



Provide lasting protection for your loved one's future

Aditya Birla Sun Life Insurance Saral Jeevan Bima

A Non-Linked Non - Participating Individual Pure Risk Premium Life Insurance Plan

This Policy will cover death due to accident only during the waiting period of 45 days from the date of commencement of risk. In case of death of the Life Insured other than due to accident during the waiting period, an amount equal to 100% of all premiums received excluding underwriting extra premiums, rider premiums and taxes, if any, shall be paid and the Sum Assured shall not be paid.

**Aditya Birla Sun Life
Insurance Company Limited**



LIFE INSURANCE

INTRODUCING ABSLI SARAL JEEVAN BIMA

True joy is often found in the simplest of things. These simple things are a necessity for us to lead a comfortable life. Likewise, financial peace of mind is also equally important. Knowing that You are financially secured for whatever life sends Your way is a vital part of being financially responsible. You need a simple plan that'll provide for Your family even in Your absence and secure their financial future. Presenting **ABSLI Saral Jeevan Bima** – simple plan that'll help Your family lead a life without any financial hassles and ensure that their dreams are fulfilled.

KEY FEATURES OF THE PLAN



Simple & affordable plan to meet Your financial security goals



Flexibility to pay premium just once or for a limited period or throughout the Policy Term



Enhance Your insurance coverage with Accidental Death Benefit Rider, on payment of additional premium

PLAN AT A GLANCE

Entry Age	18 to 65 years of age ⁽¹⁾		
Maximum Maturity Age	70 years		
Minimum Premium	Annual: Rs. 5,895 Semi-Annual: Rs. 2977 Monthly: Rs. 508		
Minimum Premium	No Limit, subject to board approved underwriting policy		
Premium Payment Term (PPT)	Single Pay; Limited Pay – 5 and 10 years; Regular Pay		
Policy Term	Premium Payment Term	Minimum	Maximum
	Single Pay	5 years	40 years
	Limited Pay	PPT + 1	
	Regular Pay	5 years	
Premium Mode	Annual Semi-annual Monthly		
Sum Assured	Minimum	Maximum	
	Rs. 5,00,000	Rs. 25,00,000 (subject to Board Approved Underwriting Policy)	
	(Sum Assured allowed in multiple of Rs. 50,000 only)		
Grace Period	Grace Period refers to the time granted by Us from the due date for the payment of premium, without any penalty or late fee, during which time Your Policy is considered to be in-force with the risk cover without any interruption, as per the terms and conditions of Your Policy. A period of 15 (Fifteen) days from the due date of the first unpaid Premium for monthly Premium payment mode and 30 (Thirty) days from the due date of the first unpaid Premium for annually or semi-annually premium payment modes will be allowed. The insurance coverage continues during the grace period, however, if the Life Insured dies during the grace period, the Company shall be entitled to deduct the unpaid Premium from the Benefits payable under the Policy. Grace period will also apply to Rider Premiums payable along with the Base Policy premium.		
Waiting Period	A waiting period of 45 days is applicable from the date of commencement of risk for Death Benefit payable under this Plan. In case of Revival of Policy, Waiting Period is not applicable.		

¹ Age as on last birthday

YOUR POLICY BENEFITS

Death Benefit

In case of unfortunate death of the Life Insured during the Waiting Period under an Inforce Policy, We will pay the Death Benefit to the nominee(s)/legal heir(s)/assignee as below:-

- In case of Accidental Death, Death Benefit will be equal to Sum Assured on Death
- In case of death due to other than Accident, Death Benefit will be equal to 100% of all Premiums paid excluding taxes, if any.

In case of unfortunate death of the Life Insured after the expiry of Waiting Period and during the Policy Term, under an Inforce Policy, We will pay the Sum Assured on Death to the nominee(s)/legal heir(s)/assignee as Death Benefit.

Sum Assured on Death

For Limited Pay and Regular Pay Policy, highest of:

- 10 times of Annualized premium
- 105% of all the premiums paid as on the date of death
- Absolute amount assured to be paid on death

For Single Pay Policy, higher of:

- 125% of single premium
- Absolute amount assured to be paid on death

Premiums referred above shall be excluding Underwriting extra premiums, Rider Premiums, if any and taxes.

Where,

- 1) **Annualized premium** is the total amount of premium payable in a Policy year, excluding taxes, rider premiums, underwriting extra premiums and loadings for modal premiums, if any.
- 2) **Single premium** is the single premium payable by the Policyholder, excluding the underwriting extra premiums, if any. Applicable taxes and any applicable rider premiums will be collected additionally.
- 3) **Absolute amount assured to be paid on death** shall be an amount equal to Sum Assured.

In case of Semi Annual & Monthly Mode, the outstanding instalment premiums from the date of death and till the next Policy anniversary shall be deducted from the death benefit payable.

Survival Benefit

There is no Survival Benefit payable under this Plan.

Maturity Benefit

There is no Maturity Benefit payable under this Plan.

Customisable Benefits

For added protection, You can enhance Your insurance coverage by opting ABSLI Accidental Death Benefit Rider Plus (UIN:109B023V02) at a nominal extra cost.

ABSLI Accidental Death Benefit Rider Plus provides 100% of Rider Sum Assured as an additional lump sum amount in case of death due to accident of Life Insured. Additionally, the rider premiums collected after the date of Accident till date of death, shall be refunded with interest, along with death benefit payable.

Please refer to detailed brochures on rider, consult Your financial advisor or visit Our website for further details.

SAMPLE ILLUSTRATION

Below are the premiums applicable for a Non Smoker, Male Life, paying premiums annually (exclusive of taxes):-

Age at Entry	Policy Term	Sum Assured	Single Pay	5 Pay	10 Pay	Regular Pay
30 years	40 years	5,00,000	1,37,935	43,690	21,885	7700
		15,00,000	3,51,734	1,11,410	55,807	19,635
		25,00,000	5,17,256	1,63,838	82,069	28,875
35 years	35 years	5,00,000	1,56,015	47,090	27,005	8,820
		15,00,000	3,97,838	1,20,080	68,863	22,491
		25,00,000	5,85,056	1,76,588	1,01,269	33,075
40 years	30 years	5,00,000	1,79,750	46,035	30,830	11,020
		15,00,000	4,58,363	1,17,389	78,617	28,101
		25,00,000	6,74,063	1,72,631	1,15,613	41,325
45 years	25 years	5,00,000	2,12,510	44,895	35,215	15,270
		15,00,000	5,41,901	1,14,482	89,798	38,939
		25,00,000	7,96,913	1,68,356	1,32,056	57,263
50 years	20 years	5,00,000	2,12,840	43,640	37,450	19,475
		15,00,000	5,42,742	1,11,282	95,498	49,661
		25,00,000	7,98,150	1,63,650	1,40,438	73,031
55 years	15 years	5,00,000	2,07,820	42,250	38,995	28,595
		15,00,000	5,29,941	1,07,738	99,437	72,917
		25,00,000	7,79,325	1,58,438	1,46,231	1,07,231
60 years	10 years	5,00,000	2,02,700	40,830	NA	35,455
		15,00,000	5,16,885	1,04,117	NA	90,410
		25,00,000	7,60,125	1,53,113	NA	1,32,956
65 years	5 years	5,00,000	1,70,915	NA	NA	38,940
		15,00,000	4,35,833	NA	NA	99,297
		25,00,000	6,40,931	NA	NA	1,46,025

YOUR NON-FORFEITURE BENEFITS

Surrender Benefit

This plan does not offer any surrender benefit.

Cancellation Benefit

For Single Pay:

You can apply for Policy cancellation anytime during the Policy Term before the stipulated date of maturity, We shall pay You the Policy Cancellation Value as follows:

$$70\% \times \text{Single Premium paid} \times \frac{(\text{Unexpired Policy Term (in months)})}{(\text{Policy Term (in months)})}$$

Where, Single Premium is inclusive of underwriting extra premium, if any and excluding rider premiums and taxes, if any.

For Limited Pay:

You can apply for Policy cancellation anytime during the Policy Term if at least two consecutive full years premiums are paid and We shall pay You the Policy Cancellation Value as follows:

$$70\% \times \text{Total Premiums paid} \times \frac{(\text{Unexpired Policy Term (in months)})}{(\text{Policy Term (in months)})}$$

Where, Total Premiums paid is inclusive of modal loading, if any, underwriting extra premium, if any and excluding rider premiums and taxes, if any.

We will also pay the Policy Cancellation Value, if any, if the lapsed Policy is not revived at the end of Revival Period.

For Regular Pay:

No Policy Cancellation Value is payable for Regular Pay policies.

Revival of Policy

You can revive Your Policy within a revival period of five years from the due date of first unpaid premium, subject to following conditions:

- Paying all outstanding premiums together with interest and/or late fees as declared by Us from time to time;
- Providing evidence of Life Insured's insurability satisfactory to Us
- Revival of the Policy shall take effect only after revival of the Policy is approved by Us basis the Board approved underwriting Policy and communicated to You in writing.

Once the Policy has been revived, on the effective date of revival, all benefits will be restored to their full value.

The monthly interest rate charged on unpaid premiums will be declared by ABSLI on June 1st of each calendar year and is determined as $(x+1\%)/12$ rounded to the next 0.5%, where x is the base rate of the State Bank of India. The current applicable interest rate, as declared on June 1st, 2024, is 1% per month compounded annually. Any change in basis of determination of interest rate for revival can be done only after prior approval of the Authority. In case of Limited Pay policies, We will pay the Policy Cancellation Value, if any, if the lapsed Policy is not revived at the end of Revival Period.

YOUR OPTIONS

Paying Premiums

You can pay Your premium annually, semi-annually or monthly mode (automated mode of payment). Modal loadings are given below:

Mode	Annual	Semi Annual	Semi Annual
Modal Loading	0%	1%	3.5%

There is no loan facility in this plan.

TERMINATION OF THE POLICY

The Policy will terminate on the earliest of the following events:

- The date on which death benefit becomes payable; or
- The date on which refund, if applicable, is settled, in case of cancellation of Policy; or
- The date of maturity of the Policy; or
- On expiry of revival period, if the Policy has not been revived; or
- On payment of free look cancellation amount

TERMS & CONDITIONS

Free-Look Period

You have a free look period of 30 days from the date of receipt of the Policy, to review the terms and conditions of the Policy, in case You disagree with the terms & conditions of Your Policy, you have the option to return the original policy document to us for cancellation. We will refund the premium paid post receipt of written notice of cancellation (along with reasons thereof) together with the original Policy document from Your end. We may reduce the amount of the refund by proportionate risk premium for the period of cover and expenses incurred by us on medical examination, if any and stamp duty charges while issuing Your Policy in accordance with IRDAI (Protection of Policyholders' Interests, Operations and Allied Matters of Insurers) Regulations, 2024.

Goods and Services Tax (GST)

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

Tax Benefits

You may be entitled to certain applicable tax benefits on the premiums paid and benefits received under Your Policy. Please note that all the tax benefits are subject to tax laws prevailing at the time of payment of premium or receipt of benefits by You. It is advisable to seek an independent tax advice.

Suicide Exclusion

In case the Life Insured, dies due to suicide within 12 months from date of risk commencement under the Policy, or from the date of revival of the policy, as applicable the amount described in the Death Benefit provision will not be payable. In such circumstances, ABSLI shall refund 80% of the premiums paid till the date of death of the Life Insured or ABSLI shall pay the Surrender benefit available as on the date of death, whichever is higher to the nominee or beneficiary of the Policyholder, provided the policy is in force.

For this purpose, premiums considered will be exclusive of applicable taxes as the same are collected over and above the premiums as per prevailing tax rules

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 <https://lifeinsurance.adityabirlacapital.com>.

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 <https://lifeinsurance.adityabirlacapital.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 punishable with a fine which may extend to ten lakh rupees.

Fraud and Misstatement

Fraud and Misstatement would be dealt with in accordance with provisions of Section 45 of the Insurance Act, 1938, as amended from time to time. For more details please refer to Our website <https://lifeinsurance.adityabirlacapital.com>

Risk Factors & Disclaimers:

- This is a non-linked non – participating individual pure risk premium life insurance plan. All terms & conditions are guaranteed throughout the Policy Term.
- This Policy is underwritten by Aditya Birla Sun Life Insurance Company Limited (ABSLI).
- GST and any other applicable taxes will be added (extra) to Your premium and levied as per extant tax laws.
- An extra premium may be charged as per Our then existing underwriting guidelines for substandard lives, smokers or people having hazardous occupations etc.
- This brochure contains only the salient features of the plan. For further details, please refer refer to the Policy contract.
- This product shall also be available for sales through online channel.
- 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.
- All benefits are subject to Policy being Inforce Policy.
- “We”, “Us”, “Our” or “the Company” or “ABSLI” means Aditya Birla Sun Life Insurance Company Limited.
- “You” or “Your” means the Policyholder.
- For other terms and conditions, request Your Agent Advisor or intermediaries for giving a detailed presentation of the product before concluding the sale. Should You need any further information from Us, please contact Us on the below mentioned address and numbers.

ABOUT ADITYA BIRLA SUN LIFE INSURANCE COMPANY LIMITED

Aditya Birla Sun Life Insurance Company Limited (“ABSLI”) is a part of Aditya Birla Capital Ltd (“ABCL”). ABSLI was incorporated on August 4th, 2000, and commenced operations on January 17th, 2001. ABSLI is a 51:49 a joint venture between the Aditya Birla Group and Sun Life Financial Inc., an international financial services organization in Canada.

ABSLI offers 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”).

As of June 30, 2024, total AUM of ABSLI stood at Rs.90,682 Crore (22% Increase YOY). ABSLI recorded a gross premium income of Rs.3,986 Crore in Q1 FY25 and registering a y-o-y growth of 28% in Gross Premium with Individual Business FYP with Single Premium at 10% at Rs 644 Crore. ABSLI has a nationwide distribution presence through 380+ branches, 11 bancassurance partners, 6 distribution channels, over 56000+ direct selling agents, other Corporate Agents and Brokers through its website. The company has over 25,000 employees and 20.03 lakh active customers.

About Aditya Birla Capital Limited

Aditya Birla Capital Limited (“ABCL”) is the holding company for the financial services businesses of the Aditya Birla Group. Through its subsidiaries/JVs, ABCL provides a comprehensive suite of financial solutions across Loans, Investments, Insurance, and Payments to serve the diverse needs of customers across their lifecycle. Powered by over 50,000 employees, the businesses of ABCL have a nationwide reach with over 1,505 branches and more than 200,000 agents/channel partners along with several bank partners.

As of June 30, 2024, Aditya Birla Capital Limited manages aggregate assets under management of Rs. 4.63 Lakh Crore with a consolidated lending book of Rs 1.27 Lakh Crore through its subsidiaries/JVs.

Aditya Birla Capital Limited is a part of the US\$66 billion global conglomerate Aditya Birla Group, which is in the league of Fortune 500. Anchored by an extraordinary force of over 187,000 employees belonging to 100 nationalities, the Group is built on a strong foundation of stakeholder value creation. With over seven decades of responsible business practices, the Group’s businesses have grown into global powerhouses in a wide range of sectors - from metals to cement, fashion to financial services and textiles to trading. Today, over 50% of the Group’s revenues flow from overseas operations that span over 40 countries in North and South America, Africa, Asia, and Europe.

For more information, visit www.adityabirlacapital.com.

Aditya Birla Sun Life Insurance Company Limited



LIFE INSURANCE

Life Insurance Coverage is available in this Product.

As per section 10(10D) of the Income-tax Act, 1961, proceeds from life insurance policy issued on or after 1 April 2023 shall be taxable as income from other sources if the cumulative annual premium payable by taxpayer for life insurance policies exceeds ₹ 5 lacs.

Contact our advisor or visit our website <https://lifeinsurance.adityabirlacapital.com> to know more about the various solutions. We provide a wide range of Life Insurance solutions to cater to your specific protection needs.

“The Trade Logo “Aditya Birla Capital” Displayed Above Is Owned By ADITYA BIRLA MANAGEMENT CORPORATION PRIVATE LIMITED (Trademark Owner) And Used By ADITYA BIRLA SUN LIFE INSURANCE COMPANY LIMITED (ABSLI) under the License.” Linked Life insurance products are different from the traditional life insurance products and are subject to the risk factors.

Aditya Birla Sun Life Insurance Company Limited Registered Office: One World Centre, Tower 1, 16th Floor, Jupiter Mill Compound, 841, Senapati Bapat Marg, Elphinstone Road, Mumbai - 400 013. Customer Helpline Numbers: 1-800-270-7000 Website: <https://lifeinsurance.adityabirlacapital.com> IRDAI Reg No.109 CIN: U99999MH2000PLC128110 UIN: 109N128V01 ADV/12/24-25/2465

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 are requested to lodge a police complaint.