

**An honest investment
that you can use
when you need it the most!**



Why should you buy this plan?



**Limited premium payment
term of 5 years**



**Flexibility to withdraw from
11th year with attractive
surrender benefits**



Guaranteed maturity benefits[#]



Avail tax benefits^{}**

[#]Payable at the end of policy term, on survival of life assured provided policy is in force ^{**}Avail tax benefits under Section 80C and Section 10(10D) of the Income Tax Act of 1961. These benefits are subject to change as per the prevailing tax laws.



WHY READ THIS BROCHURE?

This brochure helps you understand if this is the right plan for you. It gives you details about how the product will work throughout the Policy Term in ensuring your needs are met. We have tried our best to explain the details in a simple and easy to understand manner. We believe this is an important document to understand before you decide to buy life insurance.



IDEAL STEPS TO FOLLOW

1. Read the brochure carefully
2. Understand the benefits and remember the important points
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. Things you should remember!
5. Terms and Conditions

What is SUD Life Century Plus?

SUD Life Century Plus is a Limited Premium Non-Linked Non-Participating Endowment Life Insurance Plan that offers protection for your family in case of unfortunate death. The plan also has a feature of Guaranteed Maturity Benefit as a multiple of Annualized Premium.

When is this plan right for you?

This plan is right for you if:

- You want to ensure that your family is not affected even if you are not around
- You are looking for insurance plan along with medium to long-term savings option
- You want a plan that provides guaranteed maturity benefits
- You want to have an insurance cover with riders relating to accident and disability
- Also available through online channel*

(* You may refer to the Company's website for generating benefit illustration and knowing benefits under the Online Channel).

How does the plan work?

- Choose the policy term
- Decide on the premium amount you want to pay
- Guaranteed maturity benefit will depend on the entry age and policy term
- To enjoy the full benefits of your plan, all you have to do is to pay the premiums throughout the premium payment term
- In case of death of the life assured during the policy term, the nominee will receive death benefit in the form of lump-sum amount

Parameters	Minimum	Maximum
Entry Age (Age last birthday)	8 Years	50 Years
Maturity Age (Age last birthday)	18 Years	66 Years
Policy Term	10 Years	16 Years
Sum Assured on Death	₹ 10,00,000	₹ 20,00,00,000
Annualized Premium*	₹ 1,00,000	₹ 2,00,00,000
Premium Payment Term	5 Years	
Premium Payment Modes	Yearly	

*Annual premium in multiples of ₹ 10,000

*The annual premium mentioned above is excluding the Goods and services tax, extra premium if any.

What are the benefits under this Plan?

Death Benefit:

In case of death of the life assured, Death Benefit is immediately payable and your policy will be terminated and no further benefits will be paid.

Sum Assured on Death is defined as highest of:

- 10 times of Annualized Premium OR
- 105% of total premiums paid OR
- Minimum Guaranteed Maturity Benefit OR
- Absolute amount assured to be paid on death

Where,

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

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

The death benefit will be reduced by the total premiums falling due and unpaid during the policy year in which death occurs.

Maturity Benefit:

On survival of the Life Assured to the end of the Policy Term, provided the policy is In-force, Guaranteed Maturity Benefit shall be payable basis the age and policy term as chosen by the policy holder. Following table depicts the maturity benefit for different policy terms:

Age-wise Guaranteed Maturity Benefit Factors as a multiple of Annualized Premium							
Age\PT	10	11	12	13	14	15	16
8	6.94	7.35	7.78	8.24	8.72	9.21	9.86
9	6.94	7.35	7.78	8.24	8.72	9.21	9.86
10	6.94	7.35	7.78	8.24	8.72	9.21	9.86
11	6.94	7.35	7.78	8.23	8.71	9.21	9.86
12	6.93	7.35	7.77	8.23	8.71	9.20	9.85
13	6.93	7.34	7.77	8.22	8.70	9.20	9.84
14	6.92	7.34	7.76	8.22	8.70	9.19	9.84
15	6.92	7.33	7.76	8.21	8.69	9.19	9.84
16	6.91	7.33	7.75	8.21	8.69	9.18	9.83
17	6.91	7.32	7.75	8.20	8.68	9.18	9.82
18	6.90	7.32	7.74	8.20	8.68	9.17	9.82

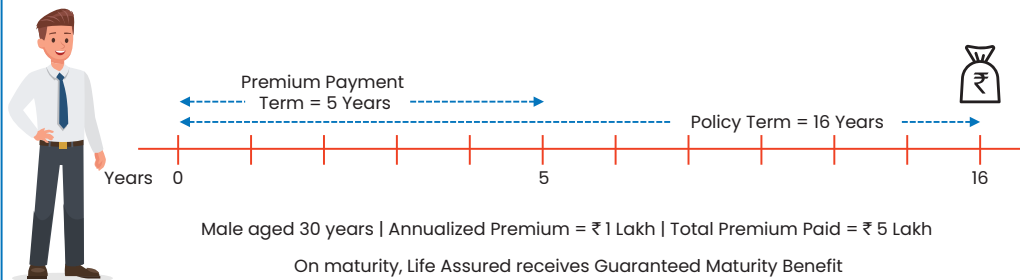
Age-wise Guaranteed Maturity Benefit Factors as a multiple of Annualized Premium							
Age\PT	10	11	12	13	14	15	16
19	6.90	7.31	7.74	8.19	8.67	9.17	9.82
20	6.89	7.31	7.73	8.19	8.67	9.16	9.81
21	6.89	7.31	7.73	8.19	8.66	9.16	9.80
22	6.88	7.30	7.73	8.18	8.66	9.15	9.80
23	6.88	7.30	7.72	8.18	8.65	9.15	9.79
24	6.87	7.30	7.72	8.18	8.65	9.14	9.79
25	6.87	7.29	7.72	8.17	8.65	9.14	9.78
26	6.86	7.28	7.71	8.16	8.64	9.13	9.78
27	6.86	7.28	7.70	8.15	8.63	9.12	9.78
28	6.85	7.27	7.69	8.14	8.62	9.11	9.77
29	6.85	7.26	7.68	8.13	8.61	9.10	9.77
30	6.84	7.25	7.68	8.12	8.60	9.09	9.76
31	6.84	7.24	7.66	8.11	8.59	9.08	9.73
32	6.83	7.24	7.66	8.11	8.58	9.07	9.70
33	6.83	7.23	7.65	8.10	8.57	9.06	9.67
34	6.82	7.22	7.64	8.09	8.56	9.05	9.64
35	6.82	7.21	7.63	8.08	8.55	9.04	9.61
36	6.81	7.22	7.61	8.06	8.53	9.02	9.56
37	6.81	7.20	7.59	8.03	8.50	8.99	9.52
38	6.80	7.18	7.57	8.01	8.48	8.96	9.48
39	6.80	7.15	7.54	7.98	8.45	8.93	9.44
40	6.79	7.13	7.51	7.95	8.42	8.90	9.40
41	6.79	7.13	7.48	7.92	8.38	8.86	9.36
42	6.77	7.09	7.44	7.88	8.34	8.82	9.32
43	6.75	7.07	7.42	7.85	8.31	8.78	9.28
44	6.73	7.03	7.38	7.80	8.26	8.73	9.24
45	6.71	6.99	7.34	7.76	8.21	8.68	9.20
46	6.69	6.98	7.30	7.72	8.16	8.63	9.15
47	6.64	6.94	7.27	7.68	8.12	8.58	9.09
48	6.59	6.90	7.22	7.63	8.07	8.53	9.02
49	6.54	6.85	7.17	7.58	8.01	8.47	8.95
50	6.49	6.80	7.12	7.53	7.96	8.41	8.87

Benefit explained with Example:

Mr. Mohit has opted SUD Life – Century Plus. The details are as below:

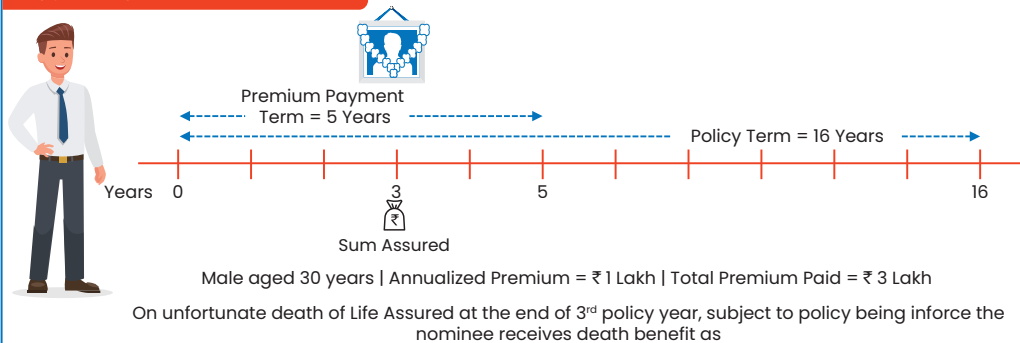
- Life Assured Age - 30 years
- Premium Frequency - Yearly
- Policy Term - 16 years
- Premium Paying Term - 5 years
- Sum Assured (SA) - ₹ 10,00,000
- Annualised Premium - ₹ 1,00,000 (exclusive of applicable taxes)

SCENARIO 1 - MATURITY BENEFIT



Particulars	Maturity Benefit
Guaranteed Maturity Benefit (₹)	9,76,000
Total Benefit (₹)	9,76,000

SCENARIO 2 - DEATH BENEFIT



Particulars	Maturity Benefit
Sum Assured (₹)	10,00,000
Total Benefit (₹)	10,00,000

Maturity and the Surrender Benefit available for various policy term after the completion of 10 years is given in the table below:

Policy Term	Maturity Benefit	Surrender Year before maturity	Guaranteed Surrender value
10	₹ 6,84,000	11	₹ 6,84,000
11	₹ 7,25,000	12	₹ 7,25,000
12	₹ 7,68,000	13	₹ 7,68,000
13	₹ 8,12,000	14	₹ 8,12,000
14	₹ 8,60,000	15	₹ 8,60,000
15	₹ 9,09,000	16	₹ 9,09,000
16	₹ 9,76,000		

03 Making the Most of Your Plan

What happens in case of missed premiums?

A grace period of 30 days is available to pay the due premium. This period starts from the due date of each premium payment. In case of death during grace period, the Death Benefit under the policy will be payable after deductions of the premium then due.

However, if you fail to pay your premium before the expiry of the grace period:

- **Where your policy has not acquired Surrender Value:** Your policy will Lapse.
- **Where your policy has acquired Surrender Value:** Your policy will continue with reduced benefits (as a Reduced Paid-Up policy).
- Your life cover will continue during the grace period. If death occurs during the grace period, the death benefit under the policy will be paid after the deductions of premiums then due and all premiums falling due and unpaid during the policy year of death.

What happens once your policy Lapses or becomes Reduced Paid-Up?

Lapse:

If the due premiums for first full policy year have not been paid within the grace period, the policy will lapse. Life cover ceases and no benefits will be paid under the lapsed policy till the policy is revived.

Reduced Paid-Up:

If the premiums have been paid for first full policy year and subsequent premiums are not paid, then the policy will acquire Reduced Paid-Up status. The reduced paid-up policy will continue with the following benefits:

Death Benefit under Reduced Paid-Up policy:

On death of the Life Assured during the policy term death benefit (as defined above) multiplied by Paid-Up factor will be payable. It is defined as follows:

$$\text{Paid-Up Sum Assured on Death} = \frac{\text{Total Number of premiums paid}}{\text{Total Number of premiums payable}} \times \text{Sum Assured on Death}$$

Maturity Benefit under Reduced Paid-Up policy:

On survival of the Life Assured to the end of the Policy Term, the Paid-Up Guaranteed Maturity Benefit will become payable and the contract ceases immediately.

$$\text{Paid-Up Guaranteed Maturity Benefit} = \frac{\text{Total Number of premiums paid}}{\text{Total Number of premiums payable}} \times \text{Guaranteed Maturity Benefit}$$

Surrender Benefit under Reduced Paid-Up policy:

On surrender of Reduced Paid-Up policy, the Higher of Guaranteed Surrender Value or Special Surrender Value will be paid, and contract gets terminated.

Can you restore your Lapsed/Reduced Paid-Up policy to the original benefit levels?

You can revive your Lapsed/Reduced Paid-Up policy within five years from the due date of the first unpaid premium 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. for FY 2024-25 (i.e. 7.05% + 1.50% + rounding to next 25 bps), which will be compounded on half yearly basis.
- 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 compounded on half yearly basis.
- The Company would review the revival interest rate every 1st April and the revised revival interest rate will also be applicable from 1st April.
- Fulfilling all medical and financial requirements as required by the Company as per the Board approved underwriting policy (the cost of medical examination, if any, will be borne by you i.e. policyholder/ Life Assured).

The Company reserves the right to accept or reject the revival of Lapsed/ Reduced Paid-Up 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.

Can the plan be discontinued in between?

Life insurance works best if you pay regularly and for the long-term.

However in case of an emergency/ contingency, you can surrender your policy anytime after completion of first policy year.

Surrender Value

The Surrender Value payable would be higher of Guaranteed Surrender Value (GSV) and Special Surrender Value (SSV).

Special Surrender Value will be acquired after the receipt of one full policy year premiums, whereas the Guaranteed Surrender Value will be acquired after the receipt of first two consecutive full policy year premiums.

The calculation of GSV and SSV are given below:

Guaranteed Surrender Value

The Guaranteed Surrender Value is the GSV Factor multiplied by the total premiums paid till the date of surrender (Excluding Applicable Taxes and Extra Premium, if any).

Special Surrender Value

Special Surrender Value (SSV)	=	MB SSV Factor	x	$\frac{\text{Number of Premiums Paid}}{\text{Number of Premiums Payable}}$	x	Guaranteed Maturity Benefit	+	DB SSV Factor	x	$\frac{\text{Number of Premiums Paid}}{\text{Number of Premiums Payable}}$	x	Basic Sum Assured
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Special Surrender Value shall be reviewed annually by the company and may be changed based on the prevailing yield on 10 year G-sec and the underlying experience.

Once the policy is surrendered, the policy will terminate and no further benefits shall be payable.

Are there any Riders available?

Yes. You have the option of availing the following Riders:

1. SUD Life Accidental Death and Total & Permanent Disability Benefit Rider – Traditional

(UIN: 142B005V01)

Benefits payable under the rider:

- a. **On death due to Accident** – On death of the Life Assured due to Accident, 100% of Rider Sum Assured will be paid, provided the policy is in-force as on the date of death of the Life Assured and the contract ceases thereafter.
- b. **On Accidental Total and Permanent disability** – Rider Sum Assured will be paid in 10 equal half-yearly instalments wherein each instalment amount will be equal to Rider Sum Assured multiplied by 10%, provided the policy is in-force (as on the date of occurrence of event) and the Rider contract will cease after payment of the last instalment.

In case of death of the Life Assured while receiving Accidental Total and Permanent Disability Benefit, the remaining total of all outstanding instalments under this Rider will be paid to the nominee/beneficiary and the contract ceases.

Note: Once any policyholder is declared eligible to receive the benefits under Accidental Total and Permanent Disability, the Coverage under this rider will immediately cease

2. SUD Life Family Income Benefit Rider – Traditional (UIN: 142B007V01)

Benefits payable under the rider:

Death Benefit: On death of the Life Assured, provided the rider benefit is in-force, the Nominee/Legal heir will be paid a Monthly Income Benefit for a fixed period of 10 Years. The Monthly Income Benefit is equal to (10% of Rider Sum Assured)/12 and will be paid at the end of every policy month following the date of death of the Life Assured and will continue to be paid for fixed period of 10 Years.

Please refer to the respective rider brochures for more details.

04 Things You Should Remember!

What are the important points to be kept in mind while applying for the plan?

- i. It's important when you apply you give complete and correct information especially about your health and occupation. These details are critical for making sure you get the right benefits.
- ii. Provide your correct contact details and address. Always provide a landmark if possible.
- iii. It is ideal for you to opt for the NACH/ ECS/ Direct Debit option. This will make life simple for you by automatically ensuring your premiums are paid on time.

Remember! It's not enough to fill in your application form correctly and get the plan issued. What's even more important is to ensure that your nominee/ family is aware about the plan and understands its features.

Also ensure you update your contact details regularly to ensure you get real time updates on your plan.

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

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

05 Terms & Conditions

(A) Policy Loan:

You can avail loan from SUD Life during Policy Term, provided your policy has acquired Surrender Value. You will need to assign your policy document as a collateral security subject to terms and conditions of the Company applicable from time to time. The loan can be availed for up to 70% of Surrender Value at the applicable interest rate levied. The 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 shall be compounded half yearly. The rate of interest on loan for FY 24-25 is 8.75% (i.e. 7.05 + 1.50% + rounding to next multiple of 25 bps). Any change in basis shall be with prior approval of the Authority. The Yield on 10-year G-sec is sourced through Bloomberg website: www.bloomberg.com.

The company would review the loan interest rate every 1st April and the revised loan interest rate will also be applicable from 1st April.

The loan outstanding along with accumulated interest will be adjusted towards the benefit payable.

At any point in time, if the loan outstanding along with accumulated interest under the Reduced Paid-Up policies exceed the applicable Surrender Value, the Policy will be foreclosed immediately and no benefits will be payable. Policies which are in-force will not be foreclosed on account of loan balance exceeding the Surrender Value.

(B) Exclusions:

No exclusions for normal death.

(C) Suicide Claim Provisions:

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 Policyholder/ Nominee / Beneficiary shall be entitled to an amount which is higher of 80% of the total premiums paid till the date of death of the Life Assured or the Surrender Value available as on the date of death of the Life Assured provided the policy is in-force.

(D) Termination of Policy:

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

- i. On policy being Lapsed and not revived within the Revival period.
- ii. On Surrender of the policy (i.e. upon payment of applicable surrender value benefit).
- iii. On Maturity of the policy (i.e. upon payment of Guaranteed Maturity Benefit).
- iv. On death of the Life Assured, upon payment of death benefit.
- v. On payment of free look cancellation proceeds.

(E) Risk Commencement Date for Minor Lives:

Date of commencement of policy and date of commencement of risk shall be same for the minor lives and the policy will automatically vest in the life assured on attaining majority.

(F) Nomination:

Nomination is allowed as per Section 39 of The Insurance Act 1938 as amended from time to time.

(G) Assignment:

Assignment is allowed as per Section 38 of The Insurance Act 1938 as amended from time to time.

(H) 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**.

(I) 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

(J) Tax Benefit:

Income tax benefits may be available as per prevailing norms under the IncomeTax Act 1961, amended from time to time. Please consult your tax advisor for further details.

(K) 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.

(L) Section 45 of the Insurance Act 1938:

Fraud and Misstatement would be dealt with in accordance with provision 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

SUD Life Century Plus (UIN: 142N074V05)

SUD Life Family Income Benefit Rider – Traditional (UIN: 142B007V01)

SUD Life Accidental Death and Total & Permanent Disability
Benefit Rider – Traditional (UIN: 142B005V01)



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 Century Plus" 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 Century Plus | UIN - 142N074V05 | Individual Non-Linked Non-Participating Savings 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 FICTITIOUS/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 requested to lodge a police complaint.