

**DHFL Pramerica e-Save plan,
an online Non-Participating Endowment
Insurance plan**



DHFL Pramerica

e-Save

A Guaranteed Savings cum Insurance Plan





If you are looking for a savings cum insurance plan that will help you plan for specific milestone needs then DHFL Pramerica e-Save is the perfect plan for you. Be it planning for your child's higher education or your retirement, you know that these are milestones that need careful and early financial planning. Our e-Save plan with its guaranteed benefits and the option to choose your policy term has been designed keeping this in mind. So go ahead, take the step today and secure yourself and your family's financial future with our e-Save plan.

Presenting

DHFL Pramerica

e-Save

A Guaranteed Savings cum Insurance Plan

Key Features

- **Hassle free process:** Buy the Policy online with the comfort of purchasing from your home.
- **Increasing Guaranteed Additions:** Annual Guaranteed Additions on cumulative Premiums paid.
- **Guaranteed Maturity Benefits:** Know your Maturity proceeds at the outset of Policy. No surprises!!
- **Flexibility to avail loan against the Policy:** Option of availing loan against the Policy.
- **Tax Benefits:** Get tax benefits on the Premiums paid and the benefits received as per the prevailing tax laws.

How to Buy this Plan?

Please follow the below steps to purchase this plan online.

Step 1: Visit www.dhflpramerica.com

Step 2: Fill up the basic details related to name, age, contact, email and address. Please note that this email id will be the registered id henceforth for all future communications.

Step 3: You will be directed to the product benefits section where you can see the benefits available under the plan in detail basis your chosen premium and policy term and also generate an illustration basis your inputs.

Step 4: Once you are satisfied with the product details and illustration, you may continue further on the website. The portal will next direct you to the data entry section where you will be required to fill a detailed questionnaire or online proposal form.

Step 5: Once you fill up the detailed online proposal form and agree to all the terms and conditions mentioned in the form, submit the same online. The website will next direct you to premium payment page.

Step 6: The final step will be to upload the relevant documents as mentioned on the portal. You can either upload the scanned copies of self attested documents or email them from your registered email id to online@dhflpramerica.com or as updated by the Company from time to time.

How Does the Plan Work?

- At inception of your Policy, you select the amount you want to invest subject to minimum Annualized premium of Rs 20,000.

- Select the duration for which you want to pay the Premium from either of 10 years, 15 years or 20 years Policy Term. Policy Term would be equal to Premium Paying Term.
- Annual Guaranteed Additions will accrue each year from the end of 1st Policy year till the completion of Policy Term.
- In case of unfortunate demise of life insured during the Policy Term, the Policy will pay you Death Sum Assured along with accrued Annual Guaranteed Additions as lump sum.
- At Maturity, the Policy will pay a lump sum equal to Base Sum Assured chosen at inception along with all the Annual Guaranteed Additions accrued during the Policy Term

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 date of insured event.

Death Benefit:

On unfortunate demise of the Life Insured during the Policy Term, the Company will pay an amount equal to sum of:

Death Sum Assured plus Accrued Annual Guaranteed Additions

Where Death Sum Assured will be equal to:

i. If Life Insured age at entry is less than 45 years

Higher of 10 times of Annualized Premium* or Base Sum Assured

ii. If Life Insured age at entry is greater than or equal to 45 years

Higher of 7 times of Annualized Premium* or Base Sum Assured

The Death Sum Assured shall be at least equal to 105% multiplied by 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

Maturity Benefit

On Survival of the Life Insured to Maturity date, Base Sum Assured along with the Accrued Annual Guaranteed Additions would be payable.

Consider the following example for an individual aged 35 Years, Male, choosing a Policy Term of 10 years & is paying annual Premium of Rs 75,000, then the rate of Annual Guaranteed Additions will be 10% on cumulative Premiums paid and Annual Guaranteed Additions will be calculated as follows:

Policy Year	Annual Premium (₹)	Cumulative Premium Received (₹)	Annual Guaranteed Additions (₹)	Accrued Annual Guaranteed Additions (₹)	Base Sum Assured (₹)	Maturity Benefit at the End of the Year
1	75000	75000	7500	7500	571429	-
2	75000	150000	15000	22500	571429	-
3	75000	225000	22500	45000	571429	-
4	75000	300000	30000	75000	571429	-
5	75000	375000	37500	112500	571429	-
6	75000	450000	45000	157500	571429	-
7	75000	525000	52500	210000	571429	-
8	75000	600000	60000	270000	571429	-
9	75000	675000	67500	337500	571429	-
10	75000	750000	75000	412500	571429	983929

Annual Guaranteed Additions

During the Policy Term, a Policy will be eligible for Annual Guaranteed Addition provided the Policy is in force. Annual Guaranteed Addition will be expressed as a percent of cumulative Annualized Premium and is dependent on the Premium band. The following bands are based on Annualized Premium* paid:

Premium Band (₹)		Annual Guaranteed Additions Rate
Band 1	Up to 24,999	7.00%
Band 2	25,000 to 39,999	8.00%
Band 3	40,000 to 74,999	9.00%
Band 4	75,000 and above	10.00%

Eligibility Criteria:

Age at entry**	Minimum: 18 years
	Maximum: For Policy Term 10 Years: 55 years
	For Policy Term 15 Years: 50 Years
	For Policy Term 20 Years: 45 Years
Maximum Maturity Age**	65 Years
Policy Term	10, 15 or 20 Years
Premium Payment Terms	Regular Pay
Annual Premium	Minimum: Rs 20,000
	Maximum: No Limit, subject to underwriting
Base Sum Assured	Minimum: Corresponds to age at entry, Annualized Premium and Policy Term as chosen
	Maximum: No limit, subject to underwriting
Premium Paying Mode	Yearly, Half Yearly, Quarterly and Monthly*

** Age as on last birthday

Service tax will be charged over and above the quoted Premium

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

Modes Offered and Modal Factors:

Premium Modes	Factors
Yearly	1
Half-Yearly	0.52
Quarterly	0.265
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?

During financial emergencies, 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 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 will be eligible to Surrender your Policy.

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

Guaranteed Surrender Value is equal to sum of (a) and (b) below:

(a) X% of total Premium paid (excluding underwriting extra, if any), where X varies by Policy Term and Policy year. X is as defined below:

Year in which Policy is surrendered	Policy Term		
	10 Years	15 Years	20 Years
2	30.00%	30.00%	30.00%
3	30.00%	30.00%	30.00%
4	50.00%	50.00%	50.00%
5	50.00%	50.00%	50.00%
6	55.00%	55.00%	55.00%
7	60.00%	60.00%	60.00%
8	65.00%	65.00%	65.00%
9	70.00%	70.00%	70.00%
10	75.00%	75.00%	75.00%
11	NA	80.00%	80.00%
12	NA	80.00%	80.00%
13	NA	80.00%	80.00%
14	NA	80.00%	80.00%
15	NA	80.00%	80.00%
16	NA	NA	80.00%
17	NA	NA	80.00%
18	NA	NA	80.00%
19	NA	NA	80.00%
20	NA	NA	80.00%

(b) Annual Guaranteed Additions accrued as on date of surrender multiplied by Guaranteed Surrender Value Factors

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

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 consecutive years

If the Policyholder discontinues the Premium Payment before paying Premium for at least first two Policy Years in full, the Policy will lapse at the expiry of the grace period. 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.

If such Policy is not revived, and provided Premium for at least one Policy Year have been paid in full, the company would pay an amount equal to 15% of the Premiums paid (excludes underwriting extra) on completion of two years from the date of first unpaid Premium and the Policy will terminate thereafter.

After paying Premium for at least first two consecutive years in full

If you decide not to pay any further Premium after paying Premium for at least first two consecutive years in full, your Policy will be converted into a 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.

In addition to the Annual Guaranteed Additions accrued till date, a Paid-Up Policy would also be entitled to receive reduced future Annual Guaranteed Additions provided the Policyholder has paid Premiums for at least five Policy years in full. The Annual Guaranteed Additions rate will be reduced by the factor as mentioned in the table below and is based on the number of complete years of premium paid:

No. of Complete Years Premium Paid	Policy Term		
	10 Years	15 Years	20 Years
5	50.0%	48.07%	50.00%
6	60.0%	54.29%	54.77%
7	70.0%	60.16%	59.16%
8	80.0%	65.77%	63.25%
9	90.0%	71.14%	67.08%
10	100.0%	76.31%	70.71%
11	NA	81.32%	74.16%
12	NA	86.18%	77.46%
13	NA	90.90%	80.62%
14	NA	95.50%	83.67%
15	NA	100.00%	86.60%
16	NA	NA	89.44%
17	NA	NA	92.20%
18	NA	NA	94.87%
19	NA	NA	97.47%
20	NA	NA	100.00%

Death Benefit:

In case of death of the Life Insured during the Policy Term after the Policy has become paid-up, the Company will pay Paid-up Sum Assured, plus Annual Guaranteed Additions accrued before paid-up, plus Reduced Annual Guaranteed Additions accrued after paid-up, if any

Maturity Benefit:

On survival to Maturity after the Policy has become paid-up, the Company will pay Paid-up Sum Assured, plus Annual Guaranteed Additions accrued before paid-up, plus Reduced Annual Guaranteed Additions accrued after paid-up, if any.

Where Paid-up Sum Assured = (T/N (multiplied by) Base Sum Assured)

T is Total number of Premium paid under the Policy and

N is Total number of Premium payable under the Policy over the entire Policy Term

Can I Revive the Policy at a Later Stage?

- Revival of a Policy is available within the Policy Term up to 2 years from the date of first unpaid Premium.
- Payment of all unpaid Premium with interest is required to revive the Policy in all cases.
- Revival of the Policy is subject to underwriting requirements
- Once the Policy is revived, all the benefits under the Policy would be revived.

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 30 days 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.

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.

Nominee 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 as amended from time to time: 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 DHFL Pramerica Life Insurance (DPLI)

DHFL Pramerica Life Insurance Company Limited (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 customized 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 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 will be charged over and above the quoted premium.

This product provides life insurance coverage.

DHFL Pramerica e-Save UIN: 140N046V01

IRDAI Registration Number: 140

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

 **1800 102 7070**

SMS 'LIFE' to 5607070

E-mail: contactus@dhflpramerica.com

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



DHFL Pramerica Life Insurance Company Limited
(erstwhile DLF Pramerica Life Insurance Co. Ltd.),
Registered Office and Communication Address: 4th Floor, Building No. 9B,
Cyber City, DLF City Phase III, Gurgaon – 122002. Haryana.
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