

HDFC WEALTH BUILDER

With Bumper Addition



**Building wealth
with ease**



Sar Utha Ke Jiyo

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

HDFC Wealth Builder is an exclusive plan crafted for elite achievers like you. An investment cum insurance plan that will actively help in building your wealth and give you twin advantage of exclusive funds (actively managed for you) along with choice of limited premium payment term. This plan provides the financial protection to your loved ones and builds up your wealth effortlessly.

HDFC WEALTH BUILDER offers

- An outstanding investment opportunity
- ? Choice of exclusive and selected investments
- Choice of limited premium payment term of 3 and 5 years
- ? Bumper Addition to your Fund Value on maturity
- Valuable financial protection to your loved ones

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 plus the bumper addition 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) or your 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 Wealth Builder 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.

2 EASY STEPS TO YOUR OWN PLAN

Step 1 Choose the premium and premium paying term

Step 2 Choose the investment fund or funds you desire

STEP 1: CHOOSE THE PREMIUM & PAYMENT TERM

Choose the premium along with the premium payment term.

Minimum Annualised Premium	Rs. 2,50,000
Maximum Annualised Premium	No limit
Frequency	Annual or Half yearly
Premium Payment term	3 years or 5 years
Sum Assured	5 times annualised premium. Minimum Rs. 12,50,000 .

You cannot change the level Sum Assured at any time during the policy term.

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 adhoc Single Premium Top-Up depending on your convenience (See 'Single Premium Top-Up Premium').

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 4 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 4 funds designed to meet your risk appetite. All the investment funds available to HDFC Wealth Builder will be available to you. All units in a particular fund are identical.



Happiness

You can choose from all or any of the following 4 funds:

FUND*	DETAILS	ASSET CLASS			RISK & RETURN RATING	
		Money Market** Securities & Public Deposits***	Govt. Securities & Corporate Securities & Bonds	Equity		
FUND COMPOSITION						
Income Fund	<ul style="list-style-type: none"> Higher potential returns due to higher credit exposure (upto 10 years) More capital stability 	0% to 20%	80% to 100%		Moderate	
Blue Chip Fund	<ul style="list-style-type: none"> Exposure to large –cap equities & equity related securities 	0% to 20%	--	--	80% to 100%	Very High
Opportunities Fund	<ul style="list-style-type: none"> Exposure to mid –cap equities & equity related securities 	0% to 20%	--	--	80% to 100%	Very High
Vantage Fund	<ul style="list-style-type: none"> Fund of funds – Dynamic exposure between equity funds and debt funds Invested in the funds available to HDFC Wealth Builder funds 	0% to 40%	10% to 70%		10% to 70%	High
		Income Fund : 15% to 70%				
		Blue Chip Fund: 15% to 70%				
		Opportunities Fund: 15% to 60%				

* 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: Income Fund, Blue Chip Fund & Opportunities Fund 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. When there are excessive inflows into a fund, we may hold additional amounts (upto 5% of the fund) in Money Market Instruments over and above the limit specified in the mandates. • **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, 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 TO SUIT YOUR NEEDS

You can use these features to improve the investment returns you will receive.

FLEXIBLE OPTIONS	BENEFITS
Choosing Vantage 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** 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 funds, as per your need.
Single Premium Top-Up	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. 50,000.

** All the investment funds available to HDFC Wealth Builder will be available to you. #Your policy has a grace period of 15 days.

ELIGIBILITY

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

PREMIUM PAY TERM (Yrs)	TERM PERIOD (Yrs.)	AGE AT ENTRY (Yrs.)		MAXIMUM AGE AT MATURITY (Yrs.)
		Minimum	Maximum	
3	10	18	55	65
5	15	18	55	70

PREMIUM PAYMENT TERM

3 year premium paying term: If you stop your regular premiums before the payment term is over, your policy will lapse. You may revive your policy 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.

5 years premium paying term: If you stop paying premiums in first 3 years, your policy will lapse. 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 premiums before the end of the 5 years after you stopped paying premiums.

ACCESSING YOUR MONEY

a) On Maturity

Your policy matures at the end of the policy term and your risk cover ceases.

You may redeem your balance units at the then prevailing unit price and take the fund value plus **Bumper Addition** (which is an additional percentage of the average annualised regular premium) with you.

Premium Pay term	Bumper Addition
3	7.5% of Average Annualised Premium*
5	10% of Average Annualised Premium*

* Average Annualised premium is the total of all regular premiums paid throughout the term of the policy divided by the premium paying term.

Bumper Addition will be payable only if:

- You have paid all your regular premiums due through out the premium paying term.

Settlement Option: You can take your unit fund as 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 will bear the same investment risks as during the policy term. Applicable charges will be deducted. At the end of this 5-year period, we will pay the fund value to you. You may withdraw the entire fund value anytime during the settlement period.

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

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.

c) By Partial Withdrawals

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. 50,000.
- After the withdrawal, the fund does not fall below 150% of your original annualized regular premium
- After the withdrawal, the fund does not fall below the sum of top-up premiums paid to date.

d) On Surrender

Insurance plans are long-term investments with significant tax advantages; we do not view them as short-term plans. Hence you are encouraged to pay the original regular premium for the full premium paying term. If you do not, then you will incur a charge. In addition, 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, your life cover will cease and the surrender value will be the value of the units in the fund after the deduction of the surrender charge.

Please see the "Charges" section for details.

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. This percentage is called the **Premium Allocation Rate**. The Premium Allocation Rates are guaranteed for the entire duration of the premium payment term.

PREMIUM ALLOCATION RATES

PREMIUM PAID DURING YEAR (RS.)	3 Yr Premium Paying Term			5 Yr Premium Paying Term	
	Year 1	Year 2	Year 3	First 3 Years	Year 4 & 5
2,50,000 to 4,99,999	90%	92%	94%	Same as 3 Yr Premium Paying Term	98%
5,00,000 to 19,99,999	92%	92%	94%		98%
20,00,000+	92%	94%	94%		98%
Single Premium Top-Up	97%				

FUND MANAGEMENT CHARGE (FMC)

The daily unit price already includes the fund management charge of 1.35% per annum charged daily, of the fund's value.

SURRENDER CHARGE

No Surrender Charge will be levied for any Policy that is surrendered after the 5th policy anniversary. Surrender Charge in the first 3 years depend on the number of premiums paid and is given below.

No. of Regular Premiums paid		Surrender Charge
Annual	Half Yearly	
1	1 or 2	100% of Fund Value
2	3 or 4	50% of Fund Value
3	5 or 6	35% of Fund Value

After the first 3 years the surrender charge will be as follows:

Policy Year at the time of Surrender	Surrender Charge
Year 4 & 5	15% of Fund Value

PARTIAL WITHDRAWAL CHARGE

You can make lump sum partial withdrawals from your funds after 5 years of your policy. Six 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.

CHARGE	EXPLANATION
Policy Administration Charge	0.25% of original annualised premium per month for first 5 years only.
Mortality Charge	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.
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 additional servicing. 6 additional servicing requests ¹⁸ 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 per instrument.

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 Mortality Charge rates, Policy Administration Charge and Surrender Charge is 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. 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, 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 Services (as mentioned in Other Charges) 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 Wealth Builder 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 the 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 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) Alteration to the Premium: If you have opted for 5 year premium pay term, premiums alteration can be done only after 3 years. Your altered premiums would need to confirm any limits of Premium & Sum Assured specified by us along with the Unit Linked Guidelines.

E) 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 cannot be revived, reinstated or restored at any point of time and a new proposal will have to be made for a new policy.

F) 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.

G) 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 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.

H) 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.

I) Service Tax:

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

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. HDFC Wealth Builder is a non participatory unit linked plan. Insurance is the subject matter of the solicitation. This version of the brochure invalidates all pervious versions of the same plan.

HDFC Wealth Builder (Form No. P 501-64 UIN:101L054V01) ARN: PP/12/2009/933.