

# Value what your family values the most, you.

Protect yourself now in 3 easy steps.



Birla Sun Life Insurance

**Protect@Ease**

A traditional online term insurance plan



**Birla Sun Life**  
*Insurance*



## INTRODUCING BSLI Protect@Ease

You are successful in your career and your family looks upon you for your support and strength. You have till now given the best to your family. However when it comes to planning for unforeseen circumstances, you need a powerful solution that meets different expectations and gives financial protection to your family. To deal with the uncertainties of life and give your family the best, Birla Sun Life Insurance has come up with the perfect protection solution for you. Introducing the BSLI Protect@Ease, so that your family stays protected, even when you are not around.

## KEY FEATURES OF THE PLAN

- Complete financial protection at an affordable cost
- Convenient to buy
- 2 plan options to suit your protection needs
- Rewards for a healthy lifestyle
- Option to receive death benefit as Annual Income
- Flexible premium paying terms
- Income Tax benefits as per prevailing norms under the Income Tax Act, 1961

## ELIGIBILITY

Entry Age	18 to 55 years of age
Plan Option	I – Level Term Assurance
	II – Increasing Term Assurance
Policy Term	5 to 30 years; subject to max. age of 80 years at the end of policy term
Premium Paying Term	Regular Pay and Single Pay
Premium Mode	Annual   Monthly (only by ECS)
Sum Assured	Min. Rs. 50,00,000
	Max. Rs. 500,00,00,000

## YOUR PLAN

Give your loved ones the power to dream by completing 3 simple steps

### STEP 1

#### Choose your Sum Assured and Plan Option

BSLI Protect@Ease offers you the freedom to choose your sum assured and plan option at inception depending on your needs. Once you choose a sum assured, the plan option determines the enhancements to your chosen life cover over the course of your policy.

#### Option I: **Level Term Assurance**

Your sum assured will remain constant for the entire policy term.

## Option II: **Increasing Term Assurance**

As you scale new heights in your life, your income rises and so does your responsibilities. With this option, your sum assured increases with your increasing responsibility. You can choose to enhance your sum assured by 5% or 10% at inception depending upon your needs. Every year, your sum assured will increase by 5% or 10% of the original sum assured without any increase in your premium amount.

**Example:** Atul, a 30 year old professional chooses BSLI Protect@Ease with the Increasing Term Assurance option with 10% increase. The original sum assured is Rs. 50 lacs. Every year the sum assured will increase as shown in the following table:

<b>Age (in years)</b>	<b>Policy Anniversary (in Rs.)</b>	<b>Sum Assured (in Rs.)</b>
30	0	50 lacs
31	1	55 lacs
32	2	60 lacs
33	3	65 lacs
34	4	70 lacs
35	5	75 lacs

### STEP 2

#### **Choose your Policy Term and Premium Paying Term**

Based on your chosen plan option, BSLI Protect@Ease offers you the flexibility to choose your policy term and your premium paying term.

### STEP 3

#### **Fill Application form and pay premiums**

Log on to [www.insurance.birlasunlife.com](http://www.insurance.birlasunlife.com) to complete a simple application form and pay your premiums based on your above choices.

## YOUR BENEFITS

### **Death Benefit**

In case of the unfortunate demise of the life insured during the policy term, the Sum Assured on Death as applicable on the date of death will be paid to the nominee. The policy shall be terminated once the Death Benefit is paid.

The Sum Assured on Death is

**For regular pay policy higher of:**

- 10 times of the annualised premium for all ages; or
- 105% of all the premium paid as on the date of death; or
- Sum Assured as on the date of death

**For single pay policy higher of:**

- 125% of single premium for all ages; or
- Sum Assured as on the date of death

**The nominee has an option to take the Sum Assured on Death as follows:**

- Lump sum payment or;
- Staggered payment as explained below
  - o One-time payout of 20% of Sum Assured on Death at the time of claim settlement;
  - o Annual income as a fixed percentage of Sum Assured on Death will be payable on each death anniversary of the life insured over the chosen payout term. The fixed percentage of Sum Assured on Death for different payout terms to calculate the annual income is given below:

<b>Payout term</b>	<b>% of Sum Assured on Death</b>
10	11%
15	8.37%
20	7.12%

In case the nominee would like to get a lump sum instead of the staggered payout post exercising this option, a discounted value of the outstanding annual income shall be paid as lump sum subject to a minimum of the Sum Assured on Death payable less annual income payouts already paid. The discounted value currently shall be calculated using an interest rate of 6.25% per annum. This is subject to change with prior IRDA approval.

**Maturity Benefit**

No maturity benefit is payable under this plan.

## YOUR OPTIONS

### Paying Premiums

You can pay your premium annually and monthly (only by ECS) mode. The plan offers an automatic premium reduction for women, Non-Smoker or Preferred Non-Smoker.

Below are sample annual premiums for Level and Increasing Term Assurance for a male aged 35 purchasing Rs.1 crore sum assured with regular premium paying term.

Policy Term	10 years	20 years	30 years	10 years	20 years	30 years	10 years	20 years	30 years
Sum Assured Option	Smoker			Non-Smoker			Preferred Non-Smoker		
Level	9,345	12,705	17,903	7,000	8,950	12,400	6,350	7,900	10,800
Increasing @ 5%	10,973	18,480	31,343	8,050	12,750	21,350	7,250	11,150	18,450
Increasing @ 10%	12,663	24,268	44,918	9,150	16,550	30,300	8,150	14,400	26,150
Service Tax and Education Cess and any other applicable taxes will be added to your premium and levied as per extant tax laws.									
<b>Surrendering your Policy</b>									

There is no surrender benefit offered for regular pay under this plan. However for Single pay, your policy will acquire a surrender value immediately after the policy issuance.

### Taking a Policy Loan

There is no loan facility in this plan.

## TERMS & CONDITIONS

### Free-Look Period

You will have the right to return your policy to us within 30 days from the date of receipt of the policy. We will refund the premium paid once we receive your written notice of cancellation (along with reasons thereof) together with the original policy documents. We will deduct proportionate risk premium for the period of cover and expenses incurred by us on medical examination and stamp duty charges while issuing your policy.

### Grace Period & Reinstatement

If you are unable to pay your premium by the due date, you will be given a grace period of 30 days and during this grace period all coverage under your policy will continue. If you do not pay your premium within the grace period, your policy will lapse and all insurance will cease immediately.

You can reinstate your policy for its full coverage within two years from the due date of the first

unpaid premium by paying all outstanding premiums together with interest as declared by us from time to time and by providing evidence of insurability satisfactory to us. The policy can be reinstated only during the revival period.

### **Service Tax and Education Cess**

Service Tax and other levies, as applicable, will be extra and levied as per the extant tax laws

### **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.

You are advised to consult your tax advisor for details.

### **Exclusions**

We will pay the premiums paid to date (excluding service tax) or surrender value, if higher in the event the life insured dies by committing suicide, whether medically sane or insane, within one year after the issue date or reinstatement date.

### **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.insurance.birlasunlife.com](http://www.insurance.birlasunlife.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.insurance.birlasunlife.com](http://www.insurance.birlasunlife.com)

### **Prohibition of Rebates – Section 41 of the Insurance Act, 1938**

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.insurance.birlasunlife.com](http://www.insurance.birlasunlife.com)

## BIRLA SUN LIFE INSURANCE – A COMING TOGETHER OF VALUES

### About Birla Sun Life Insurance

Birla Sun Life Insurance Company Limited (BSLI) is a joint venture between the Aditya Birla Group, a well known Indian conglomerate and Sun Life Financial Inc., one of the leading international financial services organisations from Canada. With an experience of over a decade, BSLI has contributed to the growth and development of the Indian life insurance industry and is currently one of the leading life insurance companies in the country. BSLI has a customer base of close to two million policy holders. The Company offers a complete range of offerings comprising protection solutions, children's future solutions, wealth with protection solutions, health and wellness solutions, retirement solutions and savings with protection solutions. It has an extensive distribution reach in over 400 cities through its network of over 488 branches, around 88,000 empanelled advisors and over 160 partnerships with corporate agents, brokers and banks. Birla Sun Life Insurance has total assets under management of ₹29,898 Crores and a robust capital base of over ₹2,170 Crores, as on 31st Jan, 2015. For more information, please visit [www.insurance.birlasunlife.com](http://www.insurance.birlasunlife.com)

### About Aditya Birla Financial Services Group

Aditya Birla Financial Services Group (ABFSG) ranks among the top 5 fund managers in India (excluding LIC) with an AUM of USD 20.4 billion. Having a strong presence across the life insurance, asset management, NBFC, private equity, retail broking, distribution & wealth management, and general insurance broking businesses, ABFSG is committed to serve the end-to-end financial services needs of its retail and corporate customers. The seven companies representing ABFSG are: Birla Sun Life Insurance Company Ltd., Birla Sun Life Asset Management Company Ltd., Aditya Birla Finance Ltd., Aditya Birla Capital Advisors Pvt. Ltd., Aditya Birla Money Ltd., Aditya Birla Money Mart Ltd. and Aditya Birla Insurance Brokers Ltd. In FY 2013-14, ABFSG reported consolidated revenue from these businesses at Rs. 6,640 Crore (USD 1.1 billion) and earnings before tax at Rs. 745 Crore. Anchored by about 13,000 employees and trusted by over 5.3 million customers, ABFSG has a nationwide reach through 1,500 points of presence and about 130,000 agents / channel partners.



## About Aditya Birla Nuvo

Aditya Birla Nuvo is a ~USD 4 billion conglomerate operating in the services and the manufacturing sectors, where it commands a leadership position. Its service sector businesses include Financial Services (Life Insurance, Asset Management, NBFC, Private Equity, Broking, Wealth Management and general insurance advisory), Fashion & Lifestyle (Branded apparels & Textiles) and Telecom. Its manufacturing businesses comprise of the Agri, Rayon and Insulators businesses.

Aditya Birla Nuvo is part of the Aditya Birla Group, a USD 40 billion Indian multinational. The Group operates in 36 countries across the globe, is anchored by an extraordinary force of about 120,000 employees belonging to 42 nationalities and derives more than 50% of its revenue from its overseas operations.

## About Sun Life Financial

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 key 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 June 30, 2014, the Sun Life Financial group of companies had total assets under management of \$684 billion.

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

## RISK FACTORS & DISCLAIMERS

**This policy is underwritten by Birla Sun Life Insurance Company Limited (BSLI).** This is a non-participating traditional term insurance plan. All terms & conditions are guaranteed throughout the policy term. Service Tax and Education Cess 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 salient features of the plan including risk factors, terms & conditions, please read the brochure carefully before concluding the sale. For detailed terms & conditions please refer to the policy contract. Tax benefits are subject to changes in the tax laws. For more details and clarification call your BSLI Insurance Advisor or visit our website and see how we can help in making your dreams come true.

**Insurance is the subject matter of the solicitation.**

IRDAI hereby clarifies to the public that:

- IRDAI or its officials do not involve in activities like sale of any kind of insurance or financial products nor invest premiums
- IRDAI does not announce any bonus.

Public receiving such phone calls are requested to lodge a police complaint along with details of phone call and number.

Protection

Health &  
Wellness

Children's  
Future

Retirement

Wealth with  
Protection

Savings with  
Protection

Birla Sun Life Insurance provides a wide range of solutions to cater to your specific needs. To know more about our various solutions and the products offered under each, we invite you to visit our website, or contact our advisor.

**Call: 1800-270-7000**

**[www.insurance.birlasunlife.com](http://www.insurance.birlasunlife.com)**



**Birla Sun Life**  
*Insurance*