

In this policy, investment risk in investment portfolio is borne by the policyholder.

Linked Insurance Products do not offer any liquidity during the first five years of the contract. The policyholder will not be able to withdraw/surrender the monies invested in Linked Insurance Products completely or partially till the end of the fifth year from inception.



Shaahid Amir / Fashion Designer

PROTECTING your premium lifestyle and creating wealth is now more flexible

Aditya Birla Sun Life Insurance Fortune Elite Plan

A unit linked life insurance plan

- Flexibility to choose policy term of 20|25|30|35|40 years
- Flexibility to choose premium paying terms of 5|10|15|20 years
- Flexibility to add top-ups whenever you have additional savings

Life Insurance

Aditya Birla Sun Life Insurance Company Limited



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Contact our advisor or visit our website www.adityabirlasunlifeinsurance.com to know more about the various solutions. We provide a wide range of Life Insurance solutions to cater to your specific protection needs.

Protection Plans	Health Plans	Children's Future	Retirement Plans	Wealth Plans with Protection	Savings Plans with Protection
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Aditya Birla Sun Life Insurance Company Limited (Formerly Birla Sun Life Insurance Company Limited)
Registered Office: One Indiabulls Centre, Tower 1, 16th Floor, Jupiter Mill Compound, 841, Senapati Bapat Marg, Elphinstone Road, Mumbai - 400 013. IRDAI reg no.109 CIN: U99999MH2000PLC128110 UIN: 109L090V02 ADV/8/18-19/3281 VER1/AUG/2018

Life Insurance

Aditya Birla Sun Life Insurance Company Limited









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1800-270-7000



Over the years, you have achieved success and accumulated wealth. Your priority now is to ensure your wealth and assets remain protected for your future generations, while you enjoy the lifestyle you have worked hard to attain. Specially designed to cater to your financial and estate planning goals, ABSLI Fortune Elite is unit linked plan that provides insurance coverage and the opportunity of wealth preservation and enhancement.

Key Benefits

-  Flexibility to choose policy term of 20|25|30|35|40 years
-  Flexibility to choose premium paying terms of 5|10|15|20 years
-  Flexibility to choose from 3 investment options to suit your investment needs
-  Flexibility to add top-ups whenever you have additional savings
-  Flexibility of partial withdrawals to meet any emergency fund requirements
-  Tax benefits⁽¹⁾ under section 80C and section 10(10D) of the Income Tax Act, 1961
⁽¹⁾Tax benefits are subject to changes in tax laws. Please consult your tax advisor for more details.

Plan At A Glance

Entry Age	30 days* to 55 years (subject to max maturity age of 75 years)
Policy Term	20 25 30 35 40 years
Premium Paying Term (PPT)	5 10 15 20 years
Minimum Basic Premium	₹40,000
Minimum Sum Assured	₹4,00,000
Top-up Premium	Minimum ₹5,000

*Risk commences from the first policy anniversary

Before Your Read Any Further

ABSLI Fortune Elite Plan is a non-participating unit-linked life insurance plan. All unit-linked life insurance plans are different from traditional insurance plans and are subject to different risk factors. The name of this plan and that of the segregated funds do not in any way indicate the quality of the plan or future returns.

In this plan, the investment risk in the segregated funds chosen by you is borne by you. Segregated funds are subject to investment risks and unit prices may go up or down reflecting the market value of the underlying assets. Past performance is no guarantee of future results.

Your Choices

Basic Premium - the amount you commit to pay regularly during the premium paying term. Your Basic Sum Assured will be determined based on the basic premium amount you commit to pay in a policy year.

Basic Sum Assured - is the death benefit payable on the death of the life insured. The minimum Basic Sum Assured is your Basic Premium payable in a policy year multiplied by 10 or policy term divided by 2, if higher.

Pay Mode - you can pay basic premium in monthly, quarterly, semi-annual, annual instalments. Please ask your financial advisor for details about the range of convenient payment methods we offer.

Investment Options - you have a choice to invest your money in the 'Systematic Transfer' Option, 'Return Optimiser' Option or the 'Self-Managed' Option. Systematic Transfer Option is for individuals who would like to eliminate the need to time one's investments in the market. Return Optimiser option is for individuals who would like to have optimal participation in the capital markets while safeguarding their returns from any market related volatilities. Self-Managed Option is for individuals who would like to have control over their investment.

You may wish to invest additional amounts as top-up premiums anytime during the policy term as long as all due basic premiums have been paid. The minimum top-up premium is ₹5,000 and at any point the total top-up premiums paid cannot exceed the total basic premiums paid to date. Top-up premiums cannot be withdrawn for five years unless the policy is surrendered. Top-up Sum Assured will be the top-up premium being paid multiplied by:

- 125% if the attained age of the life insured is less than 45 years; or
- 110% if the attained age of the life insured is 45 years or more

Your Sum Assured⁽¹⁾ under the plan is the total of Basic Sum Assured and Top-up Sum Assured.

The Basic Premium and any Top-up Premium net of premium allocation charges will be used to purchase units in the various segregated fund/s offered under this plan and as chosen by you. The units purchased in the segregated fund is the monetary amount allocated to the segregated fund divided by its then prevailing unit price.

Basic Fund Value is equal to the number of units pertaining to basic premiums allocated to the segregated fund/s chosen by you multiplied by its then prevailing unit price

Top-up Fund Value, if any is equal to the number of units pertaining to top-up premiums allocated to the segregated fund/s chosen by you multiplied by its then prevailing unit price

Fund Value under this plan is the total of Basic Fund Value and Top-Up Fund Value, if any. The Fund Value represents the total value of your investments to date and is the balance of all units allocated to the segregated fund/s chosen by you multiplied by its then prevailing unit price.

⁽¹⁾Basic Sum Assured is reduced for partial withdrawals as explained later.

Your Benefits

Guaranteed Additions

in the form of additional units will be added to your policy:

- On 10th policy anniversary and on every 5th policy anniversary thereafter, Guaranteed Addition is 2.00% of the total premiums paid in the last 60 months
- In addition on 11th policy anniversary and every policy anniversary thereafter, Guaranteed Addition is 0.35% of the average Fund Value in the last 12 months

After the completion of 5 policy years, non-negative residual additions, if any, shall be credited to the policy in order to meet the maximum reduction in yield as in Regulation 37 of IRDAI (Linked Insurance Products) Regulations, 2013.

Death Benefit ⁽²⁾

in the unfortunate event the life insured dies while the policy is in effect, we will pay to the nominee the greater of

- Basic Fund Value as on date of intimation of death; or
- Basic Sum Assured

In addition we will also pay the greater of

- Top-up Fund Value as on date of intimation of death; or
- Top-up Sum Assured

The Sum Assured will be reduced by the partial withdrawals made from as follows:

- Before the life insured attains the age of 60, the Basic Sum Assured payable on death is reduced by partial withdrawals made in the preceding two years
- Once the life insured attains the age of 60, the Basic Sum Assured payable on death is reduced by all partial withdrawals made from age 58 onwards

However the minimum Basic Sum Assured payable on death after partial withdrawals shall never be less than Basic Premium multiplied by 10.

Death benefit shall never be less than 105% of total premiums paid to date (excluding GST). In case where the death of the Life Insured takes place prior to risk commencement date, only the basic premiums paid (excluding GST, if any) shall be payable as the Death Benefit.

Maturity Benefit

You will receive the Fund Value at maturity.

Surrender Benefit

In case of emergencies, you can surrender your policy to us anytime during the policy term. Any such surrender will be treated according to the complete withdrawal as mentioned in Policy Discontinuance section.

⁽²⁾In case of death of the life insured, if life insured is different from the proposer/policyholder, the proposer/policyholder will receive the policy proceeds.

Your Investment Options

Under ABSLI Fortune Elite Plan, you decide how to invest your premiums in one of the three investment options - Systematic Transfer Option, Return Optimiser Option or the Self-Managed Option. Systematic Transfer Option is for individuals who would like to eliminate the need to time one's investments in the market. Return Optimiser option is for individuals who would like to have optimal participation in the capital markets while safeguarding their returns from any market related volatilities. Self-Managed Option is for individuals who would like to have control over their investment.

At any time after one year while your policy is in effect, you can change your investment option.

Systematic Transfer Option

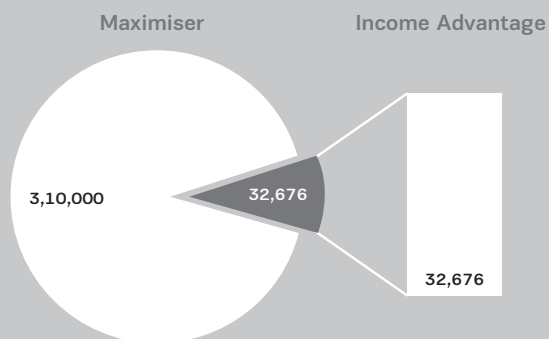
The Systematic Transfer Option safeguards your wealth against the market volatilities and is available only if you have opted for annual mode. Under the Systematic Transfer Option, your premium (net of premium allocation charge) shall be first allocated to Liquid Plus fund option and thereafter monthly 1/12th of the allocated amount shall be transferred to a segregated fund(s) of your choice. You may choose up to a maximum of four segregated fund (s) out of Enhancer, Creator, Maximiser, Multiplier, Super 20 and Value & Momentum for your premiums to be transferred to. The transfers to your chosen segregated fund(s) will take place monthly on 1st, 8th, 15th or 22nd of the month as selected by you.

This option helps mitigate any risk arising from volatility and averages out the risks associated with the equity market, reducing the overall risk to your portfolio.

For example – if person A aged 35 years, opts for Systematic Transfer Option with transfers on 15th of every month to Super 20:

Premium/s net of premium allocation charges will be allocated in Liquid Plus Fund and thereafter on 15th of every month, 1/12th of initially allocated amount shall be automatically transferred to Super 20 Fund.

Return Optimiser Option



The Return Optimiser Option enables you to take advantage of the equity market, protect your gains from the future market volatility and create a more stable sequencing of investment returns.

Under this option all your Basic Premiums (net of allocation charges) are invested in Maximiser fund and it will be tracked every day for each policyholder for a pre-determined upside movement of 10% or more over the net invested amount (net of all charges). In the situation where the gain from the Maximiser fund reaches 10% or more of the net invested amount, the amount equal to the appreciation will be transferred to the Income Advantage fund at the prevailing unit price. This ensures that your gains are protected from any future market volatilities.

While the gain is less than the pre-determined upside movement of 10%, the fund value will continue to remain in the Maximiser fund and no transfers will be made to the Income Advantage fund.

The Return Optimiser Option can be explained with the help of an example as below:

For Age 30, Male, Premium – ₹100,000, Sum Assured Option – 100%, Policy Term – 20 years. At the end of the third policy year,

Total Premiums Paid (invested in Maximiser Fund)	₹3,00,000
Less charges deducted from Maximiser Fund (Premium Allocation Charge, Policy Administration Charge, Mortality Charge and GST)	₹22,676
Net amount lying in the Maximiser Fund	₹2,77,324

Suppose the fund value is now ₹3,10,000 which is higher than ₹3,05,056 (i.e. 110% of the net invested amount of 2,77,324) then ₹32,676 (i.e. 3,10,000 – 2,77,324) will be transferred to Income Advantage Fund. If the fund value is less than ₹3,05,056 then there will be no transfer to Income Advantage Fund.

Self-Managed Option

Self-Managed Option gives you access to our well established suite of 15 segregated funds, complete control in how to invest your premiums and full freedom to switch from one segregated fund to another.

Our 15 segregated funds range from 100% debt to 100% equity to suit your particular needs and risk appetite – Liquid Plus, Income Advantage, Assure, Protector, Builder, Enhancer, Creator, Asset Allocation, Magnifier, Maximiser, Multiplier, Super 20 Pure Equity, Value & Momentum and Capped Nifty Index. If you wish to diversify your risk, you can choose to allocate your premium in varying proportions amongst the 15 segregated funds. We record your allocation instructions as per the premium allocation percentages specified in the application form. Our only requirement is that the percentage allocated to any segregated fund be in increments of 5%, ranging from 5% to 100%.

To meet your ever changing investment needs, you have full flexibility to redirect future premiums by changing your premium allocation percentages at any time. You also have full flexibility to switch monies from one investment fund to another at any time provided the switched amount is for at least ₹5,000.

You can change from one investment option to another investment option anytime after the first policy year. You can switch to Self-Managed Option or Systematic Transfer Option during the policy term, however switching to the Return Optimiser Option is not allowed. Switching to Systematic Transfer Option from Self-Managed option is allowed only at policy anniversary.

Segregated Funds

Liquid Plus (ULIF02807/10/11BSLLIQPLUS109)

Objective: To provide superior risk-adjusted returns with low volatility at a high level of safety and liquidity through investments in high quality short term fixed income instruments – upto one year maturity.

Strategy: Fund will invest in high quality short-term fixed income instruments – upto one year maturity. The endeavour will be to optimize returns while providing liquidity and safety with very low risk profile.

Income Advantage (ULIF01507/08/08BSLIINCADV109)

Objective: To provide capital preservation and regular income, at a high level of safety over a medium term horizon by investing in high quality debt instruments.

Strategy: To actively manage the fund by building a portfolio of fixed income instruments with medium term duration. The fund will invest in government securities, high rated corporate bonds, high quality money market instruments and other fixed income securities. The quality of the assets purchased would aim to minimize the credit risk and liquidity risk of the portfolio. The fund will maintain reasonable level of liquidity.

Assure (ULIF01008/07/05BSLIASSURE109)

Objective: To provide capital conservation, at a high level of safety and liquidity through judicious investments in high quality short-term debt.

Strategy: To generate better return with low level of risk through investment into fixed interest securities having short-term maturity profile up to 5 years.

Protector (ULIF00313/03/01BSLPROTECT109)

Objective: To generate consistent returns through active management of a fixed income portfolio and focus on creating a long-term equity portfolio, which will enhance the yield of the composite portfolio with minimum risk appetite.

Strategy: To invest in fixed income securities with marginal exposure to equity up to 10% at low level of risk. This segregated fund is suitable for those who want to preserve their capital and earn a steady return on investment through higher exposure to debt securities.

Builder (ULIF00113/03/01BSLBUILDER109)

Objective: To build capital and generate better returns at moderate level of risk, over a medium or long-term period through a balance of investment in equity and debt.

Strategy: To generate better returns with moderate level of risk through active management of a fixed income portfolio and focus on creating a long-term equity portfolio, which will enhance the yield of the composite portfolio with low level of risk appetite.

Enhancer (ULIF00213/03/01BSLENHANCE109)

Objective: To grow capital through enhanced returns over a medium to long-term period through investments in equity and debt instruments, thereby providing a good balance between risk and return. It is suitable for individuals seeking, higher returns with a balanced equity-debt exposure.

Strategy: To earn capital appreciation by maintaining a diversified equity portfolio and seek to earn regular returns on the fixed income portfolio by active management resulting in wealth creation for policy owners.

Creator (ULIF00704/02/04BSLCREATOR109)

Objective: To achieve optimum balance between growth and stability to provide long-term capital appreciation with balanced level of risk by investing in fixed income securities and high quality equity security. This fund option is for those who are willing to take average to high level of risk to earn attractive returns over a long period of time.

Strategy: To invest into fixed income securities & maintaining diversified equity portfolio along with active fund management of the policyholder's wealth in long run.

Asset Allocation (ULIF03430/10/14BSLIASTALC109)

Objective: To provide capital appreciation by investing in a suitable mix of cash, debt and equities. The investment strategy will involve a flexible policy for allocating assets among equities, bonds and cash.

Strategy: To appropriately allocate money between equity, debt and money market instruments, to take advantage of the movement of asset prices resulting from changing financial and economic conditions.

Magnifier (ULIF00826/06/04BSLIIMAGNI109)

Objective: To maximize wealth by managing diversified portfolio.

Strategy: To invest in high quality equity security to provide long-term capital appreciation with high level of risk. This fund option is suitable for those who want to have wealth maximization over long-term period with equity market dynamics.

Maximiser (ULIF01101/06/07BSLIINMAXI109)

Objective: To provide long term capital appreciation by actively managing a well-diversified equity portfolio of fundamentally strong blue chip companies. Further, the fund seeks to provide a cushion against the sudden volatility in the equities through some investments in short-term money market instruments.

Strategy: To build and actively manage a well-diversified equity portfolio of value and growth driven stocks by following a research focused investment approach. While appreciating the high risk associated with equities, the fund would attempt to maximize the risk-return pay off for the long-term advantage of the policyholders. The fund will also explore the option of having exposure to quality mid cap stocks. The non-equity portion of the fund will be invested in good rated (P1/A1 & above) money market instruments and fixed deposits. The fund will also maintain a reasonable level of liquidity.

Multiplier (ULIF01217/10/07BSLIINMULTI109)

Objective: To provide long-term wealth maximization by actively managing a well-diversified equity portfolio, predominantly comprising of companies whose market capitalisation is close to Rs. 1000 crores and above.

Strategy: To build and actively manage a well-diversified equity portfolio of value & growth driven stocks by following a research driven investment approach. The investments would be predominantly made in mid cap stocks, with an option to invest 30% in large cap stocks as well. While appreciating the high risk associated with equities, the fund would attempt to maximize the risk-return pay-off for the long-term advantage of the policyholders. The fund will also maintain reasonable level of liquidity.

Super 20 (ULIF01723/06/09BSLSUPER20109)

Objective: To generate long-term capital appreciation for policyholders by making investments in fundamentally strong and liquid large cap companies.

Strategy: To build and actively manage an equity portfolio of 20 fundamentally strong large cap stocks in terms of market capitalization by following an in-depth research-focused investment approach. The fund will attempt to adequately diversify across sectors. The fund will invest in companies having financial strength, robust, efficient & visionary management, enjoying competitive advantage along with good growth prospects & adequate market liquidity. The fund will adopt a disciplined yet flexible long-term approach towards investing with a focus on generating long-term capital appreciation. The non-equity portion of the fund will be invested in high rated money market instruments and fixed deposits. The fund will also maintain reasonable level of liquidity.

Pure Equity (ULIF02707/10/11BSLIPUREEQ109)

Objective: To provide long-term wealth creation by actively managing portfolio through investment in selective businesses. Fund will not invest in businesses that provide goods or

services in gambling, lottery /contests, animal produce, liquor, tobacco, entertainment like films or hotels, banks and financial institutions.

Strategy: To build and actively manage a well-diversified equity portfolio of value & growth driven fundamentally strong companies by following a research-focused investment approach. Equity investments in companies will be made in strict compliance with the objective of the fund. The fund will not invest in banks and financial institutions and companies whose interest income exceeds 3% of total revenues. Investment in leveraged-firms is restrained on the provision that heavily indebted companies ought to serve a considerable amount of their revenue in interest payments.

Value & Momentum (ULIF02907/10/11BSLIVALUEM109)

Objective: To provide long-term wealth maximization by managing a well-diversified equity portfolio predominantly comprising of deep value stocks with strong price and earnings momentum.

Strategy: To build & manage a well diversified equity portfolio of value and momentum driven stocks by following a prudent mix of qualitative & quantitative investment factors. This strategy has outperformed the broader market indices over long-term. The fund would seek to identify companies, which have attractive business fundamentals, competent management and prospects of robust future growth and are yet available at a discount to their intrinsic value and display good momentum. The fund will also maintain reasonable level of liquidity.

Capped Nifty Index (ULIF03530/10/14BSLICNFIDX109)

Objective: To provide capital appreciation by investing in a portfolio of equity shares that form part of a Capped NIFTY Index.

Strategy: To invest in all the equity shares that form part of the Capped Nifty in the same proportion as the Capped Nifty. The Capped Nifty Index will have all 50 companies that form part of Nifty index and will be rebalanced on a quarterly basis. The index composition will change with every change in the price of Nifty constituents. Rebalancing to meet the capping requirements will be done on a quarterly basis.



The fund will adopt a disciplined yet flexible long-term approach towards investing with a focus on generating long-term capital appreciation. The non-equity portion of the fund will be invested in high rated money market instruments and fixed deposits. The fund will also maintain reasonable level of liquidity.

The portfolio of different segregated funds is given below:

Investment Fund	Segregated Fund Identification No.	Risk Profile	Asset Allocation*	Min.	Max.
Liquid Plus	ULIF02807/10/11BSLLIQPLUS109	Very Low	Debt Instruments Money Market & Cash Equities & Equity Related Securities	20% 0% 0%	100% 80% 0%
Income Advantage	ULIF01507/08/08BSLIINCADV109	Very Low	Debt Instruments Money Market & Cash Equities & Equity Related Securities	60% 0% 0%	100% 40% 0%
Assure	ULIF01008/07/05BSLIASSURE109	Very Low	Debt Instruments Money Market & Cash Equities & Equity Related Securities	20% 0% 0%	100% 80% 0%
Protector	ULIF00313/03/01BSLPROTECT109	Low	Debt Instruments Money Market & Cash Equities & Equity Related Securities	90% 0% 0%	100% 40% 10%
Builder	ULIF00113/03/01BSLBUILDER109	Low	Debt Instruments Money Market & Cash Equities & Equity Related Securities	80% 0% 10%	90% 40% 20%
Enhancer	ULIF00213/03/01BSLENHANCE109	Medium	Debt Instruments Money Market & Cash Equities & Equity Related Securities	25% 0% 20%	80% 40% 35%
Creator	ULIF00704/02/04BSLCREATOR109	Medium	Debt Instruments Money Market & Cash Equities & Equity Related Securities	50% 0% 30%	70% 40% 50%
Asset Allocation	ULIF03430/10/14BSLIASTALC109	High	Debt Instruments Money Market & Cash Equities	10% 0% 10%	80% 40% 80%
Magnifier	ULIF00826/06/04BSLIIMAGNI109	High	Debt Instruments Money Market & Cash Equities & Equity Related Securities	10% 0% 50%	50% 40% 90%
Maximiser	ULIF01101/06/07BSLIINMAXI109	High	Debt Instruments Money Market & Cash Equities & Equity Related Securities	0% 0% 80%	20% 20% 100%
Multiplier	ULIF01217/10/07BSLIINMULTI109	High	Debt Instruments Money Market & Cash Equities & Equity Related Securities	0% 0% 80%	20% 20% 100%
Super 20	ULIF01723/06/09BSLSUPER20109	High	Debt Instruments Money Market & Cash Equities & Equity Related Securities	0% 0% 80%	20% 20% 100%
Pure Equity	ULIF02707/10/11BSLIPUREEQ109	High	Debt Instruments Money Market & Cash Equities & Equity Related Securities	0% 0% 80%	20% 20% 100%

Value & Momentum	ULIF02907/10/11 BSLIVALUEM109	High	Debt Instruments Money Market & Cash Equities & Equity Related Securities	0% 0% 80%	20% 20% 100%
Capped Nifty Index	ULIF03530/10/14 BSLICNFIDX109	High	Debt Instruments Money Market & Cash Equities	0% 0% 90%	10% 10% 100%
Linked Discontinued Policy Fund	ULIF03205/07/13 BSLILDIS109	Very Low	Government Securities Money Market & Cash Equities & Equity Related Securities	60% 0% 0%	100% 40% 0%

* In each segregated fund except Liquid Plus & Assure, the Short Term Debt Instruments (Money Market, Mutual Fund & Cash) asset allocation will not exceed 40%.

Money Market Instruments are debt instruments of less than one year maturity. It includes collateralised borrowing & lending obligation, certificate of deposits, commercial papers etc. Investment in Money Market Instrument supports for better liquidity management.

Tracking And Accessing Your Investments

You can monitor your investments

- on our website (www.birlasunlife.com);
- through the semi-annual statement detailing the number of units you have in each investment fund and their respective unit price as of the last policy anniversary; and
- through the published unit prices of all segregated funds on our website as well as in the newspapers

Partial Withdrawals

You are allowed to make unlimited partial withdrawals any time after (a) five complete policy years or (b) life insured attaining the age of 18 whichever is later. The partial withdrawals shall first be adjusted from Top-up Fund Value (except any top up premiums paid in the previous five years immediately preceding the date of withdrawal); if any. Once the Top-up Fund Value is exhausted, partial withdrawals would be adjusted from Basic Fund Value. The top-up sum assured will remain unchanged after any withdrawal from the top-up fund value.

The minimum amount of partial withdrawal is ₹5,000. You are required to maintain a minimum Basic Fund Value of one basic premium chosen plus any top-up premiums paid in the previous five years immediately preceding the date of withdrawal. The total amount of partial withdrawal during a policy year shall not exceed 25% of the total fund value at the beginning of the policy year.

Your Policy Charges

Premium Allocation Charge

A premium allocation charge is levied on the Basic Premium and Top-Up Premium when received:

Policy Year / Basic Premium Per Annum	₹40,000 to ₹2,49,999	₹2,50,000 +
1 to 2	5.50%	4.50%
3+	5%	4%

A premium allocation charge of 2% is levied on any top-up premium when paid.

Fund Management Charge

The daily unit price of the investment fund is adjusted to reflect the fund management charge.

- 1.00% p.a. for Liquid Plus, Income Advantage, Assure, Protector and Builder
- 1.25% p.a. for Enhancer, Creator, Capped Nifty Index, Asset Allocation
- 1.35% p.a. for Magnifier, Maximiser, Multiplier, Super 20, Pure Equity and Value & Momentum.

We may change the fund management charge under any segregated fund at any time subject to a maximum of 1.35% p.a. in the future subject to IRDAI approval.

Policy Administration Charge

The policy administration charge is deducted at the start of every policy month by canceling units proportionately from each investment fund you have at that time. The charge is 0.6% of basic premium p.a., subject to a maximum of ₹6,000 p.a.

Mortality Charge

Mortality charge is deducted at the start of every month for providing you with the risk cover. It is charged by cancelling units proportionately from each segregated fund you have at that time. The charge per 1000 of Sum at Risk will depend on the gender and attained age of the life insured.

Charge per 1,000 of Sum at Risk

Attained Age	Age 25	Age 35	Age 45	Age 55	Age 65
Male	0.791	1.056	2.428	6.572	14.188
Female	0.761	0.913	1.796	5.077	11.164

Sample rates are provided for your reference. Please visit our website or ask your financial advisor for the rates applicable to you. Mortality charges are guaranteed throughout the policy term.

Miscellaneous Charges

We currently charge ₹50 per request for change in investment option, premium re-direction, fund switch partial withdrawal. We do however reserve the right to charge up to ₹500 per request in the future. Any increase in the miscellaneous charges will be subject to IRDAI approval.

Good and Services tax (GST)

GST and other levies, as applicable, will be extra and levied as per the extant tax laws.

IRDAI Approval

Only when specified and within stated limits, we may increase a particular charge at any time in the future. We, however, need to get prior approval from the IRDAI before such charge increase is effective. Otherwise, all other charges in this policy are guaranteed to never increase during the tenure of the policy.

Terms And Conditions

Policy Discontinuance

Throughout the Policy Term, you are given a grace period of 30-days (15-days in case your basic premium is paid on a monthly basis) to pay the due premium, during which all the benefits will continue with the deduction of charges.

If we do not receive the entire due installment premium by the end of the grace period, we shall send you a reminder notice within 15 days asking you to choose one of the following options within 30 days from the receipt of notice.

(A) If all the due installment premiums for the first five policy years are not paid fully then choose one of the following option.

(a) Revive the policy within the revival period by paying all the due installment premiums and continue the policy; or

(b) Completely withdraw from the policy.

If we do not receive any intimation from you within 30 days from the receipt of the notice then at the end of the 30 days, you shall be deemed to have chosen the option to completely withdraw from the policy.

If all the due installment premiums are still unpaid then we will discontinue the policy on the date we receive intimation from you that you have exercised one of the two options (a) or (b) above or the date you are deemed to have completely withdrawn, whichever is earlier.

On discontinuation of the policy the risk cover will cease and the Policy Fund Value less the discontinuance charge will be transferred to the Linked Discontinued Policy Fund. The Linked Discontinued Policy Fund will earn the actual return (less a fund management charge of 0.50% per annum.) or a minimum guaranteed interest rate (which currently is 4% p.a.) whichever is higher.

If you have chosen the option (a) above to revive the policy and you do not revive the policy within the revival period then the policy will be terminated on the date corresponding to your fifth policy anniversary or at the end of revival period, if later and the policy proceeds from Linked Discontinued Policy Fund will be payable to you. If you have chosen the option to completely withdraw from the policy or there is a deemed withdrawal then the policy will be terminated on the date corresponding to your fifth policy anniversary and the policy proceeds from the Linked Discontinued Policy Fund will be payable to you.

In the unfortunate event of death of the Life Insured while the policy is discontinued and not yet revived, we will pay the policy proceeds from the Linked Discontinued Policy Fund immediately and terminate the contract.

(B) If all due installment premiums for the first five policy years have been paid fully then choose one of the following option–

(a) Revive the policy within the revival period by paying all the due installment premiums and continue the policy; or

(b) Completely withdraw from the policy without any risk cover; or

(c) Convert the policy to paid up policy as per paid up provision without paying any further installment premiums

If we do not receive any intimation from you within 30 days from the receipt of the notice then at the end of the 30 days, you shall be deemed to have chosen the option (b) above to completely withdraw from the policy.

If you have chosen the option (a) to revive the policy, then the policy will continue for full benefits till the end of the revival period subject to deduction of all applicable charges. On failing to pay all due installment premiums and revive the policy, the policy will automatically terminate and the fund value at the end of the revival period will be payable to you. If you have chosen the option (b) to discontinue the policy or there is a deemed withdrawal, we shall terminate the policy on the date we receive intimation from you or at end of the notice period of 30 days whichever is earlier and pay you the policy proceeds.

Under paid-up status the Basic Sum Assured shall be reduced in proportion to the basic premiums actually paid to the total basic premiums payable during the premium paying term.

Revival – You will have two years from the discontinuance date to revive your policy, if you have chosen to revive the policy as explained above in the policy discontinuance section. To revive your policy, you must pay all due and unpaid premiums till date and provide us with evidence of insurability satisfactory to us with respect to the Life Insured. The effective date of the revival is when these requirements are met and approved by us. On the effective date of the revival, we will restore the Sum Assured to its original value, add back the discontinuance charges deducted on the discontinuance date and deduct the premium allocation charge and policy administration charge due since the discontinuance date from the Fund Value and then reinvested at the then prevailing Unit Price(s).

The discontinuance charge applicable on policy discontinuance or surrender is as follows

Policy Discontinued	Discontinuance Charge
In Policy Year 1	Lower of 6% of BP, 6% of BFV, ₹6,000
In Policy Year 2	Lower of 4% of BP, 4% of BFV, ₹5,000
In Policy Year 3	Lower of 3% of BP, 3% of BFV, ₹4,000
In Policy Year 4	Lower of 2% of BP, 2% of BFV, ₹2,000
In Policy Year 5	Nil

where BP is Basic Premium payable in a policy year and BFV is Basic Fund Value

No discontinuance charge shall be levied on top-up premiums.

Policy Loans

Policy loans are not allowed in this plan.

Tax Benefits

As per extant tax laws, this plan offers tax benefits under Section 80C and Section 10(10D) of the Income Tax Act, 1961, subject to fulfillment of the other conditions of the respective sections prescribed therein. Tax laws are subject to amendments from time to time.

As per the current provision of Section 194DA of the Act; the policy proceeds are subject to TDS if conditions prescribed under Section 10(10D) are not met.

You are advised to consult your tax advisor for applicability of tax benefits on premiums paid and benefits received.

Free-look Period

You will have the right to return your policy to us within 15 days (30 days in case the policy issued under the provisions of IRDAI Guidelines on Distance Marketing⁽⁵⁾ of Insurance products) from the date of receipt of the policy, in case you are not satisfied with the terms & conditions of your policy. We will pay the fund value plus non allocated premiums plus charges levied by cancellation of units once we receive your written notice of cancellation (along with reasons thereof) together with the original policy documents. Depending on our then current administration rules, we may reduce the amount of the refund by the proportionate risk premium and the expenses incurred by us on medical examination of the proposer and stamp duty charges in accordance to IRDAI (Protection of Policyholders Interest) Regulations, 2017.

⁽⁵⁾Distance Marketing includes every activity of solicitation (including lead generation) and sale of insurance products through voice mode, SMS electronic mode, physical mode (like postal mail) or any other means of communication other than in person.

Addition / Closure of Investment Fund

With the approval from the IRDAI we may from time to time add new segregated funds under your policy. We will inform you of such addition no later than 60 days after it is made available under your policy.

With the approval from the IRDAI we may at any time close a segregated fund available in your policy. We will inform you in writing of such closure no later than 60 days before we actually close the segregated fund.

Unless we receive specific instructions from you by the time we close the segregated fund, all units in the segregated fund will be switched to the most conservative segregated fund then available in your policy. Income Advantage is currently our conservative segregated fund. However, we can declare from time to time another segregated fund as the most conservative in your policy.

Allocation / Redemption of Units

On each business day, the instructions for investing in or encashing units from a segregated fund must be received and accepted by 3.00 p.m. Instructions accepted by us up to the cut-off time are executed using the unit price determined at the end of that business day. Instructions accepted by us after the cut-off time will be executed using the unit price determined by us at the end of the next business day.

Instruction to invest is deemed accepted by us when we receive cash, demand draft or local cheque at any of our offices by duly authorized officials. For outstation cheque, instruction to invest is deemed accepted by us only on the day we receive credit in any of our bank accounts.

The number of units allocated equals the monetary amount invested in a segregated fund divided by its unit price at that time. Units are allocated when we receive a premium, when guaranteed additions are added to the fund value or when we execute your request to switch units from another segregated fund (as applicable to your policy).

The number of units redeemed equals the monetary amount encashed from a segregated fund divided by its unit price at that time. Units are redeemed when we execute your request for a partial withdrawal or when we execute your request to switch units to another segregated fund (as applicable to your policy).

On each monthly processing date, policy charges will be covered by redeeming units from all segregated funds under your policy in proportion to their value at that time.

Unit Price

On each business day and for each segregated fund, we determine the unit price by dividing the net asset value (NAV) of the segregated fund at the valuation time by the number of units in existence for the segregated fund in question. We publish the unit price of all segregated funds on our website www.birlasunlife.com.

The net asset value (NAV) is determined based on (the market value of investments held by the fund plus the value of any current assets less the value of any current liabilities & provisions) divided by (the number of units existing at valuation date before creation or redemption of any units)

Exclusions

We shall pay the Fund Value as on date of death (plus any charges recovered subsequent to date of death) in the event the life insured dies by suicide, whether medically sane or insane, within one year after the issue or revival date, whichever is later.

Nomination

Allowed as per the provisions of Section 39 of the Insurance Act, 1938 and amended from time to time. For more details on the nomination, please refer to our website www.adityabirlasunlifeinsurance.com

Assignment

Allowed as per the provisions of Section 38 of the Insurance Act, 1938 and amended from time to time. For more details on the assignment, please refer to our website www.adityabirlasunlifeinsurance.com

Prohibition of Rebates – Section 41 of the Insurance Act, 1938; as amended from time to time

No person shall allow or offer to allow, either directly or indirectly, as an inducement to any person to take 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.

Any person making default in complying with the provisions of this section shall be liable for a penalty which may extend to ten lakh rupees.

Fraud and Misrepresentation

As per the provisions of Section 45 of the Insurance Act, 1938 and amended from time to time. For more details on Section 45 of the Insurance Act, 1938, please refer to our website www.adityabirlasunlifeinsurance.com

Aditya BIRLA SUN LIFE INSURANCE – A coming together of Values

About Aditya Birla Sun Life Insurance

Aditya Birla Sun Life Insurance Company Limited (ABSLI) (formerly known as Birla Sun Life Insurance Company Limited) is a leading life insurance company operating since 2000. It is a subsidiary of Aditya Birla Capital (ABC) Ltd and a joint venture between the Aditya Birla Capital Limited and Sun Life Financial Inc. Aditya Birla Group holds 51% shares in Aditya Birla Sun Life Insurance Company limited and 49% is held by Sun Life Financial Inc. During FY 2016-17, ABSLI recorded a gross premium income of Rs. 5,724 Crore, registering a y-o-y growth of 35% and posted a net profit of Rs. 123 Crore. It's Assets Under Management was at Rs. 34,523 Crore as on March 31, 2017. ABSLI has a nation-wide distribution presence through 409 branches, 6 bancassurance partners, over 73,000 direct selling agents, other Corporate Agents and Brokers and through its website. ABSLI is meeting its growth capital and solvency requirements through internal accruals and has not required any capital infusion during past five years. The Company offers a complete range of protection solutions, children's future solutions, wealth with protection solutions, health and wellness solutions, retirement solutions and savings with protection solutions. For more information on ABSLI, please visit www.adityabirlasunlifeinsurance.com.

About Aditya Birla Capital

Aditya Birla Capital (ABC) is in India with an AUM of INR 246,759 Crore as on March 31st, 2017 and has a lending book of Rs 38,839 Crore. Having a strong presence across the life insurance, asset management, private equity, corporate lending, structured finance, general insurance broking, wealth management, equity/currency/commodity broking, online personal finance, housing finance, pension fund management and health insurance business, ABC is committed to serving the end-to-end financial services needs of its retail and corporate customers.

As on March 31st, 2017, ABC Ltd reported aggregate revenue from businesses at Rs. 10,341 Crores and profit before tax from established businesses Rs. 1,374 Crore. Anchored by about 12,000 employees and trusted by nearly 14 million customers, ABC has a nationwide reach through over 1,300 points of presence and more than 142,000 agents / channel partners. For more information, please visit www.abc.com.

About Sun Life Financial Inc, Canada

Founded in Canada in 1865, Sun Life Financial has been a trusted name for generations – 152 years and counting. Sun Life Financial is a leading international financial services organization providing a diverse range of protection and wealth products and services to individuals and corporate customers. Sun Life Financial and its partners have operations in a number of markets worldwide, including Canada, the United States, the United Kingdom, Ireland, Hong Kong, the Philippines, Japan, Indonesia, India, China, Australia, Singapore, Vietnam, Malaysia and Bermuda. As of December 31, 2016, the Sun Life Financial group of companies had total assets under management of \$903 billion. For more information please visit www.sunlife.com.

Sun Life Financial Inc. trades on the Toronto (TSX), New York (NYSE) and Philippine (PSE) stock exchanges under the ticker symbol SLF.

Risk Factors And Disclaimers

This policy is underwritten by Aditya Birla Sun Life Insurance Company Limited (ABSLI). This is a non-participating unit linked life insurance savings plan. Aditya Birla Sun Life Insurance and ABSLI Fortune Elite Plan are only the names of the Company and Policy respectively and do not in any way indicate their quality, future prospects or returns. The name of the funds offered in this plan does not in any indicate their quality, future prospects or returns. The charges are guaranteed throughout the term of the policy unless specifically mentioned and subject to IRDAI approval. The value of the segregated fund reflects the value of the underlying investments. These investments are subject to market risks and change in fundamentals such as tax rates etc affecting the investment portfolio. The premium paid in unit linked life insurance policies are subject to investment risk associated with capital markets and the unit price of the units may go up or down based on the performance of segregated fund and factors influencing the capital market and the policyholder is responsible for his/her decisions. There is no guarantee or assurance of returns above the guaranteed returns from the segregated funds. GST and any other applicable taxes levied as per extant tax laws shall be deducted from the premium or from the allotted units as applicable. An extra premium may be charged as per our then existing underwriting guidelines for substandard lives. The insurance cover for the life insured will commence on the policy issue date. This brochure contains the salient features of the plan. For further details please refer to the policy contract. Tax benefits are subject to changes in the tax laws. For more details and clarification call your ABSLI Insurance Advisor or visit our website and see how we can help in making your dreams come true.

BEWARE OF SPURIOUS / FRAUD PHONE CALLS!

IRDAI is not involved in activities like selling insurance policies, announcing bonus or investment of premiums.

Public receiving such phone calls are requested to lodge a police complaint.