



DHFL Pramerica Flexi Cash, A Participating Non Linked Endowment Insurance Plan



The power of choice is one of the greatest powers we have and the power to ensure that your family's and your future remains financially secure is in your hands. Exercise this power and choose to invest wisely today so that you can reap the benefits tomorrow and celebrate every milestone with your family.

Presenting

 **DHFL Pramerica**
FLEXI CASH
A Flexi Benefit Non Linked Life Insurance Cum Savings Plan

DHFL Pramerica introduces a plan that allows you to customise the benefits as per your financial requirement. DHFL Pramerica Flexi Cash gives you the flexibility to plan your Payment Term and your Maturity Date as per your financial requirements, thus helping you meet your financial goals. What's more, it gives you a cash benefit from beginning of the 2nd policy year provided all premium are paid up to date. This will help you to manage your financial requirement. So grab the power to define your future today and secure yourself with DHFL Pramerica Flexi Cash.

Key Features

- **Pay premiums only for a limited duration** – Option to pay premiums only for a period of 5, 10 or 15 years
- **Guaranteed Loyalty Benefit** – Get 10% of Annualised Premium each year from 2nd policy year onwards only during the Premium Payment Term, where Premium Payment Term is equal to 5 years, 10 years and 15 years as the case may be
- **Flexible Maturity Date** - Prepone your policy Maturity Date anytime during the Flexi Benefit period
- **Wealth Accumulation through Bonus Additions** – Create a corpus at maturity by means of bonuses on your policy
- **Save more, get more** – More value for your money by way of High Sum Assured rebate on premium
- **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 does the plan work?

- Select a Base Sum Assured subject to a minimum of ₹1,70,000 for 5 year Premium Payment Term and ₹2,00,000 for 10 year and 15 year Premium Payment Term
- Chose the duration for which you want to pay your premiums from either of 5, 10 or 15 years
- Pay the premium based on the age of Life Insured, Sum Assured and the Premium Payment Term chosen
- Guaranteed Loyalty Benefit equal to 10% of the Annualised Premium shall become payable at start of year from 2nd policy year onwards during the Premium Payment Term
- Compounded Reversionary Bonus will accrue to your policy. On policy maturity, you will receive Sum Assured along with Accrued Reversionary Bonuses and final bonus, if any

Benefits in Detail

The policy will pay the following benefits in case of death or maturity provided the policy is in-force as on the date of benefit payment.

Death Benefit

On unfortunate demise of the Life Insured during the Policy Term subject to policy being in-force, Death Sum Assured along with Accrued Reversionary Bonus and Final Bonus, if any, is payable to your nominee or legal heir as the case may be.

Where Death Sum Assured is:

- For age at entry less than 45 years*
Highest of 10 times the Annualised Premium (or) 100% of Base Sum Assured
- For age at entry 45 years and higher*
Highest of 7 times the Annualised Premium (or) 100% of Base Sum Assured

However, the Death Sum Assured together with bonuses shall be at least equal to 105% multiplied by sum of all the premiums paid* as on date of death.

The Annualised 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.

*Premium paid for this purpose is premium exclusive of any underwriting extras, if any.

Maturity Benefit

At maturity of the policy, the policyholder will receive a Maturity Benefit equal to 100% of Base Sum Assured chosen at inception PLUS Accrued Reversionary Bonus PLUS Final Bonus if any, subject to policy being in-force.

Guaranteed Loyalty Benefit

The policyholder will also be entitled for Guaranteed Loyalty Benefit during the Premium Payment Term only. The Premium Payment Term is equal to 5, 10 and 15 years as the case may be. This benefit will be payable annually at the start of policy year from the beginning of 2nd policy year provided the policy is in-force for full policy benefits. This benefit is equal to 10% of Annualised Premium.

Prepone your Maturity Benefit

To meet your needs at different stages of your life, you have the option to prepone your Maturity Benefit during the flexi benefit period. During this period, you will be eligible to get full benefits due in the policy which will be equivalent to 100% of Sum Assured PLUS Accrued Reversionary Bonus PLUS Final Bonus, if any. The bonuses would be accrued till the date the policy has remained in-force with the Company. Further there would be no discounting factors applicable during the Flexi period for surrender and reduced Paid-Up.

The Flexi Benefit Period varies by Policy Term and is as follows:

Policy Term (Years)	15	25	35
Flexi Benefit Period	Anytime between 10 and 15 Years	Anytime between 15 and 25 Years	Anytime between 20 and 35 Years

Bonuses

The policyholder would be eligible to participate in the profits (or surplus) arising from the portfolio of such policies. The Company will carry out an annual valuation (as per the current IRDAI regulations) at the end of each financial year and may declare following bonuses.

a) Compounded Reversionary Bonus: This is a regular bonus expressed as a percentage of the total of Base Sum Assured and the reversionary bonus amount already attached to your policy. Any bonuses declared by the Company during first three policy years shall vest in the policy only after the policy has been in-force for full policy benefits during three policy years. However, this condition will not apply to policies resulting into claims by death during this period.

b) Final Bonus: The Company may pay a final bonus on the termination of the policy due to death, surrender or maturity.

The bonuses are dependent upon the performance of the relevant participating fund and are not guaranteed. *Please note that we apply bonus rates to your Sum Assured and accrued bonuses and not to the premium you have paid, as would happen in case of a fixed deposits with a bank So, the direct comparison of rates on these two investments would not be appropriate.*

What are the premiums payable?

Sample annual premium (excluding service tax) for a standard life for a Sum Assured of ₹2,00,000:

Premium Payment Term	Age 35	Age 40
5 Years	40,506	41,998
10 Years	26,540	27,280
15 Years	17,560	18,582

Modes offered and Modal factors:

Premium Modes	Factors
Annual	1
Semi-Annual	0.52
Monthly*	0.09

*Monthly mode of premium payment is available only through credit card, direct debit and ECS.

You also have the option to change the mode under the policy on any policy anniversary during the Premium Paying Term.

Save More, Get More - High Sum Assured Rebate

Sum Assured Range	Discount on base premium
1,70,000 [^] to 299,999	0%
3,00,000 to 499,999	2.5%
5,00,000 to 799,999	4.5%
8,00,000 and above	6.0%

[^] For Policy Terms of 25 and 35 years, minimum Sum Assured is ₹2,00,000.

Eligibility

Age at entry^{##}	Minimum: 8 Years Maximum: For Policy Term 15 Years: 60 years For Policy Term 25 Years: 50 Years For Policy Term 35 Years: 40 Years
Maximum Maturity Age^{##}	75 Years
Policy Term	15/ 25/ 35 years
Premium Payment Terms	For Policy Term 15 Years: 5 years For Policy Term 25 Years: 10 Years For Policy Term 35 Years: 15 Years
Base Sum Assured (Minimum)	For Policy Term 15 Years: 1,70,000 For Policy Term 25 and 35 Years: 2,00,000
Annual Premium	Minimum: ₹17,000
Premium Paying Mode	Yearly, Half-Yearly and Monthly

^{##} Age as on last birthday

As per Service Tax law, service tax will be separately levied on the premium plus.

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

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 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 continue to receive bonuses throughout your Policy Term and enjoy maximum benefits.

However, you have an option to surrender your policy. Policy can be surrendered after payment of premium for at least two consecutive years in full.

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

The Guaranteed Surrender Value is X% of total premiums paid less any Guaranteed Loyalty Benefits already paid, where X is as defined below plus the Guaranteed Surrender Value of the Accrued Reversionary Bonuses.

Year in which policy is surrendered	GSV as a percentage of premiums paid excluding underwriting extra premiums, if any (X)		
	Policy Term		
	15 Years	25 Years	35 Years
2	30.0%	30.0%	30.0%
3	30.0%	30.0%	30.0%
4	50.0%	50.0%	50.0%
5	55.0%	50.0%	50.0%
6	60.0%	55.0%	50.0%
7	65.0%	55.0%	55.0%
8	70.0%	60.0%	55.0%
9	75.0%	60.0%	55.0%
10	75.0%	65.0%	60.0%
11	75.0%	65.0%	60.0%
12	75.0%	70.0%	60.0%

Year in which policy is surrendered	GSV as a percentage of premiums paid excluding underwriting extra premiums, if any (X)		
	Policy Term		
	15 Years	25 Years	35 Years
13	75.0%	70.0%	65.0%
14	75.0%	75.0%	65.0%
15	75.0%	75.0%	65.0%
16	NA	75.0%	70.0%
17	NA	75.0%	70.0%
18	NA	75.0%	70.0%
19	NA	75.0%	75.0%
20	NA	75.0%	75.0%
21	NA	75.0%	75.0%
22	NA	75.0%	75.0%
23	NA	75.0%	75.0%
24	NA	75.0%	75.0%
25	NA	75.0%	75.0%
26	NA	NA	75.0%
27	NA	NA	75.0%
28	NA	NA	75.0%
29	NA	NA	75.0%
30	NA	NA	75.0%
31	NA	NA	75.0%
32	NA	NA	75.0%
33	NA	NA	75.0%
34	NA	NA	75.0%
35	NA	NA	75.0%

The Special Surrender Value is not guaranteed and may change depending upon the then prevailing market conditions subject to prior approval of IRDAI. Please refer to policy document for more details.

Please note on surrender, Surrender Value equal to higher of Guaranteed Surrender Value (GSV) and Special Surrender Value (SSV) would be paid.

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

What happens if I am unable to pay premium?

Before paying premium for at least two consecutive years

If the policyholder discontinues the premium payment before paying premium for at least two consecutive

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 premiums with interest subject to Company's underwriting guidelines.

After paying premium for at least two consecutive years in full

If you decide not to pay any further premiums after paying premium for at least two consecutive years in full, your policy will be converted into a Reduced Paid-Up Policy with following reduced benefits. A Reduced Paid-Up Policy would not be entitled to any future bonuses and Guaranteed Loyalty Benefits. However, any bonuses already vested till the date of Reduced Paid Up shall remain vested with the policy and would be payable as part of policy benefits.

Death:

In case of death of the Life Insured during the Policy Term after the policy has become Reduced Paid-Up, the following benefits will be paid:

T / N (multiplied by) Death Sum Assured

Plus Accrued Reversionary Bonuses till the date of policy becoming Reduced Paid-Up

Plus Final Paid-Up bonus if any

Maturity:

At maturity after the policy has become Reduced Paid-Up the following Maturity Benefit will be paid:

Paid-Up Sum Assured plus Accrued Reversionary Bonuses till the date of policy becoming Reduced Paid-Up plus Final Paid-Up Bonus, if any

Where Paid-Up Sum Assured is defined as:

T / N (multiplied by) Base Sum Assured

T = Number of premiums paid

N = Number of premiums payable

On surrender of a Reduced Paid-Up Policy, a Surrender Value will be payable.

Can I revive the policy at a later stage?

- Revival of a policy is available for 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 and bonuses under the policy would be revived
- On revival of a Reduced Paid-Up Policy, any Final Paid-Up Bonus added at the time of conversion of a policy to Reduce Paid-Up would be reversed

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.

What if the Life Insured commits suicide?

In case of death due to suicide within 12 months:

- I. from the date of inception of the policy, the nominee or the beneficiary of the Life Insured shall be entitled 80% of the premium paid, provided the policy is in-force or
- II. from the date of revival of the policy the nominee or the beneficiary of the Life Insured shall be entitled to an amount which is higher of 80% of the premium paid till the date of death or the Surrender Value as available on the date of death

What are the exclusions in the plan?

There are no exclusions in the plan.

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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IRDAI Registration Number: 140

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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.

FC/B-ENG/15/AUG/V2



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