



ONE SMART STEP. SO MANY JOYS.

DHFL Pramerica

Wealth+ACE

A Single Premium Unit Linked Insurance Plan

NOTE: IN THIS POLICY, THE INVESTMENT RISK IN THE INVESTMENT PORTFOLIO IS BORNE BY THE POLICYHOLDER.

This product does not offer any liquidity during the first five years of the contract. The policyholder will not be able to surrender/withdraw the monies invested in this product completely or partially till the end of the fifth policy year.



Presenting

DHFL Pramerica

Wealth+ACE

A Single Premium Unit Linked Insurance Plan

There are so many things that we want to have and so many luxuries we want to indulge ourselves in. After all, we are doing well, we work hard for our money and these things are much deserved. The TV with a larger screen on your wall, the car that's one class higher than the one you're driving, the foreign holiday that you have been thinking of. Life is fast paced, with constant pressure on you to better your lifestyle.

When you have a large sum of money, it is tempting to indulge yourself with things that you so desire. Naturally, before you even know it, that money would have come in and disappeared without a trace! While spending a little money from a windfall and enjoying a bit is only natural, it is far wiser to take advantage of it to plan and prudently build assets and investments that will secure your family's happiness for the times ahead.

Many a times in life, you are presented with an opportunity to secure such a crucial aspect of your life with one smart move. It only needs an insight to spot that opportunity.

We bring to you an excellent solution that lets you plan ahead and secure for your family for times to come. It's a wealth - creation avenue that allows you to use any available lump sum amount in one go, in the best way possible... just invest and forget!

A great way to create wealth

Single Premium convenience is just one advantage. Besides potentially higher returns and life insurance benefits, you have a variety of wealth creation options from conservative to aggressive investment profiles. DHFL Pramerica Wealth+ Ace also comes with the advantage of going about your wealth creation goal in a regular fashion by investing specific amounts at monthly intervals through STP Option (explained later).

So go for DHFL Pramerica Wealth+ Ace and secure many joys for your family with just one smart step.

One Plan. Many Advantages

- Invest one time and reap many benefits across the policy term
- **Persistency Units:** The Company will add persistency units to your unit account at the end of every 5th year starting from 10th policy anniversary provided they fall within the policy term
- Avail the option to invest specific amounts at monthly intervals through our **'Systematic Transfer Plan' (STP)**
- Enhance the level of protection by adding rider/s to your plan

How does the plan work?

- Choose a policy term from 10, 15, 20 or 25 years, subject to the minimum maturity age of 18 years and maximum maturity age of 75 years
- Pay the premium as a one-time lump sum amount
- Your Sum Assured would be dependent on the age at entry of the Life Insured
- Please note that currently no Top-up premiums are allowed in this plan

Benefits in Detail

Benefit on Maturity

On maturity, fund value including the value of persistency units will become payable.

Benefit on Death

In the event of death, the Policy pays higher of Sum Assured less partial withdrawals (if applicable) or Fund Value (including the value of persistency units) or 105% of Premium paid.

The policy will terminate on payment of death benefit.

Surrender Benefit

A policy issued under this plan will acquire surrender value from first policy year. However, no surrender value will be payable during the "lock in period," which is a period of five consecutive years from the date of commencement of the policy.

The surrender value will be the fund value minus discontinuance charges (or surrender charges).

Benefit of additional protection with Rider/s

You can make the proposition more comprehensive by adding rider/s to your base plan which covers specific events and further enhance the security of your family.

DHFL Pramerica Unit Linked Accidental Death Benefit (ADB) Rider (UIN: 140A003V02)

If opted for, upon death due to accident, the Policy pays an ADB Sum Assured under this rider. This is in addition to the Basic Death Benefit. The maximum risk cover for the chosen Rider cannot exceed the Sum Assured for the base plan.

Please refer to the rider/s brochure for more details.

Persistency Units

As our commitment towards your wealth creation objective, while the policy is in force, persistency units as a percentage of average fund value at preceding 36 monthly anniversaries will be added to the Policyholder's unit account, at the end of every 5th Policy year starting 10th policy anniversary until the end of the policy term. The persistency units will be as follows:

Premium Band	From (₹)	To (₹)	Persistency Units
Band – 1	65,000	1,99,999	1.50%
Band – 2	2,00,000	Onwards	2.00%

Choice of Investment Strategies

You have an option to choose from four funds to invest your money in. You can look at the investment objectives of each of our funds and match those with your investment goals and then decide the proportion of money you would like to invest in each of them. If you are opting for more than one fund, the minimum investment in any fund should be at least 10% of the Single Premium paid. The funds and fund objectives are as follows:

Fund	Investment Objective	Asset Allocation	Risk Profile
Debt Fund (SFIN: ULIF00127/08/08FIXEDIFUND140)	To generate steady return at lower risk by investing in a range of debt securities.	Government Securities: 50% to 100% Corporate Bonds: 0% to 50% Money Market/Cash: 0% to 40%	Low
Balance Fund (SFIN: ULIF00227/08/08BALANCFUND140)	To generate balance return by investing in debt securities to provide stability and by investing in equities to provide potential to enhance the return through capital appreciation.	Equity: 10% to 50% Government Securities: 20% to 50% Corporate Bonds: 0% to 50% Money Market/Cash: 0% to 40%	High
Growth Fund (SFIN: ULIF00327/08/08GROWTHFUND140)	To generate higher return through capital appreciation in the long term by investing in a diversified portfolio of equities. Debt investment will provide a little stability and diversification.	Equity: 40% to 80% Government Securities: 10% to 30% Corporate Bonds: 0% to 30% Money Market/Cash: 0% to 40%	Very High
Large Cap Equity Fund (SFIN: ULIF00427/08/08LARCAPFUND140)	To generate higher return through capital appreciation in long term from a portfolio invested predominantly in large cap equities.	Equity: 60% to 100% Money Market/Cash: 0% to 40%	Very High

Liquid Fund will be available to the Policyholder only through STP. Investment objective of Liquid Fund is as under.

Fund	Investment Objective	Asset Allocation	Risk Profile
Liquid Fund (SFIN: ULIF00920/01/11LIQUIDFUND140)	To generate steady return at lower risk by investing in a range of short-term debt/liquid money market securities	T-Bill/Money Market/Cash: 100%	Low

In addition to above fund an additional fund will be maintained for discontinued policies with the following asset allocation and SFIN.

Fund Name	Asset Allocation	SFIN
Discontinued Policy Fund	Government Securities: 60% to 100% Money Market/Cash: 0% to 40%	ULIF01024/02/11DISCONFUND140

The minimum guaranteed rate of interest applicable to Discontinued Policy Fund will be specified by the IRDA of India from time to time.

Systematic Transfer Plan (STP)

On one hand, while investing in an equity-oriented fund provides you the potential of obtaining returns in excess of inflation and an opportunity to create wealth, the unpredictability of equity returns can be unpleasant, especially in turbulent markets. On the other hand, investing in a debt-oriented fund assures you of stable returns, but you lose the opportunity of creating substantial amount of wealth by obtaining returns that beat inflation.

We bring to you the best of both the worlds – the Systematic Transfer Plan (STP). With STP, you can invest a specific amount in a regular fashion at monthly intervals. This gives you the advantage of rupee cost averaging. You buy more units when markets are down and fewer units when markets are up, thereby reducing the average cost of purchase of units in the funds selected by you.

How STP works

While applying for the policy, you choose the amount to be invested in a regular fashion in one or more of the four funds mentioned above, and decide the proportion of money you would like to invest in each fund. If you are opting for more than one fund, the minimum investment in any fund should be at least 10% of the Single Premium paid. Apart from choosing the amount, the Policyholder also needs to choose the duration/period over which he/she would like to avail STP from the available options of 6 or 12 months.

The Single Premium will be allocated to the Liquid Fund for STP after deduction of premium allocation charges. At the beginning of each month during the STP period, $1/N$ times the remaining units in the Liquid Fund will be transferred to the funds chosen by you after deduction of all charges for that month (where N is the number of months remaining under the STP).

For example, if you select the STP period as 12 months, then at the start of first month $1/12$ times the remaining units in the Liquid Fund will be transferred to the chosen funds after deduction of all charges for first month. At the start of second month, $1/11$ times the remaining units in the Liquid Fund will be transferred to the chosen funds after deduction of all charges for the second month, and so on till the end of STP

period. Under STP, no switching charge will be levied for switching from liquid fund to other funds. Also, if STP is opted, no special request for switching from the Liquid Fund will be entertained.

Flexibilities available in the plan

Settlement option at Maturity

At Maturity, you will have the option, to leave the fund invested with the Company and then liquidate units any time within the settlement period i.e five year period from the date of Maturity or take periodic installments (annually, semi-annually, quarterly or monthly) specified on date of Maturity. The investment risk during settlement period is borne by the Policyholder. However, the minimum amount of such withdrawals/installments cannot be less than ₹5,000. The Policyholder must opt for this option, by giving advance notice at least 7 days before the date of Maturity. The Company will deduct only fund management charges during this period. No switching and partial withdrawals are allowed during settlement period. During the settlement period, no life cover or other insurance cover will be provided. On death during this period fund value will be paid.

Switching Option

You can switch your investments within funds depending on your financial priorities and investment decision. In a policy year, four switches are available free of cost. Thereafter, each subsequent switch will be charged at ₹250. The minimum switch amount is ₹5,000 unless 100% of the fund is switched.

Partial Withdrawals

To manage any unexpected need for money or for any exigency, partial withdrawals can be made from your investment account after 5 Policy years. Such withdrawals can be made 5 times during the entire term of the Policy. Partial withdrawal is not allowed until the minor life insured (if applicable) attains majority i.e. on or after the attainment of age 18. The minimum withdrawal amount is ₹10,000.

The total amount of partial withdrawals in a policy year cannot exceed 20% of the Single Premium. After making a partial withdrawal, the Policyholder has to wait for two years to avail next partial withdrawal.

If there is a partial withdrawal from the unit account then in case of death during two years immediately after partial withdrawal, the sum assured for basic risk cover will get reduced by the amount of the partial withdrawal. After attainment of age 60, all the partial withdrawals made within two years before attaining age 60 and any partial withdrawal thereafter shall be reduced from the sum assured. The sum assured of the rider benefit will not reduce, as they are additional risk covers.

• Addition and Deletion of Rider/s

If you have not opted for rider/s at Policy issuance, this option gives you the flexibility to add rider/s from any Policy month or Policy Anniversary during the Policy term subject to eligibility conditions for the rider/s, underwriting and other requirements of the company.

Similarly, you have the choice to get an additional rider/s removed from the policy from any Policy month or Policy Anniversary. You will be required to give us an advance notice in writing at least 15 days in advance before the Policy month or Policy Anniversary to exercise this option and shall bear the medical costs, if any. The rider/s term cannot exceed the outstanding Policy term at the time of rider/s addition. Addition of a rider/s is not allowed after deletion of the same during the entire Policy term.

• Non-negative Non-Clawback Additions

From the end of 5th Policy year, at the end of each year, a Policy may also be eligible for non negative claw-back additions if the reduction in yield at that time is greater than the maximum reduction in yield allowed by regulations issued in this regard by IRDA of India. The Non-Negative Claw-back Additions, if required, will be added to the fund value.

Eligibility

Minimum Age at Entry##	8 Years for Policy Term 10 Years 3 Years for Policy Term 15 Years 90 Days for Policy Term 20 or 25 Years For ADB Rider Minimum Entry Age is 18 Years	
Maximum Age at Entry##	65 Years For ADB Rider Maximum Entry Age is 60 Years	
Maximum Maturity Age##	75 Years	
Policy Term	10, 15, 20 or 25 Years	
Premium Payment Term	Single Pay	
Premium	Minimum Single Premium: ₹65,000 Maximum Single Premium: Depends on Maximum Sum Assured, subject to underwriting	
Sum Assured	A multiple of Annualized Premium as defined below:	
	Age at Entry less than 45 Years	1.25 times of Single Premium
	Age at Entry 45 Years and above	1.10 times of Single Premium
	Subject to maximum of ₹10 Crore	

Age as on last birthday

List of charges applicable on the Policy

• Premium Allocation Charge

This will be deducted from the Single Premium amount at the time of Premium payment before allocating the same to the unit account.

Single Premium	Allocation Charge for Policy Term of 10 Years	Allocation Charge for Policy Term of 15,20 & 25 Years
Band 1	4.00%	3.50%
Band 2	3.00%	2.50%

- Policy Administration Charge**

At the beginning of each Policy month, the company will deduct the following charges from the Policyholder's unit account by way of cancellation of units:

Policy Year	Single Premium Amount	Policy Admin Charges (per month)
1-3	Band-1	Lower of 0.180% of Single Premium or ₹150
	Band-2	Lower of 0.075% of Single Premium or ₹150
4 onwards	Band-1	Nil
	Band-2	Nil

- Mortality Charge**

Mortality Charge will be applied on Sum at Risk. It will be deducted monthly by cancellation of units from the unit account. Indicative annual mortality charges per 1000 of sum at risk for a healthy male are as follows:

Attained Age (Years)	20	30	40	50
Mortality Charge	1.27	1.46	2.69	6.92

Substandard lives may also be covered subject to Company's underwriting norms and with any extra premium, if applicable. The extra premium would be levied by cancellation of units from the unit account.

- Fund Management Charge (FMC)**

The FMC would be adjusted in the unit price of each fund and will be levied on a daily basis. The charge is reviewable and subject to maximum of 1.35% p.a. for each of the fund and upon prior approval from the IRDA of India. The following fund management charges would be levied.

Fund Name	FMC (per annum)
Debt Fund	1.20%
Liquid Fund (in case of STP)	1.20%
Balance Fund	1.35%
Growth Fund	1.35%
Large Cap Equity Fund	1.35%
Discontinued Policy Fund (DPF)	0.50%

- Discontinuance Charge / Surrender Charge**

Policy Year in which Policy is discontinued	Discontinuance Charge / Surrender Charge
1	Lower of 1% of (SP or FV) subject to a maximum of ₹6000
2	Lower of 0.5% of (SP or FV) subject to a maximum of ₹5000
3	Lower of 0.25% of (SP or FV) subject to a maximum of ₹4000
4	Lower of 0.1% of (SP or FV) subject to a maximum of ₹2000
5 and onwards	NIL

SP = Single Premium

FV = Fund Value

Premium Allocation Charges, Policy Administration Charges, Mortality Charges and Surrender Charges are fixed. Switching Charges are reviewable with upper limit of Rs 1,000 subject to prior approval of IRDA of India.

Other Charges

- Four switches in a Policy year are free of cost. Any subsequent switches in the Policy year will be charged a fee of ₹250 per switch
- The Mortality and rider/s risk charges may be increased by extra risk rating assigned after underwriting
- The company may charge extra for the rider/s if change in occupation results in higher risk for the company

Tax Benefits

Tax Benefits will be applicable as per prevailing tax laws. Tax laws are subject to change. Please consult your tax advisor for details.

Exclusions

- If death occurs due to suicide or attempted suicide, whether sane or insane, within twelve months of the Policy Commencement Date, then the Company's only obligation under this Policy shall be to pay an amount equal to Fund Value as on the date
- Please refer to rider/s brochure for exclusions on rider/s benefit

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 document 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 the Policy documents, the Company will refund the fund value as on date of cancellation plus unallocated part of Premium plus

charges deducted from Policy by cancellation of units, subject to the deduction of proportionate risk Premium and any expenses incurred by the Company on insurance stamp duty and on medical examination.

Distance Marketing entails to the sale of the product through a mode other than personal interaction.

Discontinuation of the Policy

Before the Completion of first 5 Policy years of lock in period

Before completion of lock in period of 5 years, if the Policyholder chooses to completely withdraw from the plan, the fund value as on the date of withdrawal after deducting appropriate discontinuance charges (or surrender charges) will be credited to the Discontinued Policy Fund. The proceeds of the Discontinued Policy Fund shall be paid out only after the expiry of lock in period and Policy will terminate after that. During the period when the Policy is in Discontinued Policy Fund no risk cover would be provided. In case of death of the Life Insured when the Policy is in DPF, death benefit would be equal to the value of units in the discontinuance fund.

After the completion of 5 Policy years

On complete withdrawal, the surrender value will be equal to the fund value, including the value of persistency units which will be payable immediately.

Fund Insufficiency

After the completion of first five Policy years, in case the fund value is not sufficient to pay the charges i.e. if the fund value becomes less than the charges to be deducted, the policy will terminate immediately and no benefit would be paid.

Unit Price Calculation

- The Company shall calculate the unit price (or NAV) of the funds as per IRDA of India guidelines
- The unit price (or NAV) of the fund is determined as market value of investments held in the fund plus the value of any current assets less the value of any current liabilities and provision, if any divided by the number of units existing in the fund at the valuation date (before any new units are created or redeemed)
- Provisions shall include expenses for brokerage and transaction cost, NPA, Fund Management Charges (FMC) and any other charges approved by the IRDA of India
- The unit price will be rounded to the nearest of ₹0.0001 and shall be published on the Company's website

Unit Allocation and De-allocation Rules

- The first Premium will be allocated the NAV of the date of the commencement of the Policy
- Premium received up to 3.00 pm along with a local cheque or a demand draft payable at par at the place where the Premium is received, the closing unit price of the day on which Premium/switch request is received shall apply. If such Premium and switch request is received after 3.00 pm, the closing unit price of the next business day shall apply
- In respect of Premium received with outstation cheque/demand draft at the place where the Premium is received, the closing NAV of the day on which cheques/demand draft is realised shall apply
- In respect of a valid application received (for Switch, Surrender, Partial Surrender or Maturity

Claim) up to 3.00 pm, the same day's closing unit price shall apply. If such application is received after 3.00 pm, the closing unit price of next business day shall apply

Policy Loan

No loan is available on the Policy under this plan.

Service Tax

The Company will deduct charges for service tax as applicable on unit-linked products at the rate as notified by the Government of India from time to time.

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

Risks of Investment in Unit-Linked Policy

- “DHFL Pramerica Wealth+ Ace” is a non-participating Unit Linked Life Insurance Plan. Unit Linked Insurance products are different from the traditional insurance products. Investments in such policies are subject to market risks
- The Premiums paid in ULIP policies are subject to investment risks associated with capital markets and the Unit Price of the Units may go up or down based on performance of fund and factors influencing the capital market and the insured is responsible for his/her decisions
- DHFL Pramerica Life Insurance Company is the name of the insurance Company and “DHFL Pramerica Wealth+ Ace” is only the name of the

Policy and does not in any way indicate the quality of the Policy, its future prospects or returns

- The fund shown in the schedule is the name of the fund and does not in any manner indicate the quality of the fund, its future prospects or returns
- We do not guarantee the Fund Value or value of Unit Price. There can be no assurance that the objectives of the fund will be achieved and none is given by us
- The past performance of the fund of the Company is not necessarily indicative of the future performance of the fund
- The fund does not offer a guaranteed or assured return
- All Premiums / benefits payable under the Policy are subject to applicable laws and taxes including Service Tax and Tax Deducted at Source (TDS), as they exist from time to time
- Before purchasing the Policy, please know the associated risks and the applicable charges from our sales personnel, intermediary or from the Policy document

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.

**Pramerica and the Rock Logo are proprietary servicemarks and may not be used without the permission of the owner.*

Note:

For information on time frames 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 deducted from the quoted premium / Fund Value.

DHFL Wealth+Ace UIN: 140L025V02

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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