

Zindagi ke liye e-wala lifeline.



SUD Life e - Lifeline Term Insurance Plan is Non-Linked Non-Participating Individual Pure Term Life Insurance plan that provides financial protection to your family in your absence. The simplicity of plan offers peace of mind by ensuring that your loved ones are always protected in any critical situation.

5 distinct advantages:



Provides financial protection upto age 70 years at affordable cost



Multiple policy term options from 10 to 40 years



Receive death benefit as lumpsum[#]



Special Premium rates for women



Avail Tax Benefits*

[#] Provided all the premiums are paid and policy is in-force. SUD Life e-Lifeline Term Insurance Plan is a pure term product and does not offer any maturity benefits, paid-up value or survival benefit. | *As per prevailing norms under the Income Tax Act, 1961 as amended from time to time.



WHY READ THIS BROCHURE?

This brochure helps you understand if this is the right plan for you. It gives you details about how it will work throughout the plan term in ensuring your needs are met. We believe this is an important document to understand before you decide to buy the policy.



IDEAL STEPS TO FOLLOW

1. Read the brochure carefully
2. Understand the benefits and remember the important points before buying the insurance plan
3. Meet our representatives or call 1800 266 8833 to clarify any pending doubts



YOU WILL COME ACROSS THE FOLLOWING SECTIONS IN THE BROCHURE

1. Is this the right plan for you?
2. Know your plan better
3. Making the most of your plan
4. Terms & conditions

Life, in its essence, is a journey filled with unpredictability. From unexpected job change to sudden health crises, the path we walk is seldom linear. The unpredictable nature of life can induce significant stress and anxiety. While we cannot control the unpredictability of life, we can control how we prepare for it. Life insurance stands as a testament to this preparation, offering a financial buffer against the uncertainties that life inevitably throws our way. Secure your family's future with a life insurance plan that guarantees their financial stability and gives you peace of mind – don't leave it to chance.

Presenting, **SUD Life e – Lifeline Term Insurance Plan**, a protection plan designed to shield you and your loved ones from various uncertainties of life. Having the right kind of life insurance gives you and your family more power to make life plans, and more confidence that you can achieve them.

Give your loved ones the gift of financial security with our trusted pure protection plan: **SUD Life e – Lifeline Term Insurance Plan**.

Key Features



Provides **Financial Protection** at an affordable cost



Multiple Policy Term options of 10 to 40 Years



Premium Payment Term: Regular Pay



Receive **Death Benefit** as lumpsum



Special Premium Rates for women



Tax Benefits: as per prevailing norms under the Income Tax Act, 1961 as amended from time to time

You will come across the following sections in the Sales Literature:

1. Is this the right plan for you?
2. Know your plan better
3. Making the most of your plan
4. Terms & conditions

01

Is This The Right Plan For You?

What is SUD Life e – Lifeline Term Insurance Plan?

SUD Life e – Lifeline Term Insurance Plan is Non-Linked Non-Participating Individual Pure Risk Life Insurance plan that provides financial protection to your family in your absence. It offers financial protection at an affordable cost, ensuring that your loved ones are protected during the critical periods when they need it most.

When is this plan right for you?

This plan is right for you if:

- You want peace of mind knowing that your loved ones are financially protected.
- You have significant financial obligations throughout this plan help to meet such financial obligation.

02

Know Your Plan Better

Parameters	Minimum	Maximum
Entry Age (Age last birthday)	18 Years	60 Years
Maturity Age (Age last birthday)	28 Years	70 Years
Annualized Premium	₹ 4,125	₹ 68,900
Sum Assured	₹ 25,00,000	₹ 50,00,000
Policy Term	10 Years	40 Years
Premium Payment Term	Regular Pay	

*Sum Assured to be in multiple of ₹ 50,000

The Premium as mentioned above is excluding the Goods and Services tax, extra premium and modal loadings, if any.

What are the Benefits available under this product?

Death Benefit:

On the death of the Life Assured during policy term and provided the policy is in force, the Death Benefit amount payable as a lump-sum is:

Sum Assured on death is highest of:

- a. 10 times of the Annualized Premium,
- b. 105% of total premiums paid as on date of death of the Life Assured,
- c. Absolute amount assured to be paid on death (i.e. Sum Assured) as selected by the policyholder at inception of the policy.

“Annualized Premium” refers to premium amount payable in a year excluding taxes, rider premium, underwriting extra premium and loading for modal premiums.

“Total premiums” paid means total of all the premiums paid under the base product, excluding any extra premium and taxes, if collected explicitly.

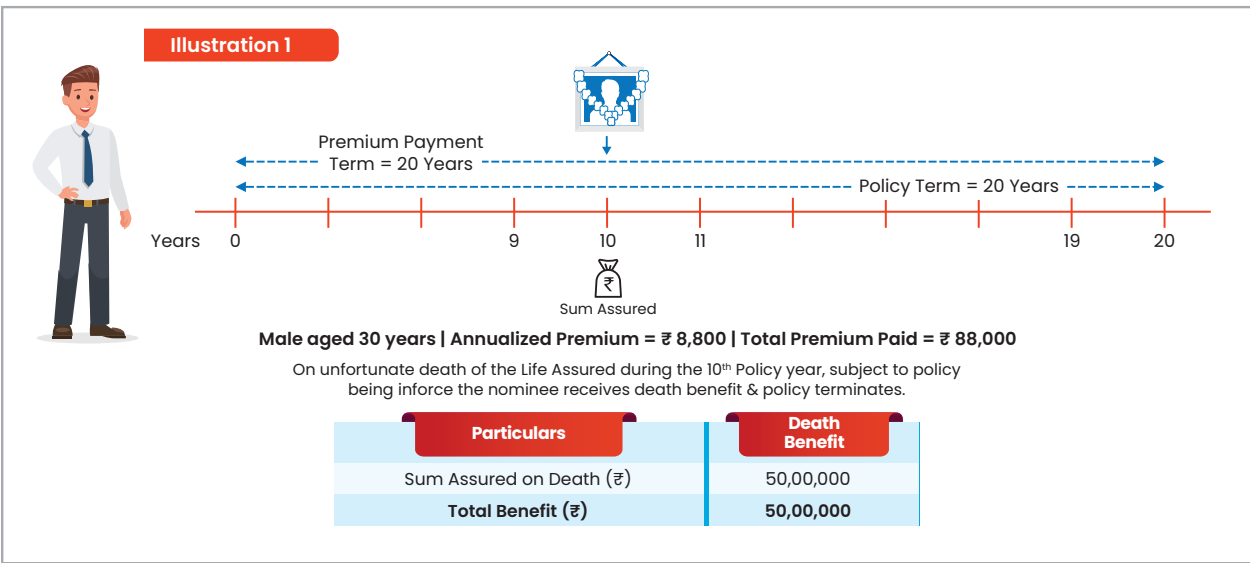
Maturity or Paid-up or Survival Benefit

This is a Pure Term product hence there are no maturity, paid-up value or survival benefit available under this product.

Benefits explained with example

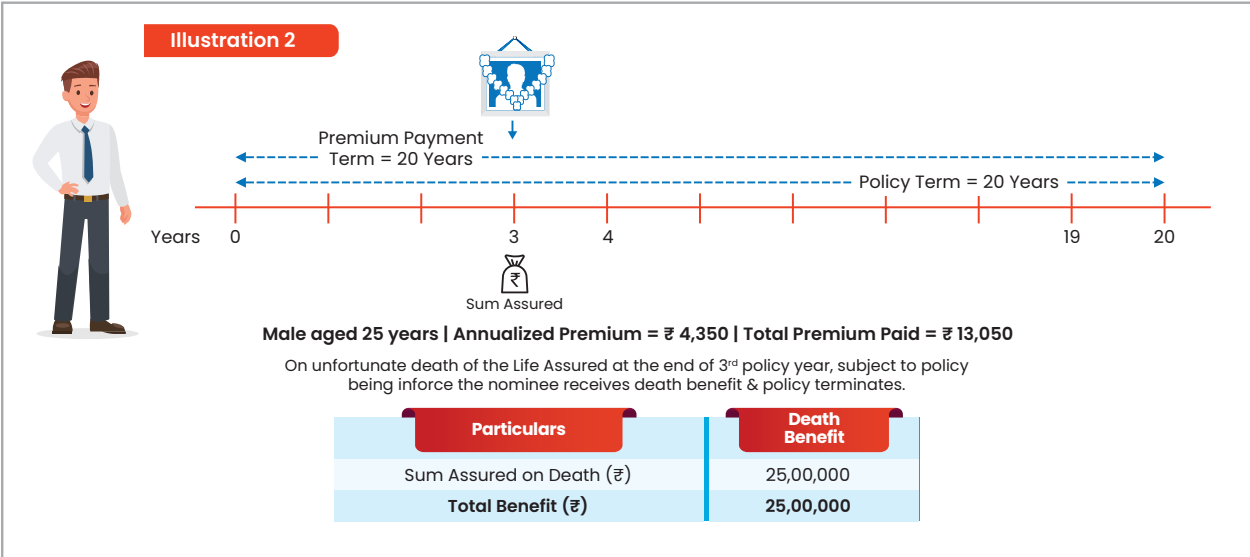
Mr. Sachin (Male) has opted for SUD Life e – Lifeline Term Insurance Plan. The details are as below:

Life Assured Age	- 30 Years
Policy Term	- 20 Years
Premium Paying Term	- Regular Pay
Sum Assured (SA)	- 50,00,000
Premium Frequency	- Yearly
Annualized Premium	- ₹ 8,800 (exclusive of applicable taxes)



Mr. Sachin (Male) has opted for SUD Life e-Lifeline Term Insurance Plan. The details are as below:

Life Assured Age	- 25 Years
Policy Term	- 20 Years
Premium Paying Term	- Regular Pay
Sum Assured (SA)	- 25,00,000
Premium Frequency	- Yearly
Annualized Premium	- ₹ 4,350 (exclusive of applicable taxes)



03

Making The Most Of Your Plan

What happens in case of missed Premiums?

We give you a Grace Period of 30 days in case of Quarterly/Half-yearly or Yearly Premium Payment mode and 15 days in case your Premium Payment mode is Monthly to pay the due premium. This period starts from the due date of each premium payment.

However, if you fail to pay your premiums before the expiry of the grace period, policy will lapse.

Your life cover will continue during this grace period. If death occurs during the grace period, the Death Benefit under the policy will be paid after deductions of premiums then due and all premiums falling due and unpaid during the policy year of death.

What happens once your Policy Lapses?

Lapse:

If the due premiums are not paid within the grace period, policy will lapse, and cover ceases immediately. The policy will terminate on expiry of revival period or death of the Life Assured whichever is earlier.

Can you restore your Lapsed/Policy to the original benefit levels?

You have an option to revive a lapsed policy within a period of 5 years from the due date of the first unpaid premium, subject to satisfactory proof of insurability as required by us from time to time.

The revival of the policy is subject to the submission of the satisfactory medical evidence as per the Board approved underwriting policy applicable at that time. The cost of the required medical examination, if any will be borne by the Life Assured/Policyholder.

You can revive your Lapsed/Reduced Paid up by following these simple steps:

- Giving a written request to the Company within 5 years from the due date of first unpaid premium and producing a proof of continued insurability.
- Paying the outstanding premium amount with the applicable interest rate, currently 8.75% p.a. compounded on half yearly basis for FY 24-25.

The prevailing interest rate is calculated as equal to 10-year G-sec benchmark interest rate as on last working day of the previous financial year +1.50%, rounded up to the next multiple of 25 basis points and will be compounded on half yearly basis. The 10-year G-Sec rate on 31st March 2024 was 7.05% and the rate of interest for revival for FY 2024-25 is 8.75% (7.05% + 1.5% + rounding to next multiple of 25 basis points). Any change in basis shall be with prior approval of the Authority. The Company will review the revival interest rate on every 1st of April.

The Company reserves the right to accept or reject the revival of Lapsed Policy as per the Board approved Underwriting Policy. Once the policy is revived, all the benefits will be restored to original benefits level, any due and unpaid benefit shall be paid immediately.

Surrender Benefit:

No Surrender Benefit available under this product.

Are there any Riders available?

No riders are available under this product.

What if you realize this is not the right plan for you?

Freelook:

If you disagree to any of those terms or conditions in the policy, you have an option to return the policy to us within 30 days from the date of the receipt of the policy document, stating the reasons for your objection. In this case we will

return your premium as follows – Premium paid less:

- i. Proportionate risk premium for the period on cover
- ii. Expenses incurred by us on medical examination, if any
- iii. Stamp duty charges

Modes of the premium payment frequency available under this plan

Modes of premium payment frequency available under this plan are: Yearly, Half-Yearly, Quarterly, Monthly

Policyholder has the choice to select the premium payment frequency as per his /her convenience.

Below factors are applied to annual premium when policyholder paying premiums other than yearly mode.

Mode of Premium	Modal Factor
Yearly	1
Half Yearly	0.5108
Quarterly	0.2582
Monthly	0.0867

04

Terms & Conditions

A. Policy Loan:

No loans are allowed under this policy.

B. Suicide Exclusion:

In case of death due to suicide within 12 months from the date of commencement of risk under the policy or from the date of revival of the policy, as applicable, the nominee/beneficiary/policyholder shall be entitled to an amount which is 80% of the total premiums paid till the date of death of the life assured provided the policy is in force.

C. Other Exclusion:

No Exclusions except Suicide Clause.

D. Termination of Policy:

Policy shall terminate on the occurrence of the earliest of the following:

- On Policy being lapsed and not revived within the revival period.
- On Death of the life assured upon payment of death benefit.
- At the end of the policy term of the policy.
- On freelook cancellation, upon payment of free look cancellation amount.

E. Nomination:

Nomination shall be as per the Section 39 of Insurance Act 1938 and as amended from time to time

F. Assignment:

Assignment shall be as per Section 38 of Insurance Act 1938 and as amended from time to time.

G. Prohibition of Rebates:

Section 41 of The Insurance Act, 1938 as amended from time to time:

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 prospectus or tables of the insurer:
2. Any person making default in complying with the provisions of this section shall be liable with penalty which may extend to ten lakh rupees.

H. Grievance Redressal Procedure:

The Company is sensitive towards its customers' needs and aim to resolve all their grievances. Accordingly, grievance redressal mechanism is set-up for the resolution of any dispute or grievances/complaint. Complaints can be registered at the company touchpoints mentioned on our website.

Escalation Mechanism:

- Level 1 – Complaints can be escalated to grievanceredressal@sudlife.in
- Level 2 – Contact our Grievance Redressal Officer at gro@sudlife.in
- Level 3 – Grievance cell of IRDAI i.e. Bima Bharosa Shikayat Nivaran Kendra (TOLL FREE NO. 155255/18004254732 | Email ID: complaints@irdai.gov.in / <https://bimabharosa.irdai.gov.in>)
- Level 4 – Directly approach the Insurance Ombudsman for redressal. Find your nearest ombudsman office by accessing following link – www.cioins.co.in

I. Tax Benefit:

Income tax benefits may be available as amended from time to time. Please consult your tax advisor for further details.

J. Goods and Services Tax:

Statutory Taxes, if any, imposed on such insurance plans by the Govt. of India or any other constitutional Tax Authority of India shall be as per the Tax laws and the rate of tax as applicable from time to time.

K. Section 45 of the Insurance Act 1938:

Fraud and Misstatement would be dealt with in accordance with provisions of Section 45 of the Insurance Act 1938, as amended from time to time. For provisions of this Section, please contact the insurance company or refer to sample policy contract of this product on our website www.sudlife.in



For more details, contact the Branch Manager

 1800 266 8833  www.sudlife.in

Star Union Dai-ichi Life Insurance Company Limited is the name of the Insurance Company and “SUD Life e – Lifeline Term Insurance Plan” is the name of the plan. Neither the name of the Insurance Company nor the name of the plan in anyway indicates the quality of the plan, its future prospects or returns.

SUD Life e – Lifeline Term Insurance Plan | UIN: 142N092V01 | A Non-Linked Non-Participating Individual Pure Risk Life Insurance plan

Star Union Dai-ichi Life Insurance Company Limited | IRDAI Regn. No: 142 | CIN: U66010MH2007PLC174472

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 | For more details on risk factors, terms and conditions, please refer to the sales brochure carefully, before concluding the sale. Tax benefits are as per prevailing tax laws and subject to change from time to time. Participation by the Bank's customers in Insurance Business shall be purely on a voluntary basis. It is strictly on a non-risk participation basis from the Bank. Trade-logo displayed belongs to M/s Bank of India, M/s Union Bank of India and M/s Dai-ichi Life International Holdings LLC and are being used by Star Union Dai-ichi Life Insurance Co. Ltd. under license.

BEWARE OF SPURIOUS PHONE CALLS AND FICTIOUS/FRAUDULENT OFFERS

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