



DHFL Pramerica Smart Money Back, a Participating Endowment Plan

DHFL Pramerica
SMART
MONEY BACK
A PARTICIPATING ENDOWMENT PLAN



Your life is defined by its many milestones – your child’s first day at school, his/her college years, your own home, your retirement years... There are many such small and big occasions that will mark your life. You would like all of these occasions to be moments of celebration for your family and that is why you work hard to make sure that you have enough money for the present and a sufficient savings for the future.

Presenting
DHFL Pramerica
SMART MONEY BACK
A PARTICIPATING ENDOWMENT PLAN

A life insurance plan that helps fund your important milestones by periodically providing money backs during the Policy Term and helping you build a corpus for your long term financial needs so that you can continue to meet your financial responsibilities with ease. So take the smart step today and celebrate every moment of your life.

Key Features

- **Liquidity at planned milestones:** Provides Guaranteed Money backs during the Policy Tenure at defined intervals.
- **Flexible Policy and Premium Payment Terms:** Flexibility to choose from Policy Terms of 16/20 years with the available corresponding limited Premium Payment Terms options.
- **Augment savings through Bonus additions:** Boost your savings by means of Bonuses accruing on your Policy
- **Flexibility to avail loan against the Policy:** Option of availing loan against the Policy in case of requirement
- **Tax Benefits:** Get tax benefits on the Premiums paid, Guaranteed Money Back payouts and Maturity amounts as per the prevailing tax laws.

How does the plan work?

- Select Base Sum Assured as per your requirement subject to a minimum of Rs 120,000
- Select the duration for which you want to pay your Premiums corresponding to available Policy Term and Premium Paying term options.
- Pay the Premium based on the age of Life Insured, Sum Assured and the Premium Payment Term chosen
- The Policy will pay periodic money backs as a percentage of your Base Sum Assured at end of every 4th year for Policy Term of 16 years and at end of every 5th Policy Year for Policy Term of 20 years.
- At Maturity, the Policy will accrued Reversionary Bonuses and Final Bonus (if any).
- In case of an unfortunate demise of Life Insured during the Policy Term, Policy will terminate by paying the Death Sum Assured along with accrued Reversionary Bonuses and Final Bonus (if any)

Benefits in Detail

The Policy will pay the following benefits in case of Death or Maturity during the Policy Term provided the Policy is in force for full risk benefits as on the date of insured event

Death Benefit

On unfortunate demise of the Life Insured during the Policy Term irrespective of any survival benefit already paid, the Company will pay full Death Sum Assured along with accrued Reversionary Bonuses (if any) plus Interim and Final Bonus, if any as mentioned below

Death Sum Assured would be higher of the following:

- 11 times the Annualized Premium*;
- Base Sum Assured

However, the minimum Death Sum Assured along with Bonuses shall be at least equal to 105% multiplied by all the Premiums paid (excluding underwriting extra Premium, if any) as on date of Death.

*Annualized Premium shall be the Premium payable in a year chosen by the Policyholder, excluding the underwriting extra Premium and loadings for modal Premium, if any

Survival Benefit

Survival Benefit expressed as a percentage of Base Sum Assured will be paid at specified regular intervals during the Policy Term provided the Policy is in force for full risk benefits. It will be paid starting from end of the 4th Policy year and every 4th year thereafter for 16 year Policy term and from end of the 5th Policy year and every 5th year thereafter for 20 years Policy Term as mentioned below.

The percentage of Base Sum assured payout is mentioned below:

Policy Term = 16 years		Policy Term = 20 years	
Policy Year	% of Base Sum Assured	Policy Year	% of Base Sum Assured
4	15%	5	15%
8	20%	10	20%
12	25%	15	25%
16	40%	20	40%

Maturity Benefit

On Survival of the Life Insured to Maturity date, Accrued Reversionary Bonus and Final Bonus, if any, would be payable.

Eligibility

Minimum Age at entry ^{##}	8 Years [®]	
Maximum Age at entry ^{##}	For Policy Term 16 Years: 49 Years For Policy Term 20 Years: 45 Years	
Maximum Maturity Age ^{##}	65 Years	
Policy Term (years)	16	20
Premium Payment Terms (years)	5 or 7	7 or 10
Annual Premium	Minimum: Rs 15,000 Maximum: No Limit	
Base Sum Assured	Minimum: Rs 1,20,000 Maximum: No limit, subject to underwriting	
Premium Paying Mode	Yearly, Half Yearly and Monthly*	

^{##} Age as on last birthday

As per Service Tax law, service tax will be separately levied on the Premium.

Standard lives may also be covered subject to Company's underwriting norms and with any extra premium, if applicable

*Monthly mode of Premium Payment is available only through credit card, direct debit and ECS

Service tax and Education Cess, as applicable will be charged over and above the quoted Premium

[®]The risk cover for base plan will start immediately on date of commencement of Policy.

Bonuses

The Policyholder would be eligible to participate in the profits (or surplus) arising from the portfolio of such policies. The Company will carry out an annual valuation (as per the current IRDA of India regulations) at the end of each financial year and may declare following Bonuses.

- Compound Reversionary Bonus:** This is a regular Bonus expressed as a percentage of the total of Base Sum Assured and the Reversionary Bonus amount already attached to your Policy. Any Bonuses declared by the Company during first three Policy years shall vest in the Policy only after the Policy has been in-force for full Policy benefits during three Policy years. However, this condition will not apply to policies resulting into claims by Death during this period.
- Interim Bonus:** The Company may pay a bonus to the policies resulting into claims by way of surrender, death or maturity during the inter-valuation period.
- Final Bonus:** The Company may pay a final Bonus on termination of the Policy due to Death, Surrender or Maturity. Please note that bonuses would be applicable on full Base Sum Assured. The Bonuses are dependent upon the performance of the relevant participating fund and are not guaranteed. Please note that we apply Bonus rates to your Base Sum Assured and Accrued Bonuses and not to the Premium you have paid, as would happen in case of a fixed deposits with a bank So, the direct comparison of rates on these two investments would not be appropriate.

Illustration

Age at entry	: 35 Years	Sum Assured	: Rs. 200,000
Policy Term	: 20 years	Premium	: Rs. 24,200
Premium Payment Term	: 10 Years		

Policy Year	Survival/ Maturity Benefit (@8% assumed returns scenario)	Survival/ Maturity Benefit (@4% assumed returns scenario)
5	30,000	30,000
10	40,000	40,000
15	50,000	50,000
20	3,25,391	2,03,449
Total Benefit	4,45,391	3,23,449

For a Healthy male life.

Note:

- For the purpose of illustration, we have used 4% and 8% as the lower and the higher rates of investment returns respectively, in the calculations. These are in accordance with IRDA of India Non Linked Insurance Products, Regulations 2013
- The assumed rates of return are not guaranteed and they are not the upper or lower limits of what you might get back as the value of your policy as it is dependent on a number of factors including future investment performance and general levels of interest rates
- Service tax and Education Cess, as applicable will be charged over and above the quoted Premium

Modes offered and Modal factors:

Premium Modes	Factors
Yearly	1
Half-Yearly	0.52
Monthly*	0.09

*Monthly mode of premium payment is available only through credit card, direct debit and ECS.

Can loans be availed against this policy?

In situation of an emergency, you may require funds to meet some expenses. To fulfill this need, we allow you to avail loan against your Policy. Loan will be available after the Policy acquires Surrender Value, up to 80% of the Surrender Value. The outstanding loan amount and unpaid interest on the loan amount shall be deducted from any amount payable under your Policy. The rate of interest applicable on the loan will be declared by the Company on an annual basis at the beginning of every financial year. The loan rate of interest is based on yield on 10-years GSEC plus 225 bps.

Surrender

It is advisable to pay Premiums for the full Premium Payment Term to continue to receive bonuses throughout your Policy term and enjoy maximum benefits under the Policy.

At any time during the Policy Term while your Policy is in effect and Premium for at least two consecutive Policy years have been received in full, you can surrender your Policy.

On Surrender, Surrender Value equal to higher of Guaranteed Surrender Value (GSV) and Special Surrender Value (SSV) would be paid.

Guaranteed Surrender Value is X% of total premiums paid (excluding underwriting extra, if any) less any survival benefits already paid where X is as defined below plus the guaranteed surrender value of the accrued reversionary bonuses.

Year in which Policy is surrendered	GSV as a percentage of premiums paid excluding underwriting extra premiums, if any (X)	
	Policy Term	
	16 Years	20 Years
2	30.0%	30.0%

3	30.0%	30.0%
4	50.0%	50.0%
5	50.0%	50.0%
6	50.0%	50.0%
7	50.0%	50.0%
8	60.0%	60.0%
9	63.0%	62.0%
10	66.0%	64.0%
11	69.0%	66.0%
12	73.0%	68.0%
13	76.0%	70.0%
14	79.0%	73.0%
15	80.0%	75.0%
16	80.0%	77.0%
17	NA	79.0%
18	NA	80.0%
19	NA	80.0%
20	NA	80.0%

The Special Surrender Value is not guaranteed and may change depending upon the prevailing market conditions subject to prior approval of IRDA of India.

The Policy shall terminate on payment of Surrender Value and all rights, benefits and interests under this Policy shall cease.

What happens if I am unable to pay Premium?

Before paying Premium for at least first two Policy years in full

If the Policyholder discontinues the Premium Payment before paying Premium for at least two consecutive Policy years in full, the Policy will lapse without any value at the expiry of the grace period and no benefit would be payable. Such lapsed policies can be revived within a period of two years from the date of first unpaid Premium but before Maturity Date by paying all due Premiums with interest subject to Company's underwriting guidelines.

After paying Premium for at least two Policy years in full

If you decide not to pay any further Premiums after paying Premium for at least two consecutive years in full, your Policy will be converted into a reduced Paid-Up Policy after the expiry of the Grace Period with following reduced benefits. The policyholder also has the option to surrender a reduced paid up policy to receive an immediate benefit.

Death Benefit:

In case of Death of the Life Insured during the Policy Term after the Policy has become reduced paid-up, T (divided by) N (multiplied by) Death Sum Assured plus Accrued Reversionary Bonuses (as at the time of reduced paid up), if any plus Interim Bonus and Final Paid-up Bonus (as at the time of reduced paid up), if any, would become payable.

Survival Benefit:

In case of Survival of the Life Insured during the Policy Term after the Policy has become reduced paid-up, following reduced survival benefit will become payable as scheduled:

Reduced Survival Benefit = T (divided by) N (multiplied by) Survival Benefit

Maturity Benefit:

On survival to Maturity date after the Policy has become reduced paid-up, Accrued Reversionary Bonus (as at the time of reduced paid up) plus Final Paid-up Bonus (as at the time of reduced paid up), if any, would become payable.

Where:

T = Number of Premiums paid

N = Number of Premiums payable during the Policy Term

A reduced Paid-Up Policy would not be entitled to any future Bonuses. However, any Bonuses already vested till the date of Paid Up shall remain vested with the Policy and would be payable as part of Policy benefits

Can I revive the policy at a later stage?

- Revival of a Policy is allowed within the Policy Term and up to 2 years from the date of first unpaid Premium.
- Payment of all unpaid Premium with interest is required to revive the Policy.
- Revival of the Policy is subject to underwriting requirements
- Once the Policy is revived, all the benefits under the Policy would be revived.
- On revival of a reduced paid-up Policy, any final paid-up bonus added at the time of conversion of a Policy to reduce paid-up would be reversed.

Are there any Tax Benefits available?

Tax benefits will be applicable as per prevailing tax laws. Tax laws are subject to change. Please consult your tax advisor for details.

Free look cancellation

You will have a period of 15 days (30 days in case the Policy is sold through Distance Marketing) from the date of receipt of the Policy bond to review the terms and conditions of the Policy and where you disagree to any of these terms and conditions, you have an option to return the Policy stating the reasons for objection. On receipt of the letter along with the Policy bond, the Company will refund the Premium paid, subject to the deduction of proportionate risk Premium and any expenses incurred by the Company on insurance stamp duty and medical examination.

Distance Marketing entails to the sale of the product through a mode other than personal interaction.

What is the grace period in the plan?

A grace period of 30 days is allowed for payment of Premiums through all modes.

What are the exclusions in the plan?

There are no exclusions in the plan.

What if the Life Insured commits suicide?

If death occurs due to suicide or attempted suicide, whether sane or insane, within twelve months of the Policy Commencement Date or within twelve months from the date of revival of the Policy, then the Company's obligation under this Policy shall be to pay an amount equal to higher of 80% of total Premium paid (excluding underwriting extra if any), or Surrender Value, if any.

Nomination under Section 39 of Insurance Act, 1938

In this policy, Nomination is effected as per Section 39 of Insurance Act, 1938 as amended from time to time.

Assignment under Section 38 of Insurance Act, 1938

In this policy, Assignment is effected as per Section 38 of Insurance Act, 1938 as amended from time to time.

Section 41 of the Insurance Act, 1938: Prohibition of rebate

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 a default in complying with the provisions of this section shall be punishable with fine which may extend to ten lakh rupees.

The brochure gives the salient features for the product. Please refer to Policy document for further details of the terms and conditions

About Us

DHFL Pramerica Life Insurance Company Ltd. (DPLI) is a joint venture between Dewan Housing Finance Corporation Ltd. (DHFL), India's second largest private sector housing finance company and Prudential International Insurance Holdings, Ltd. (PIIH), a fully owned subsidiary of Prudential Financial, Inc. (PFI), a financial services leader headquartered in the U.S. DPLI represents the coming together of two renowned financial services organizations with a legacy of business excellence spread over decades. The life insurance joint venture agreement between the two partners was signed in July 2013.

DHFL Pramerica Life Insurance, which was earlier known as DLF Pramerica Life Insurance started operations in India on September 01, 2008 and has a pan India presence through multiple distribution channels which have been customised to address the specific insurance needs of diverse customer segments. The Company is committed to providing protection and quality financial advice to its customers.

For further information on the Company, please visit www.dhflpramerica.com.

About DHFL

DHFL was founded in 1984 by Late Shri Rajesh Kumar Wadhawan with a vision to provide financial access to the lower and middle income segments of the society. Today, led by Mr. Kapil Wadhawan, CMD, DHFL, the Company is one of India's leading mortgage finance institutions with presence in over 450 locations across the country, in addition to representative offices in Dubai and London.

All through its years of growth, DHFL has stayed with its core vision of financial inclusion. The Company's wide network, coupled with insights into local customer needs has enabled the Company to provide meaningful financial access to customers even in India's smallest towns. With a strong business foundation, an extensive distribution network, proven industry expertise and a deep understanding of the Indian customer, DHFL is one of India's largest financial services companies.

For further information, please visit <http://www.dhfl.com>.

About PFI

Pramerica is a trade name used by Prudential Financial, Inc. (PFI), a company incorporated and with its principal place of business in the United States, and its affiliated companies in select countries outside the United States. PFI (NYSE: PRU), a financial services leader with more than \$1 trillion of assets under management as of September 30, 2013, has operations in the United States, Asia, Europe and Latin America. PFI's diverse and talented employees are committed to helping individual and institutional customers grow and protect their wealth through a variety of products and services, including life insurance, annuities, retirement-related services, mutual funds and investment management. In the U.S., PFI's iconic Rock symbol has stood for strength, stability, expertise and innovation for more than a century. Prudential Financial, Inc. of the United States is not affiliated in any manner with Prudential plc, a company incorporated in the United Kingdom.

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Note:

For information on timeframes for proposal processing, policy servicing, claims servicing and grievance redressal, please refer our website at www.dhflpramerica.com

Insurance is the subject matter of solicitation.

Service tax & education cess, as applicable will be charged over and above the quoted premium.

This product provides life insurance coverage.

DHFL Pramerica Smart Money Back UIN: 140N045V01

IRDA of India Registration Number: 140

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**Take the decision to protect
your family's future today. Call now!**

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SMS 'LIFE' to 5607070

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Visit www.dhflpramerica.com to know more about us and our products.



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