

Security and prosperity for you and your loved ones

Get more cover and pay limited premiums



Flexibility

Limited Premium Payment
Term of 7 & 10 years



Convenience

Available with No Medicals¹



Assurance

Minimum 3% guaranteed²
reversionary bonus
(on sum assured)



HDFC Life Classic Assure Plus

A Non Linked 'With Profit' Life Insurance Plan



Sar utha ke jiyō!

1. For age between 18- 50 years with a proposed Sum Assured of ₹ 20 Lakhs and below on the basis of SMQ. Conditions Apply.
2. Reversionary Bonus is guaranteed during the premium payment term on sum assured, subject to policy being in force and all due premiums being paid.

There are few things that come with guarantees in life. No wonder you do wish for an investment cum insurance plan that offers guaranteed benefit while letting your money grow. All to help you in achieving the lifestyle you desire and live life sar utha ke!

PRESENTING HDFC LIFE CLASSIC ASSURE PLUS

HDFC Life ClassicAssure Plus is a participating insurance plan that offers guaranteed reversionary bonus along with the flexibility to choose premium paying term. The plan provides financial protection against untimely demise throughout the policy term. The plan is ideal for meeting long term financial goals such as funding your child's aspiration of higher education, create a fund for your own future aspirations and creating a financial cushion to secure your loved one's future aspirations.

KEY FEATURES OF HDFC LIFE CLASSIC ASSURE PLUS

- Limited premium paying terms of 7 or 10 years
- Insurance coverage throughout the policy term
- Guaranteed reversionary bonus during the premium paying term³
- This plan is available with a Short Medical Questionnaire (SMQ) based underwriting⁴

CHECK YOUR ELIGIBILITY

This plan can be taken only on a single life basis. The age and term limits for this plan are as follows:

Policy Term (years)	10	15	20
Premium Paying Term (years)	7	7 or 10	10
Minimum Entry Age	8 years	3 years	30 days
Maximum Entry Age (years)	55	60	55
Maximum Maturity Age (years)	65	75	
Minimum Sum Assured (₹)	49,447	48,032	73,516
Maximum Sum Assured (₹)	No limit, subject to satisfactory underwriting		

All ages mentioned above are age last birthday.

Sum Assured is the absolute amount of benefit which is guaranteed to become payable on maturity of the policy or on death of the Life Assured as per the terms and conditions specified in the policy.

3. For conditions please refer to the section on Bonuses

4. Please speak to our Financial Consultant to know more details.

PREMIUMS

You can choose your premium as per your needs. You can choose to pay your premiums either annually, half yearly, quarterly or monthly.

The Premium limits are as follows:

Frequency	Minimum Installment Premium	Maximum Installment Premium
Annual	₹ 12,000	No limit ⁵
Half-Yearly	₹ 6,000	
Quarterly	₹ 3,000	
Monthly	₹ 1,000	

5. The acceptance of any case is subject to satisfactory underwriting.

BONUSES

A simple Reversionary Bonus as a percentage of the Sum Assured would be declared at the end of the financial year. Once added to the policy, the bonus is guaranteed to be payable either on death or on maturity, whichever is earlier provided all due premiums are paid. The Reversionary Bonus is guaranteed

during the premium paying term. The reversionary bonus is guaranteed and shall be subject to a minimum of 3% p.a. during the premium paying term. The Reversionary Bonus would depend on the actual experience with respect to the investment return, expenses, mortality, tax etc and would be declared keeping in mind a long term view of expected future experience.

A Terminal Bonus may be added to a policy and enables the company to pay a fair share of the surplus at the end, based on the actual experience over the policy term and allowing for the reversionary bonuses already attached. As the Terminal bonus depends on the actual future experience it is not a guaranteed benefit.

It is always advisable to pay premiums for the full premium paying term in order to receive bonuses and to enjoy maximum benefits.

BENEFITS

A. Maturity Benefit

On survival till the maturity date and on full payment of premiums due throughout the premium paying term, you will receive the Sum Assured plus accrued bonuses.

B. Death Benefit

On death of the life assured, provided all due premiums are paid, we would pay the highest of the following

- Sum Assured
- 10 times annualised premium
- 105% of the premiums⁶ paid.

plus accrued bonuses if any to the nominee.

We will terminate the policy on payment of the maturity or death benefit.

C. High Sum Assured Discount

For policies with a Sum Assured of ₹ 10 Lakh and more, a discount of 5% would be offered on the basic premium (i.e. excluding policy fee and any underwriting extra premium).

D. Policy Loan

Once your policy has acquired the surrender value, you may avail of a policy loan upto 80% of the surrender value of your policy subject to applicable terms and conditions. Our current terms and conditions are stated below:

- The loan will only be given on an inforce policy;
- The policyholder should be atleast 18 years of age at the time of requesting the loan;
- The interest rate on loan is 14% p.a.;

6. The Premium amount is excluding any taxes and levies as applicable paid on the premium or any extra premiums.

GRACE PERIOD

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

Should a valid claim arise under the policy during the grace period, but before the payment of due premium, we shall still honor the claim. In such cases, the due and unpaid premium will be deducted from any benefit payable.

LAPSATION

In the event of nonpayment of premium due under the policy within the grace period, the policy will lapse if the policy has not acquired a surrender value. The risk cover will cease and no benefits will be payable in case of lapsed policies.

You can revive your lapsed policy. Kindly see the section below on Revival.

PAID UP

If you stop paying premiums after the policy has acquired a surrender value, your policy will be made paid-up at the end of the grace period. The benefit will be reduced proportionately. The Reversionary Bonus accrued to the policy as on the date of Paid-Up will remain attached to the policy. A Paid-Up policy will not accrue any further bonuses.

The Paid-Up value on Maturity will be Sum Assured x (premiums paid/ premium payable) + bonuses accrued to the policy when it is made paid-up.

The Paid-Up value on Death Benefit will be higher of the Paid-Up Sum Assured or 105% of the premiums⁷ paid + bonuses accrued to the policy when it is made paid up.

You can revive your paid-up policy. Kindly see the section below on Revival.

7. The Premium amount is excluding any taxes and levies as applicable paid on the premium or any extra premiums.

REVIVAL

You can revive your lapsed/paid-up policy within 2 years of lapsation or becoming paid-up subject to the terms and conditions we may specify from time to time. For revival, you will need to pay all the outstanding premiums and interest on the outstanding premiums along with a revival charge of upto

Guaranteed Surrender Value (GSV) Factors as percentage of premiums paid

POLICY YEAR	POLICY TERM 10	POLICY TERM 15		POLICY TERM 20
	PPT 7	PPT 7	PPT 10	PPT 10
2	30.0%	30.0%	N.A.	N.A.
3	30.0%	30.0%	30.0%	30.0%
4	50.0%	50.0%	50.0%	50.0%
5	50.0%	50.0%	50.0%	50.0%
6	50.0%	50.0%	50.0%	50.0%
7	50.0%	50.0%	50.0%	50.0%
8	70.0%	55.7%	55.7%	53.3%
9	90.0%	61.4%	61.4%	56.7%
10	90.0%	67.1%	67.1%	60.0%
11		72.9%	72.9%	63.3%
12		78.6%	78.6%	66.7%
13		84.3%	84.3%	70.0%
14		90.0%	90.0%	73.3%
15		90.0%	90.0%	76.7%
16				80.0%
17				83.3%
18				86.7%
19				90.0%
20				90.0%

Rs. 250 and taxes and levies as applicable This charge may be revised at the discretion of the Company.

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

SURRENDER

It is advisable to continue your policy in order to enjoy full benefits of your policy. However, we understand that in certain circumstances you may want to surrender your policy.

The policy will acquire a Guaranteed Surrender Value provided

- 2 full years' premium has been paid for premium paying term of 7 years
- 3 full years' premium has been paid for premium paying term of 10 years

The Guaranteed Surrender Value is a percentage of all regular premiums⁸ paid. In addition, the Surrender Value of the bonuses, which is a percentage of accrued bonuses, is also applicable once the policy has acquired a Guaranteed Surrender Value.

For details, please contact our Financial Consultant.

We may pay a surrender value higher than the Guaranteed Surrender Value and the Surrender Value on bonuses.

We will terminate the policy on payment of the surrender benefit.

8. The Premium amount is excluding any taxes and levies as applicable paid on the premium or any extra premiums.

Guaranteed Surrender Value (GSV) Factors as percentage of accrued bonuses

POLICY YEAR	POLICY TERM 10	POLICY TERM 15		POLICY TERM 20
	PPT 7	PPT 7	PPT 10	PPT 10
2	9.8%	4.9%	N.A.	N.A.
3	11.3%	5.6%	5.6%	2.8%
4	13.0%	6.4%	6.4%	3.2%
5	14.9%	7.4%	7.4%	3.7%
6	17.2%	8.5%	8.5%	4.2%
7	19.7%	9.8%	9.8%	4.9%
8	22.7%	11.3%	11.3%	5.6%
9	26.1%	13.0%	13.0%	6.4%
10	30.0%	14.9%	14.9%	7.4%
11		17.2%	17.2%	8.5%
12		19.7%	19.7%	9.8%
13		22.7%	22.7%	11.3%
14		26.1%	26.1%	13.0%
15		30.0%	30.0%	14.9%
16				17.2%
17				19.7%
18				22.7%
19				26.1%
20				30.0%

TERMS & CONDITIONS

A. Exclusion:

- In case of death due to suicide, within 12 months;
- From the date of inception of the policy, the nominee of the policyholder shall be entitled to 80% of the premiums paid provided the policy is in-force.

- From the date of revival of the policy, the nominee of the policyholder shall be entitled to the amount which is higher of 80% of the premiums paid till date of death or the surrender value as available on date of death.

B. Tax Benefits:

- Tax benefits under the policy are subject to prevailing tax laws (Section 80C and Section 10(10D)) of the Income Tax Act, 1961.

Please note that the above mentioned tax benefits are as per the current tax law. Your tax benefit may change if the tax law changes. Consult your tax advisor for your personal tax liabilities under the Income-tax law.

C. Cancellation in the Free-Look period:

In case you are not agreeable to the any 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. The Free - Look period for policies purchased through distance marketing (specified below) will be 30 days. On receipt of your letter along with the original policy documents, we shall arrange to refund you the premium, subject to deduction of the proportionate risk premium for the period on cover, the expenses incurred by us on medical examination and stamp duty.

Distance Marketing refers to insurance policies sold over the telephone or the internet or any other method that does not involve face-to-face selling.

D. Alterations:

Alterations to Premiums, Premium paying term / Policy Term and Sum Assured are not allowed. Alteration to premium frequency is allowed which may result in change of premiums. Change in premiums due to alterations in frequency is allowed.

E. An underwriting extra premium may be charged in case of Substandard lives and Smokers as per our prevalent Underwriting policy

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

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

any time applied except where before or after Insurance Laws (Amendment), Bill 2015, a nomination is made in favour of spouse or children or spouse and children whether or not on the face of the policy it is mentioned that it is made under Section 39. Where nomination is intended to be made to spouse or children or spouse and children under Section 6 of MWP Act, it should be specifically mentioned on the policy. In such a case only, the provisions of Section 39 will not apply.

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

- 1) This policy may be transferred/assigned, wholly or in part, with or without consideration.
- 2) An Assignment may be effected in a policy by an endorsement upon the policy itself or by a separate instrument under notice to the Insurer.
- 3) The instrument of assignment should indicate the fact of transfer or assignment and the reasons for the assignment or transfer, antecedents of the assignee and terms on which assignment is made.
- 4) The assignment must be signed by the transferor or assignor or duly authorized agent and attested by at least one witness.
- 5) The transfer or assignment shall not be operative as against an Insurer until a notice in writing of the transfer or assignment and either the said endorsement or instrument itself or copy thereof certified to be correct by both transferor and transferee or their duly authorized agents have been delivered to the Insurer.
- 6) Fee to be paid for assignment or transfer can be specified by the Authority through Regulations.
- 7) On receipt of notice with fee, the Insurer should Grant a written acknowledgement of receipt of notice. Such notice shall be conclusive evidence against the insurer of duly receiving the notice.
- 8) The Insurer may accept or decline to act upon any transfer or assignment or endorsement, if it has sufficient reasons to believe that it is (a) not bonafide or (b) not in the interest of the policyholder or (c) not in public interest or (d) is for the purpose of trading of the insurance policy.
- 9) In case of refusal to act upon the endorsement by the Insurer, any person aggrieved by the refusal may prefer a claim to IRDAI within 30 days of receipt of the refusal letter from the Insurer.

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

H. Section 41 of the Insurance Act, 1938 as amended from time to time 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:

Provided that acceptance by an insurance agent of commission in connection with a policy of life insurance taken out by himself on his own life shall not be deemed to be acceptance of a rebate of premium within the meaning of this sub-section if at the time of such acceptance the insurance agent satisfies the prescribed conditions establishing that he is a bona fide insurance agent employed by the insurer.

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

I. Non-Disclosure: Section 45 of the Insurance Act, 1938 as amended from time to time states:

- 1) No policy of life insurance shall be called in question on any ground whatsoever after the expiry of three years from the date of the policy, i.e., from the date of issuance of the policy or the date of commencement of risk or the date of revival of the policy or the date of the rider to the policy, whichever is later.
- 2) A policy of life insurance may be called in question at any time within three years from the date of issuance of the policy or the date of commencement of risk or the date of revival of the policy or the date of the rider to the policy, whichever is later, on the ground of fraud: Provided that the insurer shall have to communicate in writing to the insured or the legal representatives or nominees or assignees of the insured the grounds and materials on which such decision is based.
- 3) Notwithstanding anything contained in sub-section (2), no insurer shall repudiate a life insurance policy on the ground of fraud if the insured can prove that the mis-statement of or suppression of a material fact was true to the best of his knowledge and belief or that there was no deliberate intention to suppress the fact or that such mis-statement of or suppression of a material fact are within the knowledge of the insurer: Provided that in case of fraud, the onus of disproving lies upon the beneficiaries, in case the policyholder is not alive.
- 4) A policy of life insurance may be called in question at any time within three years from the date of issuance of the policy or the date of commencement of risk or the date of revival of the policy or the date of the rider to the policy, whichever is later, on the ground that any statement of or suppression of a fact material to the expectancy of the life of the insured

was incorrectly made in the proposal or other document on the basis of which the policy was issued or revived or rider issued: Provided that the insurer shall have to communicate in writing to the insured or the legal representatives or nominees or assignees of the insured the grounds and materials on which such decision to repudiate the policy of life insurance is based: Provided further that in case of repudiation of the policy on the ground of misstatement or suppression of a material fact, and not on the ground of fraud, the premiums collected on the policy till the date of repudiation shall be paid to the insured or the legal representatives or nominees or assignees of the insured within a period of ninety days from the date of such repudiation.

- 5) Nothing in this section shall prevent the insurer from calling for proof of age at any time if he is entitled to do so, and no policy shall be deemed to be called in question merely because the terms of the policy are adjusted on subsequent proof that the age of the life insured was incorrectly stated in the proposal.

J. Indirect & Direct Taxes

Indirect Taxes

Taxes and levies as applicable will be charged and are payable by you by any method including by levy of an additional monetary amount in addition to premium and/or charges.

Direct Taxes

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

Contact us today



To buy: 1800-227-227 (Toll free)
(Available Mon-Sat 9:30am to 6:30pm)



Visit us at www.hdfclife.com



Sar utha ke jiyo!

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

Registered Office: 13th Floor, Lodha Excelus, Apollo Mills Compound, N. M. Joshi Marg, Mahalaxmi, Mumbai - 400 011.

Email: service@hdfclife.com, Tel. No: 1860 267 9999 (Mon-Sat 10 am to 7 pm) Local charges apply. Do NOT prefix any country code. e.g. +91 or 00. Website: www.hdfclife.com
The name/letters "HDFC" in the name/logo of the company belongs to Housing Development Finance Corporation Limited ("HDFC Limited") and is used by HDFC Life under an agreement entered into with HDFC Limited.

HDFC Life Classic Assure Plus (UIN: 101N089V04, Form No: 501) is a Non-Linked, Participating, Savings Insurance Plan. Life Insurance Coverage is available in this product. This version of the product brochure invalidates all previous printed versions for this particular plan. This Product brochure is indicative of the terms, warranties, conditions and exclusions contained in the insurance policy. Please know the associated risk and applicable charges from your insurance agent or the intermediary or policy document of the insurer. ARN: PP/10/18/12051.

BEWARE OF SPURIOUS / FRAUD PHONE CALLS!

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