

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.



Natasha / Entrepreneur

PROTECTING you with a choice in investments

Aditya Birla Sun Life Insurance Wealth Max Plan

A unit linked life insurance plan

- Pay once and reap the benefits of financial growth
- Flexibility to add top-ups whenever you have additional savings
- Flexibility of partial withdrawals to meet any emergency fund requirements

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: 109L073V03 ADV/8/18-19/3280 VER1/AUG/2018

Life Insurance

Aditya Birla Sun Life Insurance Company Limited



ADITYA BIRLA
CAPITAL

1800-270-7000



Have you often wondered about an investment vehicle, which provides financial protection for your family earns good returns? An insurance plan, which helps you, realize your dreams? Presenting ABSLI Wealth Max plan - a single premium unit linked insurance plan.

Plan At A Glance

Entry Age (age last birthday)	30 days* – 70 years, subject to minimum attained age of 18 at maturity
Policy Term	5 10 15 20 years
Premium Paying Term	Single pay
Basic Premium	Minimum ₹1,00,000 for policy term 5 & 10 years Minimum ₹2,00,000 for policy term 15 & 20 years
Basic Sum Assured	1.25 5 10 times the Basic Premium

* Risk commences when the life insured attains age 1

Before you read any further

ABSLI Wealth Max 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

Step 1

Choose how much you want to pay and how long you want to remain invested

Your basic premium is payable only once. You can choose a policy term of 5, 10, 15 or 20 years to suit your financial need. The minimum basic premium payable is Rs. 100,000 for a 5 and 10 year policy term and Rs. 200,000 for 15 and 20 year policy term. There is no upper limit on the amount you may contribute.

You may wish to invest additional amounts as top-up premiums anytime except during the last five years of the policy term. The minimum top-up premium is Rs. 5,000 and the total top-up premiums paid cannot exceed the single basic premium paid. Top-up premium is not permitted in the last five policy years. 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.

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

Step 2

Decide how much protection you require

Your Basic Sum Assured depends upon the basic premium you wish to invest. Based on your insurance needs, you can choose 1.25, 5 or 10 times the basic premium as your Basic Sum Assured. The following combinations are available:

Policy Term (Years)	Minimum Entry Age	Maximum Entry Age		
		1.25xSP	5xSP	10xSP
5	13	70	60	50
10	8	65	55	45
15	3	60	50	40
20	30 days	55	45	35

Step 3

Decide where you want your premium to be invested

You have a choice to invest your money in the 'Systematic Transfer' 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. Self-Managed Option is for individuals who would like to have control over their investment.


The basic premium and top-up premium net of premium allocation charge 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 premium 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.

Your Benefits

-  **Guaranteed Additions** – in the form of additional units will be added to your policy:
- From 6th to 10th policy anniversary - Guaranteed Addition is 0.25% of the average Fund Value in the last 12 months
 - From 11th policy anniversary and every year thereafter - Guaranteed Addition is 0.60% 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 higher of

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

In addition we will also pay the higher 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 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 Sum Assured payable on death is reduced by all partial withdrawals made from age 58 onwards

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 before the Life Insured attains age of one year, only the basic premium paid (excluding GST, if any) shall be payable as the Death Benefit.

⁽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.

 **Surrender Benefit** – we recommend you to maintain discipline regarding your financial goals and do not recommend exiting any plan before its due maturity, however 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.

 **Maturity Benefit** – you will receive the Fund Value at maturity.

You can choose to receive the maturity benefit as lumpsum or as periodic instalments over a period of 5 years from date of maturity through settlement option.

In Settlement Option, you can opt to get payments on a yearly, half yearly, quarterly or monthly (through ECS) basis, over a period of one to five years, post maturity. At any time during the settlement period, you have the option to withdraw the entire Fund Value without levying any charge.

During the settlement period, the Fund Value will remain invested in the segregated funds existing as on the original date of maturity. During the settlement period, the investment risk in the investment portfolio is borne by you. Only the Fund Management Charge would be levied during the settlement period. No guaranteed additions will be added during this period. Top-up premiums, partial withdrawals and switches will not be allowed during settlement period. Life insurance cover shall cease on the original date of maturity. In case of death of the life insured during the settlement period, the Fund Value as on date of intimation of death will be paid immediately.

Your Investment Options

Under ABSLI Wealth Max Plan, you decide how to invest your basic and top up premiums in one of the two investment options - Systematic Transfer Option or the Self-Managed Option.

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. 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 of your choice. You may choose any one segregated fund out of Enhancer, Maximiser, Multiplier, Super 20, Capped Nifty Index and Asset Allocation for your premiums to be transferred to. The transfers to your chosen segregated fund will take place monthly on 1st, 8th, 15th or 22nd of the month as selected by you. Any top-up premiums paid are invested directly into the target fund.

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.

Self Managed Option

Self- Managed Option gives you access to our well established suite of 13 segregated funds, complete control in how to invest your premium and full freedom to switch from one segregated fund to another.

Our 13 segregated funds range from 100% debt to 100% equity to suit your particular needs and risk appetite - Income Advantage, Assure, Enhancer, Creator, 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 premiums in varying proportions amongst the 13 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 switch monies from one segregated 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. Switching to Systematic Transfer Option is allowed only at policy anniversary

Segregated Funds

Liquid Plus (ULIF02807/10/11BSLLIPLUS109)

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.

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 policyholders.

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.

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 ₹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.

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.

The portfolio of different segregated funds is given below:

Segregated Fund	Segregated Fund Identification No.	Risk Profile	Asset Allocation*	Min.	Max.
Liquid Plus	ULIF02807/10/11BSLLIPLUS109	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%
Enhancer	ULIF00213/03/01BSLENHANCE109	Medium	Debt Instrument, Money Market & Cash Equities & Equity Related Securities	25% 0% 20%	80% 40% 35%

Segregated Fund	Segregated Fund Identification No.	Risk Profile	Asset Allocation*	Min.	Max.
Creator	ULIF00704/02/04BSLCREATOR109	Medium	Debt Instruments Money Market & Cash Equities & Equity Related Securities	50% 0% 30%	70% 40% 50%
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	ULIF02907/10/11BSLIVALUEM109	High	Debt Instruments Money Market & Cash Equities & Equity Related Securities	0% 0% 80%	20% 20% 100%
Capped Nifty Index	ULIF03530/10/14BSLICNFIDX109	High	Debt Instruments Money Market & Cash Equities	0% 0% 90%	10% 10% 100%
Asset Allocation	ULIF03430/10/14BSLIASTALC109	High	Debt Instruments Money Market & Cash Equities	10% 0% 10%	80% 40% 80%
Linked Discontinued Policy Fund	ULIF03205/07/13BSLILDIS109	Very Low	Government Securities Money Market & Cash Equities & Equity Related Securities	60% 0% 0%	100% 40% 0%

* In each segregated Fund except Liquid Plus, 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.adityabirlasunlifeinsurance.com);
- through the semi-annual statement detailing the number of units you have in each segregated 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. There is no maximum limit, but you are required to maintain a minimum Basic Fund Value of 50% of the basic premium paid plus any top-up premiums paid in the previous five years immediately preceding the date of withdrawal.

Our Policy Charges

Premium Allocation Charge

A premium allocation charge of 3% is levied on the basic premium when received. A premium allocation charge of 2% is levied on any top-up premium when paid.

Fund Management Charge

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

- 1.00% p.a. for Liquid Plus, Income Advantage and Assure
- 1.25% p.a. for Enhancer, Creator, Capped Nifty Index and 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 in the future subject to a maximum of 1.35% p.a. in the future subject to IRDA of India approval.

Policy Administration Charge

The policy administration charge is ₹20 per month for the first five policy years. It shall increase to ₹25 per month in the sixth year and inflate at 5% p.a. thereafter, subject to a maximum of ₹6,000 p.a. This charge is deducted at the start of every month by canceling units proportionately from each segregated fund you have at that time.

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 1000 of Sum at Risk

Attained Age	Age 25	Age 35	Age 45	Age 55	Age 65
Male	0.643	0.858	1.973	5.340	11.528
Female	0.619	0.742	1.459	4.126	9.071

Sample rates are provided for your reference. For policy term of 5 and 10 years, a discount of 20% is applicable on the mortality charge. 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, fund switch, partial withdrawal or any additional servicing request. 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.

Goods 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

The discontinuance date is the date when you surrender the policy.

During the first five policy years – On the discontinuance date, the risk cover under the policy will cease and your fund value net of any discontinuance charge will be transferred to the Linked Discontinued Policy fund. The Linked Discontinued Policy Fund will be credited with the actual return (less a fund management charge of 0.50% p.a.) or a minimum guaranteed interest rate (which is currently 4%p.a.) whichever is higher. The proceeds from this will be payable to you on the date corresponding to your fifth policy anniversary or the date of death of life insured, if sooner.

The charge on discontinuance / surrender is as shown below:

Policy Discontinued	Discontinuance Charge
In Policy Year 1	Lower of 1.00% of BP, 1.00% of BFV, ₹6,000
In Policy Year 2	Lower of 0.50% of BP, 0.50% of BFV, ₹5,000
In Policy Year 3	Lower of 0.25% of BP, 0.25% of BFV, ₹4,000
In Policy Year 4	Lower of 0.10% of BP, 0.10% of BFV, ₹2,000
In Policy Year 5	Nil

BP: Basic Premium, BFV: Basic Fund Value

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

After five completed policy years – On the discontinuance date of the policy, we will pay to you the fund value and terminate the policy.

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⁽²⁾ 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

⁽²⁾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 Segregated Fund

With the approval from the IRDAI we may from time to time add new segregated fund/s 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.

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 fund/s 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.insurance.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 refund 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 date.

Nomination

Allowed as per the provisions of Section 39 of the Insurance Act, 1938 as 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 as 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 as amended from time to time. For more details on Section 45 of the Insurance Act, please refer to our website www.adityabirlasunlifeinsurance.com

Aditya Birla Sun Life Insurance – A Coming Together of Values

Aditya Birla Sun Life Insurance, an Aditya Birla Capital Company
Aditya Birla Sun Life Insurance Company Limited (ABSLI) is a subsidiary of Aditya Birla Capital Ltd (ABCL). and is one of the leading private sector life insurance companies in India. ABSLI was incorporated on August 4, 2000, and commenced operations on January 17, 2001. ABSLI is a 51:49 joint venture between the Aditya Birla Group and Sun Life Financial Inc., a leading international financial services organization in Canada.

Formerly known as Birla Sun Life Insurance Company Limited, ABSLI is one of India's leading life insurance companies offering a range of products across the customer's life cycle, including children future plans, wealth protection plans, retirement and pension solutions, health plans, traditional term plans and Unit Linked Insurance Plans ("ULIPs").

ABCL, the holding company, is a Universal Financial Solutions provider and one of the largest financial services players in India. It is committed to serving the end-to-end financial needs of its retail and corporate customers under a unified brand — Aditya Birla Capital. Delivering a wide range of money solutions for protecting, investing and financing, Aditya Birla Capital serves millions of customers across the country.

Apart from life insurance, ABCL has a significant presence across several business sectors including NBFC, asset management, health insurance, housing finance, private equity, general insurance broking, wealth management, broking, online personal finance management and pension fund management.

www.adityabirlasunlifeinsurance.com

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 Wealth Max 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 way 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.