

A wealth maximizing plan that adapts to your life.



Comprehensive
life cover



3 plan options to
suit your life stage
needs



Opportunity to
invest in funds of
your choice



Loyalty Additions

HDFC Life Wealth Maxima

A Non-Participating Unit Linked Individual Life Insurance Savings Plan



Sar utha ke jiyo!

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

HDFC Life Wealth Maxima

A Non-Participating Unit Linked Individual Life Insurance Savings Plan

Life is a journey full of dreams and aspirations driven by ever changing needs and responsibilities with change in life events like marriage and birth of a child. You may want to buy your own house or car or go abroad to enjoy family vacation. This is in addition to planning education and career of your children, planning their wedding, protecting your family against unforeseen circumstances, ensuring relaxed and peaceful retirement, etc.

To fulfill your dreams and increasing responsibilities at different life stages, you need to build a strong financial foundation that not only helps you to achieve your financial goals at various stages of life but also provides financial protection to your loved ones.

Presenting HDFC Life Wealth Maxima

'HDFC Life Wealth Maxima recognizes the importance of such needs and helps you fulfill them by offering to empower you with

- 3 Product Variants to choose from basis your life stage
- Opportunity to invest in funds of your choice
- Loyalty Additions
- Tax Free Maturity Benefit**

HDFC Life Wealth Maxima is a unit linked Individual Life insurance plan that not only offers you various fund options and investment strategies which enable you to maximize your returns as per your investment choice but also provide financial protection to you and your family, during unforeseen circumstances. This plan also offers you options to upgrade the protection level when you reach new milestone in your life, like marriage and child birth. For this purpose, this product offers three variants - Maxima Invest, Maxima Family & Maxima Child.

**The aforesaid tax benefits are subject to change in tax laws. We therefore urge you to carefully analyze in consultation with your tax advisor the tax benefits/tax implications, if any that may arise on investing in this policy.

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

HDFC Life WEALTH MAXIMA AT A GLANCE

This product offers 3 variants to choose from:

1. Maxima Invest: Suitable for those looking to grow their money in most efficient manner.
2. Maxima Family: For those who are looking at an ideal balance between investment and protection.
3. Maxima Child: To ensure your child's dreams are fulfilled even in case of an unfortunate event.

Find out your eligibility

Min. Entry Age	Maxima Invest : 0 Years Maxima Family & Maxima Child* : 18 Years
Max Entry age	Maxima Invest : 65 Years Maxima Family : 55 Years & Maxima Child : 50 Years
Max Maturity Age	Maxima Invest : 75 Years Maxima Family : 70 years & Maxima Child : 65 Years
Policy Term	10, 15 to 20 Years
PPT	Same as policy term
Premium payment frequency	Annual, Half-Yearly, monthly**
Min. Premium	Annual : Rs. 36,000 Semi Annual : Rs. 24,000 Monthly : Rs. 4,000
Top Up Premium	Minimum : Rs. 6,000 Maximum : Rs. 7,80,000
Basic Sum Assured	For age till 44 : Annualized**** premium x 10 For age above 44 : Annualized Premium**** x (7 or 10)***
Additional Sum Assured	1.25 times top-up premium

*In case of Maxima Child, proposer and life assured has to be same and the nominee must be a minor child (with age at entry between 0 to 17 years)

**For monthly mode, 3 monthly premiums will be required to be paid on the commencement of the policy.

***policyholder with entry age 45 years and above has option to choose Basic Sum Assured as 7 or 10 times the annualized premium at inception

**** Annualized premium means the premium amount payable in a year, excluding the taxes, rider premiums and underwriting extra premium on riders, if any.

Benefits which this plan offers

A. Maturity Benefit :

Subject to policy being in force, the Fund Value as on the maturity date is the maturity benefit.

Fund Value as on the date of maturity is: (Unit price at maturity X no. of units at maturity)

You have two options to utilize the Maturity Benefit:

- **Lump sum:** Get the fund value as on the date of maturity as a lump sum.
- **Settlement Payout:** Get the fund value as on the date of maturity in equal installments of units corresponding to the installment frequency chosen by the Policyholder over a period of 5 years (referred to as settlement period) after the maturity date. The first installment is payable on the date of maturity.

B. Death Benefit :

HDFC Life Wealth Maxima protects you and your loved ones financially, against an unfortunate event. It fully takes care of your changing financial needs at different stages of life during the policy term, like marriage and child birth and thus empowers you to realign the benefits under the plan, during the term of the policy, to match your requirements which change over time.

Subject to policy being in force, in case of unfortunate event of death of Life Assured during the policy term, following three product variants are available to choose from, as per your requirements.

B.1 Maxima Invest: Higher of Sum Assured or 105% of the total premiums paid, including top up premiums (if any) or fund value, shall be payable to the Eligible person.

B.2 Maxima Family: Higher of Sum Assured or 105% of the total premiums paid, including top up premiums (if any) plus fund Value shall be payable to the Eligible person.

B.3 Maxima Child: Higher of Sum Assured or 105% of the total premiums paid, including top up premiums (if any), shall be payable immediately on death of Life Assured (parent) to the Eligible person.

In addition to paying a lump sum, HDFC Life Insurance will also be funding all future outstanding premiums as and when due under the policy and fund value will be paid on maturity. This will ensure your child will get the desired amount of money when he needs it the most.

Kindly note that Sum Assured mentioned above is sum of Basic Sum Assured and Additional Sum Assured.

C. Option to switch between the variants:

As you progress in life, you may need to have different protection level due to increased responsibilities. HDFC Life Wealth Maxima allows change between the product variants on either marriage or on addition of a child to your family. Variant changes are as explained by the table below :

Switch from variant	Switch to variant	Life event	Description
Maxima Invest	Maxima Family	Marriage	Switching from Maxima Invest to Maxima Family is allowed only in case of Marriage.
Maxima Invest	Maxima Child	Addition of Child in family	The Maxima Child Variant is only offered when the proposer/life assured has a minor child who should be the nominee under the plan. In case of switch from other Variants to Maxima Child Variant, this condition should hold good and the nomination should be changed to the minor child.
Maxima Family	Maxima Child	Addition of Child in family	
Maxima Child	Maxima Family	Opted on death of child nominee	On death of the child nominee, in case the policyholder does not want to go back to the Maxima Family variant, the policyholder has the option to make his other minor child as nominee.
Maxima Family	Maxima Invest	Not Available	Not Available
Maxima Child	Maxima Invest	Not Available	Not Available

General conditions relevant to switching between variants:

- Variant switching is allowed subject to respective limits applicable for each variant and subject to prevailing board approved underwriting policy of the Company prevailing from time to time.
- Switching will be allowed only after completing two policy years and there should be a gap of two policy years between two switches. In case of death of child nominee under Maxima Child within first two policy years, policyholder has the option to go back to the Maxima Family variant
- The switch is allowed only on policy anniversary and only twice during the life of the policy.
- The policyholder has to intimate the Company about the switch at least 2 months in advance.
- All the admissible life events as specified in the table above should happen after the policy commencement date.
- More than one variant cannot be taken simultaneously

Other Benefits with this plan

A. Loyalty Additions

Your long term association with us does not go un-noticed and this policy rewards you with extra returns in form of loyalty additions to your fund value. This policy allocates extra units at the end of every 5th policy year starting from the end of 10th policy year.

Each loyalty addition enriches your fund value by 2% of average of your Fund Value including Top up fund value, if any, on the last business day of the last two policy years

Please note:

- All the policies paying annualised premium of Rs.72,000 or more will only be eligible for loyalty additions
- The additional units shall be created in different fund(s) in proportion of the fund value at the time of credit
- For the purpose of calculation of the Loyalty Benefit, NAV applicable would be as on the last business day of the applicable policy year

Your Investment Options:

A. Self-managed Option

In this option, we offer you 6 investment funds that invests in diversified mix of debt and equity ranging from 100% debt to 100% equity to suit your particular needs and risk appetite

File Name	Investment Pattern	Objective	Risk
Individual Secure Fund (SFIN: ULIF00418/10/ 04SECURE101)	Equity : 10% to 20% Debt : 0% to 90% Money Market : 0% to 20%	To provide for growth with low risk	Low
Individual Preserver Fund (SFIN: ULIF01016/12/ 09PRESERVER101)	Debt : 75% to 100% Money Market : 0% to 25%	To provide safety and growth with minimum risk	Low
Individual Growth Fund (SFIN: ULIF00318/10/ 04GROWTH101)	Equity : 40% to 60% Debt : 0% to 60% Money Market : 0% to 20%	To provide opportunity for high growth	Medium
Individual Balanced Fund (SFIN: ULIF00118/10/ 04BALANCE101)	Equity : 20% to 40% Debt : 0% to 80% Money Market : 0% to 20%	To provide for higher growth with reasonable security	Medium
Active Asset Allocation Fund (SFIN: ULIF01527/12/ 10ACTASSET101)	Equity : 20% to 100 Debt : 0% to 80% Money Market : 0% to 80%	To provide long term capital appreciation in a risk controlled manner by making clear and active asset allocation choices between Equities, Bonds and Money Market	High
Individual Prime Equity Fund (SFIN: ULIF01116/12/ 09PRIMEEQU101)	Equity : 90% to 100% Debt : 0% to 10% Money Market : 0% to 10%	To provide for equity linked market returns	High

B. Automatic Asset Rebalancing Strategy

We understand that your investment objectives and your risk appetite might change over time. Thus, this strategy reduces your equity proportion as your policy nears maturity to ensure that any downside in equity market later in the policy term has minimal impact on your maturity amount. This strategy rebalances the equity and debt ratio without your manual intervention of switching the funds.

Under this strategy, you can choose to allocate your money in a pre-decided ratio between our equity oriented fund (Individual Prime Equity Fund) and our debt oriented fund (Individual Preserver Fund). This allocation strategy will rebalance your funds in a pre-decided ratio between Individual Prime Equity Fund and Individual Preserver Fund at the beginning of every policy year, which depends upon the number of years to the maturity of policy. The pre-decided ratio (as % of fund value) will be as given below:

No. of years to maturity	Individual Prime Equity Fund	Individual Preserver Fund
20	90	10
15 - 19	80	20
10 - 14	60	40
5 - 9	40	60
0 - 4	20	80

You can choose this option either at the inception or any time during the term of the policy. You can choose to enter and exit this fund strategy with immediate effect at any time during the policy term by giving a notice in writing to the Company.

C. Systematic Transfer Plan

Systematic Transfer Plan works on the principle of rupee cost averaging method to safeguard your wealth against market volatilities. If Opted "Systematic Transfer Plan" option, the Annual Premium received net of Premium Allocation Charge shall be allocated first to the Individual Preserver Fund to purchase Units. Immediately thereafter and on each subsequent monthly anniversary, Fund Value of $[1/(13-\text{month number in the policy year})]$ of the Units available at the beginning of the month shall be Switched to Individual Prime Equity Fund automatically by cancelling Units from the Individual Preserver Fund till availability of Units in the Individual Preserver Fund.

The proportion of units will be switched from Individual Preserver Fund to the Individual Prime Equity Fund in a particular year, in the following way:

Policy Month 1: $1/(13-1) = 1/12$ th of the Units to be switched

Policy Month 2: $1/(13-2) = 1/11$ th of the Units to be switched

Policy Month 11: $1/(13-11) = 1/2$ of the Units to be switched

Policy Month 12: $1/(13-12) =$ Balance Units to be switched

Systematic Transfer Plan is available only in policies with Annual Premium payment mode and is primarily for policyholders' who wish to invest 100% in equities in a systematic manner. There shall be no Switch Charge to affect Switches under the Systematic Transfer Plan option. During the period when Systematic Transfer Plan is in force, Partial Withdrawal of Units shall not be permitted from the Individual Preserver Fund and to do the Partial Withdrawals from this fund, Policyholder has to opt out of Systematic Transfer Plan. You may opt out with immediate effect or opt for effective from the subsequent policy anniversary the Systematic Transfer Plan option by giving a written notice to the Company. Any Top-up Premium paid shall only be directed to Individual Preserver Fund.

In case you fail to pay the due Annual Premium within the Grace Period, the Systematic Transfer Plan opted for shall cease to apply and Annual Premium received after the expiry of the Grace Period shall be allocated to the Individual Prime Equity Fund on revival of the Policy. The Systematic Transfer Plan option shall be automatically applied for all future Annual Premiums received thereafter but within the Grace Period, unless advised otherwise.

Please note:

You will not be able to choose both the options Automatic Asset Rebalancing Strategy and Systematic Transfer Plan together.

Sample Illustration

Pranav is a 35 years old salaried individual, who saves ₹50,000 annually in HDFC Life Wealth Maxima-Maxima Invest for 20 years. He chooses automatic asset rebalancing strategy as his investment strategy. Upon his survival to the policy maturity date, he receives following lump sum amount as maturity benefit:

Maturity Benefit assuming 4% gross return* p.a.	Maturity Benefit assuming 8% gross return* p.a.
₹12,18,811	₹19,11,459

In case of his death during the policy term, an amount of minimum ₹5,00,000 is paid to his nominee/(s)

*The values depicted with assumed rate of returns @4% and 8% p.a. are not guaranteed and they are not the upper or lower limits of returns of what one can expect and that the returns are subject to number of factors including future investment performance.

Flexibilities Offered

A. Option to add Top Up

At any point of time if you want to invest surplus money, you can pay Top-up premiums to invest in your selected funds in the same policy without having to buy another policy.

- The minimum top-up amount is Rs. 6,000/- at one time, provided the due Premiums are paid up to date.
- The maximum amount of top-up premiums allowed is the sum total of regular premium paid at the time of top up subject to maximum limit of Rs. 7.8 lacs

Please note:

Every Top-up premium shall have an Additional Sum Assured which will be equal to

- 1.25 times of the Top-up premium paid for all age groups.
- Top-ups will not be allowed during the last 5 years of the Policy Term.
- Top-up premium cannot be withdrawn in a period of five years from the date of receipt of that respective Top-up premium except in the case of complete Surrender of the Policy

B. Partial Withdrawal Benefit: Liquidity for financial emergencies

This product offers you the flexibility to allow you to use your fund for any interim financial goals or emergencies. Therefore, this policy allows unlimited number of partial withdrawals from your fund at any point of time after completion of 5 Policy Years. The Partial Withdrawals are subject to the following conditions:

- The Partial Withdrawal Benefit is available for a minimum amount of Rs 5,000 and a maximum amount equal to 25% of the Fund Value, subject to Fund Value after each such withdrawal not being less than 1.5 times the one full years' annual regular premium
- Partial Withdrawals are allowed only after completion of 5 policy years
- You will be allowed to make any partial withdrawals from the Top-up premium only after completion of 5 years from the date of remittance/realization of Top-Up premium
- Partial Withdrawal Benefit is only allowed if policy is in-force
- Partial Withdrawal Benefit shall not be allowed in case where the Life Assured is a minor
- Partial Withdrawals will be allowed from the fund value built up from the top-up premiums first and subsequently, if top-up fund value doesn't supports partial withdrawals, it will be allowed from the fund value built up from the regular premium.
- Sum Assured is not reduced due to any partial withdrawal

C. Have complete control of your funds through fund switching

This product empowers you to make best out of your investment by switching between the funds as per the equity market performance. Unlimited free switches are allowed during the policy term and during Settlement Payout.

D. Premium Redirection

Premium re-direction allows you to allocate your future premium in a different proportion than your prevailing fund composition. Unlimited redirections are allowed free of charge in a policy year.

E. Settlement Payout: Option to decide cash flow at maturity

This option gives you the flexibility to receive the maturity amount in equal monthly, quarterly, half-yearly or annual installments corresponding to the installment frequency chosen by the Policyholder over a period of 5 years after the Maturity date (referred as Settlement Period). The first installment is payable on the date of maturity.

For settlement payout, you have to intimate the company six months prior to maturity with desired frequency of the settlement payout.

Please note:

- At any time during the settlement period, the entire Fund Value may be taken as a lump sum
- Switches are allowed during the Settlement Period.
- During the settlement period, investment risk in the investment portfolio will be borne by Policyholder and no charge other than mortality charge and fund management charge will be levied
- In the unfortunate event of death during this period, higher of balance of Fund Value as on date of intimation of death or at least 105% of the total premiums paid, if any, will be paid as death benefit
- You shall not have the option of partial withdrawals during the Settlement Period.
- No Loyalty Additions would be payable during this period.
- The settlement period shall not, in any case, be extended beyond a period of five years from the date of maturity

How the plan works

Step 1	<ul style="list-style-type: none">▪ Choose the product variant as per your requirement▪ Decide the policy term, premium amount and mode▪ Choose the investment strategy / fund in which your premium will be invested
Step 2	<ul style="list-style-type: none">▪ Optimize your returns by managing your funds through fund switching and re-direction▪ Add top-up premiums to make best out of your surplus savings▪ Fulfill your interim financial goals at various milestones through partial withdrawal
Step 3	<ul style="list-style-type: none">▪ On maturity, maturity amount as per the maturity option chosen will be paid to you.▪ On unfortunate event of death of life assured, Death Benefit as per the product variant chosen will be paid to beneficiary

What are your Tax Benefits?

Policyholder may be eligible for the following tax benefits:

- On the premiums paid*
- On the maturity proceeds of the policy*

*The aforesaid tax benefits are subject to change in tax laws. We therefore urge you to carefully analyze in consultation with your tax advisor the tax benefits/tax implications, if any that may arise on saving through this policy.

Charges

A. Premium Allocation charges

Premium Allocation Charge is a percentage of the premium appropriated from the premium received and is charged at the time of receipt of the premium. Premium Allocation Charges are guaranteed at the following rates:

Year	Annual	Half-Yearly and Monthly
1 st Year	6.0%	4.75%
2 nd to 5 th Year	4.0%	3.25%
6 th Year onwards	2.5%	2.5%

Top-Up premium - 2% of the Top-Up premium

B. Policy Administration Charges

Policy Administration Charges comprises of Charges, which are levied to meet expenses, other than those covered by the Premium Allocation Charges and the Fund Management Charges. This charge is levied at the beginning of each policy month by way of cancellation of units.

Year	Charges as a percentage of annual premium
Year 1 - 5	0.20% per month
Year 6 onwards	0.30% per month

Policy Administration charges are applicable for paid-up policies also.

C. Mortality Charge

Mortality Charges will be deducted monthly in advance by cancellation of units from the Fund Value. Mortality Charges will vary based on age and gender of life assured. Sample mortality charges (in Rupees) per annum per 1000 of Sum at risk for a healthy male & female life is shown below:

Age (in years)	20	30	40	50	60
Male	0.94	1.12	1.91	5.24	12.23
Female	0.79	1.06	1.53	3.78	9.78

Where Sum at Risk for 3 product variants is defined as follows:

Maxima Invest: Higher of Sum Assured or 105% of Total Premiums Paid, including Top-up premiums less Fund Value subject to minimum of zero.

Maxima Family: Higher of Sum Assured or 105% of Total Premiums Paid including Top-up premiums

Maxima Child: Higher of Sum Assured or 105% of Total Premiums Paid including Top-up premiums

Additionally premium funding charges will be deducted monthly if Maxima Child Variant is chosen. This charge would depend on age, gender, outstanding premium payment term of the policy, premium amount and premium payment mode.

D. Fund Management Charge

Fund Management Charge is a charge levied on a daily basis as a percentage of the available Fund Value held in the respective Unit Linked fund at the time of computation of the Net Asset Value (NAV). The Fund Management Charges applicable, at present, are as follows:

Fund Name	% of Fund Value per annum
Individual Prime Equity Fund	1.35%
Individual Growth Fund	1.25%
Individual Balanced Fund	1.25%
Individual Secure Fund	1.00%
Individual Preserver Fund	1.00%
Active Asset Allocation Fund	1.35%

E. Charges on Partial Withdrawal / Fund Switching / Re-direction

Nil

F. Policy Dis-continuance charges

*AP-Annualized Premium, *FV-Fund Value

There will be no discontinuance charge levied on top-up premiums.

Where the policy is discontinued during the policy year	Maximum Discontinuance Charges for the policies having annualized premium up to Rs.50,000/-	Maximum Discontinuance Charges for the policies having annualized premium above Rs.50,000/-
1	Lower of 20% * (AP or FV) subject to a maximum of Rs.3000	Lower of 6% * (AP or FV) subject to a maximum of Rs.6000
2	Lower of 15% * (AP or FV) subject to a maximum of Rs.2000	Lower of 4% * (AP or FV) subject to a maximum of Rs.5000
3	Lower of 10% * (AP or FV) subject to a maximum of Rs.1500	Lower of 3% * (AP or FV) subject to a maximum of Rs.4000
4	Lower of 5% * (AP or FV) subject to a maximum of Rs.1000	Lower of 2% * (AP or FV) subject to a maximum of Rs.2000
5 and onwards	Nil	Nil

Fund Management Charges on Discontinued Policy Fund: 0.5% per annum

Terms and Conditions:

Grace Period means the time granted by the Company from the due date for the payment of premium, without any penalty or late fee, during which time the policy is considered to be In force with the risk cover without any interruption, as per the terms and conditions of the policy. The grace period for payment of the premiums shall be: fifteen days where the policyholder pays the premium on a monthly basis and thirty days in all other cases.

Policy Discontinuance: It is the state of the policy that could arise on account of surrender of the policy or non-payment of the due premium within grace period.

Lock-in Period: Proceeds from a discontinued policy cannot be paid by the Company within the first five years from inception of such policy except in the event of death of life assured.

In case the premiums are discontinued within the lock-in period

Upon expiry of grace period, in case of discontinuance of policy due to non-payment of premium, the fund value after deducting the applicable Discontinuance Charges shall be credited to the Discontinued Policy Fund and the death benefit under the policy shall cease. The Company will communicate the status of the policy within three months of the first unpaid premium to the policyholder and provide the following option;

The policyholder can revive the policy during the revival period by responding to the communication received from the Company regarding discontinuance of the policy. In case the policyholder opts to revive but does not revive the policy during the revival period, the policy will be terminated at the end of the revival period or end of lock-in period, whichever is later by payment of the fund value remaining in Discontinued Policy Fund. In case the policyholder does not opt to revive during the revival period and does not revive the policy before the end of lock-in period, the policy will be terminated at the end of the lock-in period by payment of the fund value remaining in Discontinued Policy Fund..

Treatment of Policy while in Discontinued Policy Fund: Death Benefit will cease and the Discontinued Policy Fund as on date of death will be payable on death of the life assured. Fund Management Charge of 0.50% p.a. is applicable to Discontinued Policy Fund and no other charges will apply. Discontinued Policy Fund will earn interest as per its performance, subject to the minimum guaranteed interest rate declared by the IRDAI from time to time. The current minimum guaranteed interest rate applicable to the Discontinued Policy Fund is 4% p.a. In the event of death of the life assured during the lock-in period, the fund value available in the Discontinued Policy Fund as on date of intimation of death shall be paid to the nominee.

In case Premium is discontinued after completion of Lock-in Period: Upon expiry of the grace period, in case of discontinuance of policy due to non-payment of premium after Lock-in Period, the policy shall be converted into a reduced paid-up policy with the paid-up provisions as provided below:

Paid Up Provisions: When the Policy is converted in to reduced paid-up policy, the following Benefits becomes payable:

i) On Death of the Life Assured during the Policy Term:

For Maxima Invest: Higher of Reduced Paid-up Sum Assured or Fund Value.

For Maxima Family: Reduced Paid-up Sum Assured plus Fund Value.

For Maxima Child: Higher of Reduced Paid-up Sum Assured or Fund Value.

Premium funding benefit is not applicable for paid-up policies.

Where Reduced Paid-up Sum Assured is defined as Sum Assured multiplied by the ratio of total number of premiums paid to original number of premiums payable plus Additional Sum Assured on Top-up premiums, if any.

At any time the Death Benefit shall not be lower than 105% of the total Premiums paid, including Top-up premiums.

ii) On maturity of the Policy:

Fund Value as on the Policy Maturity Date shall become payable.

After converting the policy to reduced paid-Up policy, the Company will communicate the status of the Policy within three months of the first unpaid premium and the Policyholder will have the following options:

To revive the Policy within the revival period of three years or before the end of policy term, whichever is earlier. If the policy is not revived, the policy will be terminated at the end of revival period or end of policy term, whichever is earlier by payment of fund value as on that date.

Complete withdrawal of the policy can be opted before the end of revival period or before the end of policy term, whichever is earlier. If this option is chosen, the policy stands terminated by payment of fund value as on date when the option is exercised.

In case neither option is chosen, the Policy stands terminated at the end of Revival Period or at the end of Policy Term, whichever is earlier by payment of Fund Value as on that date.

Revival: The policyholder can revive the policy within three years from the date of first unpaid premium.

For policies discontinued before completion of Lock-in Period: In case the policyholder opts to revive the policy within revival period, the balance in Discontinued Policy Fund together with the Policy Discontinuance Charges deducted earlier and due unpaid premiums collected after applying the due Premium Allocation Charges and Policy Administration Charges, will be used to purchase the units of the unit linked funds chosen by the policyholder at the NAV as on the date of such revival restoring the policy to In Force for full Benefits.

For policies discontinued after completion of Lock-in Period: In case the policyholder opts to revive the policy within revival period, the due premiums collected after applying the Premium Allocation Charge will be used to purchase the units of the unit linked fund as per NAV as on date of revival.

Surrender: At any point of time in the policy term, the policyholder can opt to surrender the policy subject to the terms mentioned below:

In case the policy is surrendered during the lock-in period: The Fund value net of Policy Discontinuance Charges shall be credited to the Discontinued Policy Fund and the policy shall be treated as mentioned above in the "Treatment of Policy while in Discontinued Policy Fund". With respect to the policy surrendered during lock-in period, the fund value credited to the Discontinued Policy Fund will continue to be invested in Discontinued Policy Fund till the end of lock-in period or death of life assured, whichever is earlier. On death of life assured before end of lock-in period, death benefit will be the Discontinued Policy Fund as on date of death of policyholder and is paid to the nominee by terminating the policy. On survival of the life assured till the end of lock-in period, the policy will be terminated by payment of fund value available in Discontinued Policy Fund as on that date to the policyholder.

In case the policy is surrendered after completion of lock in period: The policy stands terminated and the fund value as on the date of surrender shall be payable to the policyholder/nominee, as applicable.

Free Look Period: In case you disagree with any of the terms and conditions of the policy, you have the option to cancel the policy by writing to the company stating the reasons for disagreement with the policy terms and conditions and return the original policy document to the company within 15 days (30 days if the Policy is sourced through Distance Marketing# as provided in Distance Marketing Guidelines IRDA/ADMN/GDL/MISC/059/04/2011 dated 05/04/2011) of the receipt of the Policy Document. In case of such cancellation, amount refunded will be equal to non-allocated premium plus charges levied by cancellation of units plus fund value at the date of cancellation less medical examination fees (if any), stamp duty deducted and proportional Mortality charges levied for the period on cover (if any). All benefits and rights under this Policy shall immediately stand terminated on cancellation of the Policy.

#Distance Marketing includes solicitation through all modes other than in person.

Suicide: In case of death due to suicide within 12 months from the date of commencement of the policy or from the date of revival of the policy, as applicable, the fund value, including Top-up Fund Value, if any, as available on date of intimation of death. Further any charges other than Fund Management Charges recovered subsequent to the date of death shall be added back to the fund value as available on the date of intimation of the death.

For Minor Life Assured: If Age of the Life Assured is greater than or equal to 12 years, the death benefit under the Policy will commence immediately from the date of commencement of the Policy. If the Age of Life Assured is less than 12 years, the death benefit under the Policy will commence i.e. full death benefit will become payable from the last day of 2nd policy year and there will be no mortality charges levied till then. During this period, if the Life Assured dies then the death benefit shall be restricted to payment of fund value.

Assignment Provisions: Assignment should be in accordance with provisions of sec 38 of the Insurance Act 1938 as amended from time to time.

Nomination Provisions: Nomination should be in accordance with provisions of sec 39 of the Insurance Act 1938 as amended from time to time.

Risk factors:

- A) HDFC Life Wealth Maxima is a Non-Participating, Unit Linked Individual Life Insurance Product (ULIP). ULIPs are different from traditional insurance products and subject to risk factors.
- B) Linked products are different from traditional insurance products and are subject to the risk factors.
- C) HDFC Life Insurance Company Limited is only the name of the Insurance Company and HDFC Life Wealth Maxima is only the name of the product and does not in any way indicate the quality of the product, its future prospect or returns.
- D) The various fund offered under this contract are the names of funds and do not in any way indicate the quality of these plans, their future prospects and returns
- E) Investments in ULIPS are subject to market and other risks and there can be no assurance that the objectives of the Unit Linked Funds in the ULIP will be achieved.
- F) The premiums paid in ULIP policies are subject to investment risks associated with capital markets and the Unit Price of the Units may go up or down based on performance of fund and factors influencing the capital market and the insured is responsible for his/her decisions
- G) Past performance of Unit Linked Fund and other Funds of the Company is not indicative of future performance of any of these funds.
- H) The ULIP does not offer a guaranteed return and investment risk is borne by the Policyholder.
- I) The premiums and funds are subject to certain charges related to the fund or to the premiums paid
- J) Please know the associated risks and the applicable charges, from your Insurance agent or the Intermediary or policy document of the insurer
- K) The purpose of this brochure is to provide a general overview about this policy. The information herein is indicative of the terms, conditions, warranties and exceptions contained in the policy terms and conditions of HDFC Life Wealth Maxima. Please refer to the policy terms and conditions to understand in detail the associated risks, benefits, etc. about the product

- L) In the event of any inconsistency / ambiguity between the terms contained herein and the policy terms and conditions, the policy terms and conditions will prevail.
- M) The acceptance of the proposal shall be subject to prevailing board approved underwriting policy.

NAV calculation:

NAV means the price of the Units of each Unit Linked Fund arrived at by dividing the Net Asset Value per unit of the Unit Linked Fund by the total number of outstanding units in the Unit Linked Fund. Net Asset Value (NAV) of a Unit Linked Fund shall be calculated as follows:

The NAV of the Unit Linked Fund shall be computed as:

$$\frac{\text{Market Value of Investment held by the fund} + \text{Value of Current Assets} - \text{Value of Current Liabilities and Provisions, if any}}{\text{Number of Units existing on Valuation Date (before creation / redemption of Units)}}$$

The NAV for each business day to be declared / recorded at the end of each business day. The NAV shall be computed to four decimal points. The NAV of the Units declared by the Company is net of fund management charges.

The value of the benefits payable in respect of a claim, requests for switch/redirection/surrender/partial withdrawal received before 3pm on any business day will depend on the number of units and the NAV of the respective funds as on such date. Any claim intimation, requests for switch / redirection / surrender/partial withdrawal received after 3pm on any business day will be processed based on the Unit Price declared on the immediately following business day.

In respect of premiums (other than premiums paid by ECS, Standing Instructions or Auto Debit) received before 3pm on any business day, the NAV as of the date of receipt of such premium shall be applicable and premiums received after 3pm on any business day will be processed based on the Unit Price declared on the immediately following business day. In respect of premiums paid by ECS, Standing Instructions or Auto Debit the NAV as on the date of realization shall be applicable.

Section 41: Prohibition of Rebate: Under the provisions of Section 41 of the Insurance Act 1938 as amended from time to time

- (1) 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:
- (2) Any person making default in complying with the provisions of this section shall be punishable with fine which may extend to ten lakh rupees.

Fraud, Misrepresentation and forfeiture:

Fraud, Misrepresentation and forfeiture would be dealt with in accordance with provisions of Sec 45 of the Insurance Act 1938 as amended from time to time.

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(All Days, from 9am to 9pm)



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Sar utha ke jiyo!

HDFC Life Insurance Company Limited ("HDFC Life"). CIN: L65110MH2000PLC128245, IRDAI Registration No. 101.

Registered Office: 13th Floor, Lodha Excelus, Apollo Mills Compound, N. M. Joshi Marg, Mahalaxmi, Mumbai - 400 011.

Email: service@hdfclife.com, Tel. No: 1860 267 9999 (Mon-Sat 10 am to 7 pm) Local charges apply. Do NOT prefix any country code. e.g. +91 or 00. Website: www.hdfclife.com
The name/letters "HDFC" in the name/logo of the company belongs to Housing Development Finance Corporation Limited ("HDFC Limited") and is used by HDFC Life under an agreement entered into with HDFC Limited.

HDFC Life Wealth Maxima (UIN: 101L162V01) is a Non-Participating Unit Linked Individual Life Insurance Savings Policy. Life Insurance Coverage is available in this product. For more details on risk factors, associated terms and conditions and exclusions please read sales brochure carefully before concluding a sale. ARN: MC/09/22/29093.

BEWARE OF SPURIOUS PHONE CALLS AND FICTITIOUS/FRAUDULENT OFFERS

- 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.