



Get more out of life!

With DHFL Pramerica Roz Sanchay, A Limited Pay
Non Participating Guaranteed Endowment Insurance Plan



You work very hard to secure your family financially. And while you are trying to ensure that your savings are enough to fulfill their dreams, you also worry that it may not be sufficient to protect your family in case of an eventuality. At DHFL Pramerica, we believe that when it comes to fulfilling your family's dreams and ensuring their financial security, you deserve more.

Presenting



This is a savings cum protection plan with Annual Guaranteed Addition that increases every Policy year throughout the Policy tenure. In this plan, you will know at the start of the Policy, the maturity amount that you will receive at the end of term, hence no surprises!

What's more, the increasing Death Benefit along with Accrued Annual Guaranteed Addition ensures that your family remains financially secure when you are no longer around to take care of them. So take the right step today and enjoy the benefits of growing your savings with protection.

Key Features

- **Comprehensive Cover:** Prevailing Death Benefit along with Accrued Annual Guaranteed Addition (AGAs) payable on the unfortunate demise of life insured
- **Increasing Protection:** Base Death Benefit is 150% of Sum Assured in the first policy year increasing by an amount equal to 5% of the Base Sum Assured for every completed Policy year till the end of the Policy term
- **Guaranteed Maturity Benefit:** 150% of Base Sum Assured along with Accrued AGAs payable at maturity is guaranteed at the outset of the Policy

- **Limited Premium Payment Term:** Convenience of paying premium only for a limited term
- **Flexibility to borrow against the Policy:** Option of availing loan against the Policy
- **Tax Benefit:** Get tax benefits on the premiums paid and the benefits received as per the prevailing tax laws

How does the plan work?

- Select the Base Sum Assured as per the requirement subject to the minimum and maximum allowed amount
- Choose the duration of your Policy either 16 or 21 years
- Pay the premium which is based on the Age, Gender of the Life Insured, Policy Term and the Base Sum Assured chosen
- Pay your premium only for a limited term of 12 years for a 16 year Policy term and 16 years for a 21 year Policy term
- AGAs will accrue annually to your Policy from the end of the fourth Policy year till the end of the Policy term
- On maturity of the Policy, the Policyholder will receive the 150% of Base Sum Assured along with the Accrued AGAs
- On the unfortunate event of death of the life insured during the Policy term, the beneficiary will receive the prevailing Death Benefit along with the Accrued AGAs

Benefits in Detail

Death Benefit

On the unfortunate demise of the life insured during the Policy term while the Policy is in force for full Policy Benefits, the following benefits will be payable and the Policy terminates:

a) Base Death Benefit

PLUS

b) Accrued AGAs

Where,

Base Death Benefit is **150% of Base Sum Assured in the first Policy Year** increasing by an amount equal to 5% of the Base Sum Assured for every completed Policy Year till the end of the Policy term.

The Base Death Benefit will at least be equal to:

i. Age at entry of the life insured is less than 45 years

Highest of 10 times the Annualised premium* (Or) 150% of the Base Sum Assured (Or) 105% of the premium paid as on date of death,

ii. Age at entry of the life insured is greater than 45 years

Highest of 7 times the Annualised premium* (Or) 150% of the Base Sum Assured (Or) 105% of the premium paid as on date of death.

The Accrued AGAs, if any will be payable in addition to Base Death Benefit.

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

Maturity Benefit:

On maturity, we guarantee to pay the Policyholder the following benefits provided the Policy is in force for full benefits and all due premium have been paid.

a) 150% of Base Sum Assured

PLUS

b) Accrued AGAs

Annual Guaranteed Addition (AGA)

Annual guaranteed addition will accrue at the end of each Policy year from the 4th Policy year till end of the Policy term. The AGA in respect of a Policy year will accrue to the Policy provided all due premiums have been paid till that Policy year. No Pro-rata AGAs will be given for incomplete Policy year.

The AGA rates expressed as per 1,000 of Base Sum Assured are as follows:

| Completed Policy Year | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 |
|------------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|-----|-----|-----|-----|
| Policy Term – 16 Years | 28 | 33 | 38 | 43 | 48 | 53 | 58 | 63 | 68 | 73 | 78 | 83 | 88 | NA | NA | NA | NA | NA |
| Policy Term – 21 Years | 30 | 35 | 40 | 45 | 50 | 55 | 60 | 65 | 70 | 75 | 80 | 85 | 90 | 95 | 100 | 105 | 110 | 115 |

Eligibility Criteria:

| | | | |
|----------------------|-----------------------------------|-----------------------------------|-----------|
| Age at Entry# | Minimum: | 8 years | |
| | Maximum: | 50 years for 16 years Policy Term | |
| | | 45 years for 21 years Policy Term | |
| Maturity Age# | 66 years | | |
| Policy Terms | 16 years, 21 years | | |
| Premium Payment Term | 12 Years for 16 Years Policy Term | | |
| | 16 Years for 21 Years Policy Term | | |
| Premium Paying Mode | Yearly, Half Yearly and Monthly | | |
| Sum Assured | Minimum | Term: 16 years | ₹1,00,000 |
| | | Term: 21 years | ₹1,20,000 |
| | Maximum | ₹5 Crore | |

#Age as on last birthday as on last policy anniversary

Substandard lives may also be covered subject to company's underwriting manual and with any extra premium, if applicable.

What are the premiums payable?

Sample annual premium (excluding service tax) for a standard male life with a Base Sum Assured of ₹120,000

| Policy Term/Age | 35 years | 45 years |
|-----------------|----------|----------|
| 16 Years | ₹15,360 | ₹16,360 |
| 21 Years | ₹11,774 | ₹12,997 |

The modal factors for Half-yearly and Monthly premium payment mode are 0.52 and 0.09 respectively.

Example

Given below are the details of a Policyholder along with the accrual of benefits over the course of the Policy term:

| Age at Entry | 35 years (Standard Male Life) |
|------------------------------------|-----------------------------------|
| Policy Term | 16 years |
| Premium Payment Term | 12 years |
| Base Sum Assured | ₹1,20,000 |
| Premium Paying Mode | Annual |
| Annual Premium | ₹15,360 |
| Accrued AGAs as of Policy Maturity | ₹90,480 |
| Guaranteed Maturity Benefit: | ₹(120,000*150%) + 90,480= 270,480 |

| Completed Policy Year | Annual Premium Paid | Base Death Benefit (1) | AGA for the year (2) | Accrued AGA | Maturity Benefit |
|-----------------------|---------------------|------------------------|----------------------|-------------|------------------|
| 1 | 15,360 | 180,000 | - | - | - |
| 2 | 15,360 | 186,000 | - | - | - |
| 3 | 15,360 | 192,000 | - | - | - |
| 4 | 15,360 | 198,000 | 3,360 | 3,360 | - |
| 5 | 15,360 | 204,000 | 3,960 | 7,320 | - |
| 6 | 15,360 | 210,000 | 4,560 | 11,880 | - |
| 7 | 15,360 | 216,000 | 5,160 | 17,040 | - |
| 8 | 15,360 | 222,000 | 5,760 | 22,800 | - |
| 9 | 15,360 | 228,000 | 6,360 | 29,160 | - |
| 10 | 15,360 | 234,000 | 6,960 | 36,120 | - |
| 11 | 15,360 | 240,000 | 7,560 | 43,680 | - |
| 12 | 15,360 | 246,000 | 8,160 | 51,840 | - |
| 13 | - | 252,000 | 8,760 | 60,600 | - |
| 14 | - | 258,000 | 9,360 | 69,960 | - |
| 15 | - | 264,000 | 9,960 | 79,920 | - |
| 16 | - | 270,000 | 10,560 | 90,480 | 270,480 |

(1) Death Benefit is 150% of Base Sum Assured in 1st year and will increase by an amount equal to 5% of Base Sum Assured

(2) Accrued at the end of the respective Policy year and paid either at maturity or on death whichever is earlier.

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 borrow against your Policy. Loans will be available after the Policy acquires surrender value and will be granted up to 80% of the surrender value. The rate of interest applicable on the loans 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.

What happens if I am unable to pay premium?

Before First two Policy years

If the Policyholder discontinues the premium payment before paying premiums for the first two Policy years in full, the Policy will lapse without any value and no benefits would be payable. Such lapsed policies can be revived within a period of two years from the date of first unpaid premium by paying all due premium with interest.

After First two Policy years

If you decide not to pay any further premium after paying premium for first two Policy years in full, your Policy will be converted into a Paid-up Policy with following reduced benefits.

If the premium has been paid for at least 5 Policy years, then the Paid-up Policy shall be entitled to Annual Guaranteed Addition at the reduced rate on the Paid-up Sum Assured calculated in the following manner:

Reduced Annual Guaranteed Addition Rate multiplied by Paid-up Sum Assured;

Where:

Paid-up Sum Assured is calculated as T/N multiplied by Base Sum Assured,

Reduced Annual Guaranteed Addition Rate is T/N multiplied by AGA Rate

T is total number of premiums paid under the Policy and N is total number of Premiums payable under the Policy over the entire Policy Term.

Death

If the Life Insured dies at any time before the Maturity Date while the Policy is in Paid-up status, then the Company will pay following benefits to the Nominee:

(T/N multiplied by Prevailing Base Death Benefit as on the date of Paid-up) plus accrued AGAs.

The accrued AGAs shall also include the AGAs, if any, at the reduced rate, which will accrue after the Policy acquires the Paid-up status.

T is total number of premiums paid under the Policy and N is total number of premiums payable under the Policy over the entire Policy Term.

Maturity

On survival of the Life Insured to the Maturity Date of the Paid-up Policy, the Company will pay the Policyholder an amount equal to 150% of Paid-up Sum Assured Plus accrued AGAs. The accrued AGAs shall also include the AGAs, if any, at the reduced rate, which will accrue after the Policy acquires the Paid-up status.

Where Paid-up Sum Assured is defined as:

Paid-up Sum Assured is calculated as T/N multiplied by Base Sum Assured and

T is total number of premiums paid under the Policy and N is total number of Premiums payable under the Policy over the entire Policy Term.

It is always advisable to pay premiums for the full Premium Payment Term to receive Annual Guaranteed Addition throughout your Policy Term and enjoy maximum benefits.

Surrender

You have an option to surrender your Policy. The Policy can be surrendered only if the Premium for first two consecutive Policy years has been paid in full. On Surrender of the Policy, the Company will pay the Surrender Value equal to higher of Guaranteed Surrender Value (GSV) and Special Surrender Value (SSV).

The Guaranteed Surrender Value is X% of total premiums paid till date of surrender plus the Guaranteed Surrender Value of the accrued AGAs. Where X is as defined below:

| Year in which Policy is surrendered | GSV as a percentage of premium paid (X) | |
|-------------------------------------|---|----------|
| | Term | |
| | 16 Years | 21 Years |
| 2 | 30.00% | 30.00% |
| 3 | 50.00% | 50.00% |
| 4 | 50.00% | 50.00% |
| 5 | 50.00% | 50.00% |
| 6 | 50.00% | 50.00% |
| 7 | 55.00% | 50.00% |
| 8 | 55.00% | 55.00% |
| 9 | 60.00% | 55.00% |
| 10 | 60.00% | 55.00% |
| 11 | 65.00% | 60.00% |
| 12 | 65.00% | 60.00% |
| 13 | 70.00% | 60.00% |
| 14 | 70.00% | 65.00% |
| 15 | 70.00% | 65.00% |
| 16 | 70.00% | 65.00% |
| 17+ | NA | 70.00% |

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

On surrender, the Policy would terminate and no further benefit would be paid on death or maturity.

Can I revive the Policy at a later stage?

- Revival of a Policy is available up to 2 years from the date of first unpaid premium
- Payment of all unpaid premium with applicable interest is required to revive the Policy in all cases
- Revival of the Policy is subject to underwriting requirements of the Company as applicable from time to time
- Upon revival of the Policy, the Policyholder will become entitled to full Policy benefits including any applicable Annual Guaranteed Addition assuming Policy was never lapsed or converted to Paid-up

Are there any Tax Benefits available?

Tax benefits under section 10 (10D) and section 80 C of Income Tax Act, 1961 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 premiums 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.

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

This product provides life insurance coverage. Insurance is the subject matter of solicitation.

Service Tax as applicable will be charged over and above the quoted premium.

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

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

RS/B-ENG/15/AUG/V4



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