AGE AT ENTRY (Yrs.)		MAXIMUM AGE AT MATURITY (Yrs.)
Minimum	Maximum	Minimum	Maximum	
15	20	18	45	60

HDFC SimpliLife is available with limited underwriting wherein you will have to fill a Short Medical Questionnaire (SMQ).

Your HDFC SimpliLife (UIN: 101L033V03) 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 & 101L033V03), HDFC YoungStar Super Suvidha (UIN: 101L050V01), HDFC Endowment Super Suvidha (UIN: 101L051V01), HDFC Endowment Supreme Suvidha (UIN: 101L053V01) and HDFC YoungStar Supreme Suvidha (UIN: 101L052V01).

## 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 a **“Bumper Addition” of 100% of original annualised premium.**

This addition will be payable only if:

- You have paid all your regular premiums due throughout the original policy term.

You also have the option to take the Maturity Benefit related to your fund value in periodical instalments\* over the period which may extend to 5 years. This is called the “Settlement Option”.

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 an amount equal to 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

In case of the Life Assured's unfortunate demise before the end of policy term, we will pay the following:

- the Unit Fund Value
- plus Sum Assured

We will not pay any benefit other than the value of the units held at the date of intimation of death if death occurs within 90 days of the date of commencement, date of issue or date of revival whichever is later. Your policy will terminate thereafter.

### c) On Surrender or Partial Withdrawal

In the current regulatory scenario, insurance plans are not viewed as short-term plans. Therefore, 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 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 stopped 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 any.

If your fund value falls to zero during the first three policy years, your life cover will cease and we may at our discretion ask for additional premiums or cancel your policy.

If your fund value is less than the minimum fund value of 150% of the Original Annualized 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 an amount equal to the original annualised premium.

Please see the “Charges” section for details of the Surrender charge.

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

- The withdrawal amount is at least the minimum withdrawal amount which is currently Rs. 10,000; AND
- The fund after deducting the withdrawal amount and the partial withdrawal charge does not fall below the minimum fund value.
- The maximum partial withdrawal that can be done throughout the policy term is 300% of the original annualised premium.

## BENEFICIARIES

If you have not assigned the policy,

- You will receive the benefits due 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 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 and is called the **Allocation Rate**.

### ALLOCATION RATES

REGULAR PREMIUM DUE IN YEAR (Rs.)	ALLOCATION RATES
Year 1 & 2	80.00%
Year 3	90.00%
Year 4+	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.

### SURRENDER CHARGE

The Surrender charge applicable is shown in the table below.

NO. OF ORIGINAL ANNUALISED REGULAR PREMIUMS PAID	SURRENDER CHARGE
1	100% of the fund value
2	50% of the fund value
3	30% of the fund value
4	15% of the fund value
5	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.

### 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.

### 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.

CHARGE	EXPLANATION
<b>Policy Administration Charge</b>	0.3% of the original annualised premium per month
<b>Mortality Charges</b>	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.
<b>Switching Charge</b>	24 switches will be given free in a policy year and any additional switch will be charged Rs. 100 per switch.
<b>Revival Charge</b>	A charge of Rs. 250 may be charged for revival.
<b>Miscellaneous Charge</b>	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. Outstation cheques will be charged upto Rs. 250.

*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 Switches, 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. 1,00,000 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.

- 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.
- 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 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.**

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

##### E) 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.

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

##### F) 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.

##### G) 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

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

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

Email: [life@hdfcinsurance.com](mailto:life@hdfcinsurance.com)

Visit us at [www.hdfcinsurance.com](http://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 version of the same plan. This plan is a unit linked non-participating plan. Insurance is the subject matter of the solicitation.

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