



Citizens Charter Of Star Union Dai-ichi Life Insurance Company Limited

A Declaration of Service Commitment to our Customers

November - 2024

CITIZEN CHARTER

Preface

The main objective of the exercise to issue the Citizen's Charter of Star Union Dai-ichi Life Insurance Company Limited (SUD Life) is to maintain and improve the quality of services offered. This is done by letting the citizens know how one can get in touch with our offices, what to expect by way of services and how to seek a remedy if services are not as per their expectations.

This Citizens Charter represents the commitment of SUD Life towards standard, quality and time frame of service delivery, grievance redress mechanism, transparency and accountability in accordance with the Insurance Regulatory Development Authority (IRDA). This also includes expectations of the organisation from the citizen for fulfilling the commitment of the organisation. The charter has been prepared to promote fair insurance practices and to give information regarding various activities relating to customer service.

The term 'Citizen' in the Citizen's Charter implies the clients or customers whose interests and values are addressed by the Citizens Charter and, therefore, includes not only the citizens but also all the stakeholders, i.e., citizens, customers, clients, users, beneficiaries, other regulatory bodies etc.

The Citizens Charter is not a legal document and hence not legally enforceable creating any rights and obligations. However, it is a tool for facilitating the delivery of services to citizens with specified standards, quality and time frame of service delivery etc. with commitments from SUD Life and its clients.

Components of a Citi Citizen's Charter

- I. Vision
- II. Philosophy
- III. Values
- IV. Our Customers
- V. Our Customer interface
- VI. Our commitment
- VII. Our service standards
- VIII. Our service time frames

Information given in this document is as of November 4, 2024 and is subject to change/revision. This document is to promote better understanding between Citizens and SUD Life.

Only key information on various services are given in this document. Each service has its own detailed terms and conditions, which is submitted with the regulator and is available on our website.

For further details/ information, please visit our website www.sudlife.in or call us at our numbers mentioned below

Toll-Free: 1800-266-8833, Mon-Sat, 9:00am-7:00pm

Our Vision

To be the Trustworthy Lifelong Insurance Partner

Our Philosophy

Converting Transactional Relationships into Subscriptional Relationships.

Our Values

Empathy, Collaboration, Humility & Ownership

Our Customers

Individual Customers
Group Customers

Customer Interface

The policy holder can approach us through any of the channels mentioned below

Contact Centre:

Customers can call our Contact Centre at 1800-266-8833 (Toll-free) Operational hours
Mon-Sat 9:00am to 7:00pm

Email:

Customer can email to us at customercare@sudlife.in.

SUD Life Branch/Regional Offices:

Customers can visit us at any of our Regional Offices or Corporate Office or at Branches of Bank of India or Union Bank of India.

Website: Customers can visit our website at www.sudlife.in and check the product and services we offer

Our Commitment

To the Community: We Promise

- To provide life insurance cover and financial security to all sections of society through our wide range of products
- To Develop and Roll out product suiting to the needs of customers in lieu of changing social and economic environment
- To Conduct our business in view of the interest of our society and national priorities

To Our Customers: We promise

- To be available to them Wherever they want, However they want
- To provide Delightful customer experience on their every contact with us
- To maintain proactive reach and keep them informed on servicing needs

To Our Internal Customers: We Promise

- To train our employees as multi- skilled resources
- To groom our team to become “Future Leaders” by exposing them to multiple discipline and challenging environments
- To Provide an environment which ensures job satisfaction and sense of pride

Our Service Standards

Standards for Fairness in Dealing with Customers

We will

- ✓ Strive to deal with our Customers in an open and transparent manner
- ✓ Explain the rationale behind our decisions, consistent with requirements relating to business principles;
- ✓ Continuously expand our product line and services to afford wider choice;
- ✓ Waive/allow payment of interest as a measure of compensation wherever service deficiency occurs which is attributable to us.

Standard for Easy Access to Information for Customers

We will

- ✓ Educate the customers and the public of the various options available in the area of products and services;
- ✓ Make available to the customers the literature and brochures relating to our products and services in the regional languages and in “easy to understand” style;
- ✓ Enlarge the access of the customers to reach out to the Organisation through different channels like help lines, call centres, internet etc.
- ✓ Make available various information on products and services through our web page on internet, interactive voice response system, information kiosks etc;
- ✓ Enhance the content, frequency and quality of our communication with the customers, especially through the mass media like Press, Television, Radio etc .

Standard for Policy Servicing

We will

- ✓ Strive to achieve and excel the benchmarks set forth in the charter displayed in our branch offices and those prescribed by the regulatory authority in respect of various aspects of policy servicing;
- ✓ Review the standards of servicing annually with a view to improving the bench marks, wherever necessary
- ✓ Respond to customer enquiries promptly
- ✓ Afford the customers, opportunities to provide the Organisation with feedback about their perception of our services and to suggest improvements through customer surveys and customer meets;

- ✓ Enhance customer convenience through adoption of higher technologies in the areas of information and communication, simplification of processes, review and revamp systems and methods

Standard for Claim Settlement

We will

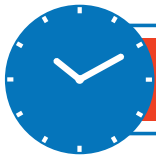
- ✓ Strive to settle all maturity claims well in time preferably on or before the due date, on receipt of all requirements from the policy holders;
- ✓ Strive to settle all death claims, which do not require investigation, within 15 days of submission of all requirements by the claimants. If there is a delay on our part beyond the stipulated days, we will pay interest for the delayed period as prescribed by IRDA.

Standard for Redressal of Customer Grievances

We will

- ✓ Provide opportunities to our customers to meet designated Grievance Redressal Officer in all offices of the organisation without prior appointment during the second half of working hours on all Mondays and prior appointment on other working days
- ✓ Register all grievances received and strive to dispose off the same within fourteen days of their receipt. In case of delay beyond this period, we will explain the reasons for delay on request
- ✓ Enable a claimant whose claim has been repudiated by the claims team, the opportunity for appealing for a review by the claims review committee functional at company level
- ✓ Provide information to the aggrieved customers about the availability of the external grievance Redressal machinery in form of Ombudsman.

This charter is a summary of what Star Union Dai-ichi Life Insurance proposes to offer to the community, to the customers and to our workforce. This charter does not become a part of the policy contract of the customers of Star Union Dai-ichi or the conditions of service of the workforce of the organization.



Turnaround Time

for servicing the policyholder as per IRDAI regulations



New Business Proposal Processing

Processing of insurance proposal and seeking further requirements for consideration of the proposal.	07 days
Decision on proposal from the date of receipt of proposal or from the date of receipt of additional requirement, whichever is later.	07 days
Providing a copy of the policy along with the proposal form.	15 days



Post Policy Service Request

Post policy service requests concerning mistakes/corrections in the policy document.	07 days
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Free Look Cancellation

Free look cancellation & refund from the date of receipt of request.	07 days
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Policy Servicing (from the date of receipt of request for the service specified)

Change of address (KYC norms to be complied)	07 days
Registration/Change of nomination, assignment	07 days
Inclusion of new member in case of group policy	07 days
Alteration in original policy conditions (where applicable)	07 days
Policy loan	07 days
Unit/Index linked insurance policyswitch, top-up, and other related services.	07 days
Decision on policy revival after receipt of all requirements.	07 days
Issue of Premium Payment Certificates (PPC)	07 days
Issue of duplicate policy	07 days



Claims

Death claims settlements (not requiring investigations)	15 days
Early death claims requiring investigations - decision and payment.	45 days
Settlement of health claims	15 days



Survival, Maturity, Annuity Payments

Settlement of maturity claims	On due date
Settlement of survival benefits	On due date
Annuity payments/Pension payment	On due date
Surrender or partial withdrawal of policy	07 days



Auto Action by the Insurer

Premium due intimation	One month before due date
Policy payments information (survival benefits, maturity benefits, etc.)	One month before due date



Complaints

Acknowledgement to complainant	Immediately
Action on complaint and intimation of decision to the complainant.	14 days
If complaint is NOT resolved by the Insurer, communicate the details to the policyholder of options including referring the complainant to Insurance Ombudsman Consumer Court.	14 days from date of receipt of original complaint*

*(The policyholder may approach the Insurance Ombudsman if his/her complaint is not resolved within 30 days or if the decision of the company is not acceptable to the policyholder.)

Star Union Dai-ichi Life Insurance Company Limited

Registered Office: 11th Floor, Vishwaroop I.T. Park, Plot No. 34, 35 & 38, Sector 30A of IIP, Vashi, Navi Mumbai - 400 703
 1800 266 8833 (Toll Free) | Timing: 9:00 am - 7:00 pm (Mon - Sat) | Email ID: customercare@sudlife.in
 Visit: www.sudlife.in | IRDAI Regn. No: 142 | CIN: U66010MH2007PLC174472