SUD Life simple Term Plan

Star Union Dai-ichi Life Insurance

A joint venture of

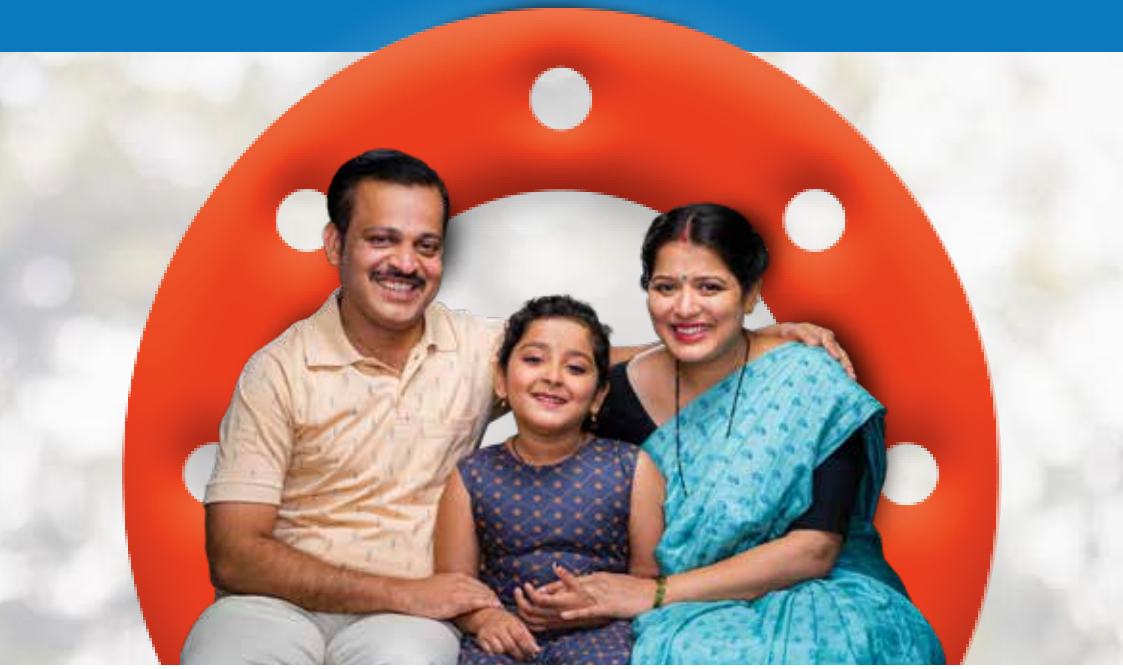
Bank of India | Union Bank of India | Dai-ichi Life

Simple Term, Solid Protection!

SUD Life Simple Term Plan provides financial protection for your family at a nominal premium, making it a perfect solution to strengthen your financial immunity and securing your family's dreams in your absense.

To know more scan QR code

- **Life Insurance Protection** at a nominal premium
- Flexibility to choose **Sum Assured** and **Policy Term**
- Available online through our **Website**^
- Receive **Death Benefit** as **Lumpsum**
- Avail **Tax Benefits**#



^ You may refer to the Company's website for generating benefit illustration.
# As per prevailing norms under the Income Tax Act, 1961 as amended from time to time.

WORLD'S BEST INSURANCE COMPANIES | Forbes 2024

SUD Life Simple Term Plan is a Non-Linked Non-Participating Pure Risk Premium Individual Life Insurance Plan In this age of uncertainty, it is imperative to stay protected and secure your family's financial future with an affordable Life Insurance Plan available at your fingertips.

Know Your Plan Better

Parameters	Minimum	Maximum
Entry Age	18 Years	45 Years
Age at Maturity	23 Years	55 Years
Annualized Premium	₹ 630	₹ 9,800
Sum Assured**	₹ 5,00,000	₹ 20,00,000
Premium Payment Term (PPT)	5 and 10 Years	
Policy Term (Years)	Same as PPT	

(Age is age last birthday)

**Sum Assured should be in multiple of ₹ 5 lakhs

What are the Benefit available under this product?

Death Benefit:

In the event of death of the Life Assured during the policy term provided the policy is in-force, the Company will pay the Death Benefit to the Nominee/ Beneficiary. The death benefit is defined as following:

Highest of:

1. 10 times of the Annualized Premium, OR
2. 105% of total premiums paid till the date of death of the Life Assured, OR
3. Absolute amount assured to be paid on death (i.e Sum Assured) as selected at inception of the policy

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

"Total premiums paid" means 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. The Policy terminates once the full amount of benefit is paid.

Maturity Benefit:

As this is a pure risk product, no maturity benefit will be payable on survival at policy maturity. The policy will terminate.

Surrender Benefit:

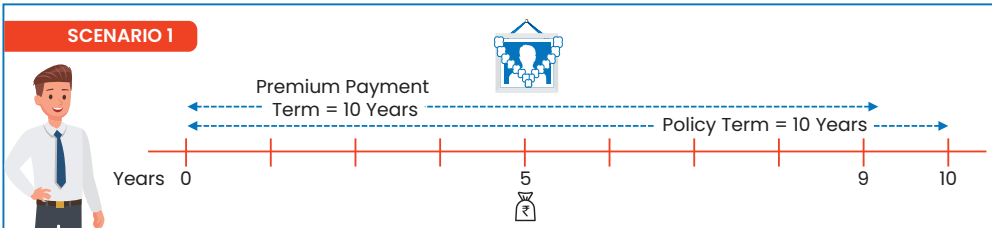
No Surrender Benefit available.

Benefit explained with Example:

Mr. Bhaskara has opted for SUD Life Simple Term Plan. The details are as below

Age	-	35 years
Premium Frequency	-	Yearly
Policy Term	-	10 years
Premium Paying Term	-	10 years
Sum Assured (SA)	-	₹ 20,00,000
Annualised Premium	-	₹ 4,020 (exclusive of applicable taxes)

SCENARIO 1

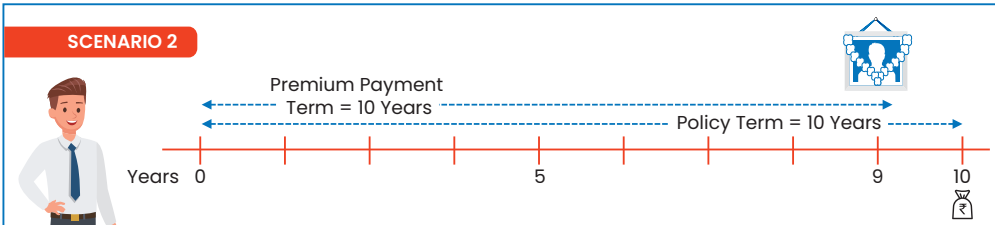


Male aged 35 years | Annualized Premium = ₹4,020 | Total Premium Paid = ₹20,100

On unfortunate death of Life Assured at the end of 5th policy year, subject to policy being inforce the nominee receives death benefit as

Particulars	Death Benefit
Sum Assured (₹)	20,00,000
Total Benefit (₹)	**20,00,000**

SCENARIO 2



Male aged 35 years | Annualized Premium = ₹4,020 | Total Premium Paid = ₹36,180

On unfortunate death of Life Assured at the end of 9th policy year, subject to policy being inforce the nominee receives death benefit as

Particulars	Death Benefit
Sum Assured (₹)	20,00,000
Total Benefit (₹)	**20,00,000**

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Life Insurance

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For more details, contact the Branch Manager

OR

Name: _____ _____

OR

1800 266 8833 www.sudlife.in

SUD Life Simple Term Plan | UIN: 142N095V01 | A Non-Linked Non-Participating Pure Risk Premium Individual 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. SUD Life Simple Term Plan is a pure term plan and does not offer any maturity benefits.

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