



Simply save. We'll take care of the rest...

IndiaFirst Maha Jeevan Plan

A Joint Venture of



Before you start reading

Important Note

IndiaFirst Maha Jeevan Plan is referred to as the Plan throughout the brochure.

How Will This Brochure Help You?

This brochure gives you details of how the plan works throughout its lifetime. It's an important document to refer to.

To Help Your Understanding

We've done our best to explain everything as simply as possible; however you're likely to come across some terms you're unfamiliar with. Where possible, we've explained these.

We have used plain language that's easy to understand and believe this brochure is a good place to start when considering an investment.

Contents

	Pg. No.		Pg. No.
Introduction	2	13. Service Tax.....	5
Executive Summary	2	14. Cancelling Your Plan	5
1. About your Plan	2	15. Loan Benefits	5
2. Term of the Plan	2	16. Suicide by Life Assured.....	6
3. People involved in the Plan	2	17. Prohibition from Accepting Rebate.....	6
4. Premium Payment modes	3	18. Submission of false or incorrect information	6
5. Amount You Can Invest	3	19. About IndiaFirst Life Insurance.....	6
6. Life Cover Under this Plan	3		
7. Death Benefits	3		
8. Maturity Benefits	4		
9. Tax Benefits	4		
10. Missing Your Premium.....	4		
11. Grace Period	5		
12. Surrender of Plan.....	5		

Introduction

Simply save. We'll take care of the rest...

All of us work hard to ensure a happy and contented life with our family. Wealth and prosperity, however uncertain, remain among the most preferred wishes of most of us. How we wish we could be certain about these aspects of life and make sure that our family is 'future shock proof' forever.

Well, we understand your dilemma while taking important financial decisions for your family and hence bring you the IndiaFirst Maha Jeevan Plan - a plan that will ensure that your family is not deprived of wealth and prosperity even in your absence. Simply save towards your family's future and the rest will be taken care by us.

Our IndiaFirst Maha Jeevan Plan not only offers you an assured amount but also additional returns in the form of bonus declared by the company.

We will pay the sum assured amount plus additional returns in the form of bonus declared by the company, at the end of term.

Executive Summary

Key Features

- Your life is precious. You can now get the advantage of enhanced life coverage by doubling/tripling the sum assured
- Ensure your prosperity with the assurance of a guaranteed maturity amount (sum assured) and the upside of a bonus declared every year
- We prosper only if you prosper. We share additional earnings through an extra bonus (terminal bonus), if any declared at the end of the plan term
- Plan your future needs by deciding exactly when you need the assured amount - anytime between 10 - 25 years.
- Accumulate your savings systematically, through regular premium contributions based on your income and needs.
- The plan offers a life cover of one, two and three times the sum assured, through our Classic, Silver

and Gold Options respectively. The sum assured along with simple reversionary bonus and terminal bonus, if any will be paid at the end of the plan term.

- Under Section 80C you can enjoy tax benefits on the premium you invest. You can also get tax benefits on the benefits you receive at maturity of your plan, under Section 10(10D).

Risk Factors

- The simple bonus to be declared every financial year end depends upon the surplus generated under this and similar kind of product.
- The bonus rate may vary from time to time.

1. What is the IndiaFirst Maha Jeevan Plan?

IndiaFirst Maha Jeevan Plan is a non linked, with profit, savings plan. Under this plan, you can choose how much you would like to insure yourself based on your premium. We suggest you make sure this amount is what your family needs to avoid cash flow problems in case of the unfortunate demise of the life assured. Hence we offer you with three options to suit your individual needs.

Plan Options	Life Cover Amount
Classic	Sum Assured
Silver	Sum Assured X 2
Gold	Sum Assured X 3

You can choose any of the above options at inception, by indicating your choice on the proposal form.

2. What is the term of the plan?

This is a regular premium plan with the option of choosing a 10 to 25 year plan term.

3. Who are the people involved in the plan?

This plan may include the 'Life Assured', the 'Policyholder', the 'Nominee' and the 'Appointee'.

Who is a Life Assured'?

Life assured is the person, on whose life the plan depends. Death Benefit start immediately on the Plan start date. On the life assured's death, the benefit is paid and the plan ends. Any Indian citizen can be the life assured, as long as -

Minimum age at the time of applying for the plan	5 years as on the last birthday
Maximum age at the time of applying for the plan	65 years as on the last birthday
Minimum age at end of the plan term	18 years as on the last birthday
Maximum age at end of the plan term	75 years as on the last birthday

Who is a Policyholder?

A policyholder is the person who holds the plan. The policyholder may or may not be the life assured. In case the life assured is a minor, policyholder will be either of the parents. You must be at least 18 years as on your last birthday at the time of applying for the plan, to be a policyholder.

Who is a nominee?

A nominee is the person who receives the death benefit in case of the unfortunate event of life assured's death. The nominee is appointed by you, the policyholder. The nominee can even be a minor (i.e. below 18 years of age).

Who is an appointee?

An appointee is the person whom you may nominate in case your nominee is a minor. The appointee receives the policy money on behalf of the nominee in case of the unfortunate demise of the Life Assured while the nominee is a minor.

4. What are the premium paying modes available?

You may pay your premium monthly, six monthly or yearly.

5. How much can you invest?

Premium Paying Mode	Minimum Premium under all options
Monthly	₹ 522
Six monthly	₹ 3,071
Yearly	₹ 6,000

The following premium frequency factors for monthly and six monthly plans will apply on the yearly premium to get instalment premium.

Premium Frequency	Factor To Be Applied To Yearly Premium
Monthly	0.0870
Six monthly	0.5119

6. What is the life cover under this plan?

The life cover is equal to the sum assured that you choose.

Sum Assured under all options	Limit
Minimum	₹ 50,000
Maximum	₹ 2,00,000,000

Life cover is single, double or triple sum assured based on your needs under our Silver and Gold options respectively.

For example:

Sum Assured chosen based on premium and age:
₹ 2,00,000

Plan option chosen: Silver

Death benefit under the IndiaFirst Maha Jeevan Plan - Silver Option: ₹ 4,00,000 (Sum Assured of ₹ 2,00,000 X 2) plus accrued bonus.

Maturity benefit is ₹ 2,00,000 plus accrued bonus plus terminal bonus if any.

7a. What happens in case of the life assured's demise?

A lump sum amount will be paid to the nominee in the unfortunate event of the life assured's demise. This will depend upon the type of option that you have chosen.

Type of Option	Lump sum Amount
Classic	Sum Assured + Simple reversionary bonus accumulated till death if any
Silver	(Sum Assured X 2) + Simple reversionary bonus accumulated till death if any
Gold	(Sum Assured X 3) + Simple reversionary bonus accumulated till death if any

7b. What happens in case of the policyholder demise if the life assured is minor?

As and when the life assured attains majority, the plan will vest on the life assured.

However, in case of death of the policyholder while the life assured is a minor, the following conditions will apply:

- The surviving parent or legal guardian who has insurable interest on the minor life will be the policyholder.
- In case there is no surviving parent or legal guardian then:
 - If the plan has not acquired a surrender value (within 3 years since inception), the plan terminates.
 - If the plan has acquired a surrender value (from fourth policy anniversary onwards), then the plan will continue as a paid-up plan and proceeds will be paid as per the plan terms and conditions.

8. What do you receive at the end of the plan term?

Under all the options the sum assured along with the simple reversionary bonus and terminal bonus, if any is paid at the end of the plan term.

The simple reversionary bonus, if any will be announced by us at the end of the financial year. The rate of the simple reversionary bonus may vary from time to time.

What is a simple reversionary bonus?

A simple reversionary bonus, if any, is a percentage of the sum assured declared by us. The rate of bonus or percentage of the sum assured is not fixed and may change from time to time.

What is a terminal bonus?

It is the bonus that may be announced by us at the end of the financial year. This bonus amount will be credited into the plan at the end of the plan term.

9. Tax benefits under this plan

Currently you are eligible for the below mentioned tax benefits. These are subject to change in tax laws from time to time. However, you are advised to consult your tax consultant.

Tax benefits on the premiums paid

You are eligible for tax deductions up to ₹1,00,000 on premiums paid under Section 80C of the Income Tax Act, 1961

Tax benefits on the maturity amount and withdrawals

You can get full tax benefits on the maturity amount and the withdrawal amounts under Section 10(10) D, of the Income Tax Act, 1961.

Death benefits

Death benefits are tax free under section 10(10) D of the Income Tax Act, 1961.

10. Your options if you miss paying your premiums

First three plan years

The plan does not acquire any value, if you stop paying your premium during the first three plan years. We offer a two year revival period during which you can revive your plan. No benefits will be payable during this period.

Fourth plan year onwards

The plan acquires a guaranteed paid up value, if you stop paying your premiums after three full years. The

paid up value under all the options will be the proportional sum assured plus the accumulated bonus. We will pay the paid up value on the date of maturity or on death of the life assured before the maturity date. The plan stops participating in the profit once it becomes paid up.

The proportional sum assured is equal to –

$$\frac{\text{Sum Assured} \times \text{No. Of Premiums Paid}}{\text{Total Number of Premiums Payable}}$$

What are your options to revive the plan?

You may revive your plan within a specified period by –

- Simply paying the pending premium amount along with interest from the due date of first unpaid premium
- Begin the payment of premiums

You may revive your plan as long as you do it within two years from the due date of the first unpaid premium but before the maturity date. No benefits will be payable during this period other than the paid up value, if any, in the event of death. The revival is subject to satisfactory medical and financial underwriting. If you do not revive your plan by the end of the revival period and if you have paid your regular premiums for less than three years, then the plan does not acquire any paid up value and the plan terminates.

11. Is there a grace period for missed premiums?

We provide you a grace period of 15 days for payment of all premiums under the monthly mode and a period of 30 days for payment of all premiums under the six monthly and yearly modes. This period starts from the due date of each premium payment. All your plan benefits continue during this grace period.

12. Can you surrender your plan?

Yes. While we do not encourage you to surrender your plan, you may choose to surrender the same for immediate cash requirement in case of an emergency any time after the payment of three full premiums.

The amount payable on surrender will be higher of the Guaranteed Surrender Value (GSV) and Special Surrender Value (SSV).

The GSV is –

30% of total premium paid

Less: i. First year premium

ii. Extra premium and rider premium, if any.

The SSV is

$$\text{Paid up value} \times \text{SSV factor at the time of surrender}$$

The SSV factor will be determined by us from time to time.

13. Is service tax applicable? If yes, who bears it?

Yes. The service tax will have to be borne by you, the policyholder.

14. Can you cancel your plan?

Yes, you may cancel your plan if you disagree with any of the terms and conditions within the first 15 days (free look period) of the receipt of your plan document. You can return the plan to us, while stating your specific objections.

Do you get any refund when you cancel your plan?

Yes. We will refund an amount equal to the –

Premium paid

- Less: i. Pro-rata premium for the time the plan was in force
- ii. Any stamp duty paid
- iii. Expenses incurred on medical examination, if any

15. Can you avail of a loan under this plan?

Yes, you may benefit from a loan facility under this plan.

The amount of the loan that you may avail at any point of time will depend on the surrender value. You may avail of a loan amount up to 90% of the available surrender value. The minimum loan amount should

be ₹1,000. As and when the outstanding loan principal along with interest exceeds the surrender value, the plan will be compulsorily surrendered. The outstanding loan along with interest will be recovered from the surrender proceeds and the plan will terminate. In case of unfortunate demise of the life assured, maturity or surrender, any outstanding loan principal along with interest will be recovered before making the payout.

16. What happens in case the life assured commits suicide?

There will be no death benefit payable, if the life assured commits suicide within 12 months from the date of risk commencement. This is irrespective of whether the life assured, was sane or insane at the time of death.

If the life assured commits suicide within 12 months from the date of revival/ re-instatement, the benefit payable will be equal to the surrender value provided the premium has been paid for three full years.

17. You are prohibited from accepting rebate in any form

Prohibition of Rebate: Section 41 of the Insurance Act, 1938 states

- No person shall allow or offer to allow, either directly or indirectly, as an inducement to any person to take out 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. Provided that acceptance by an insurance agent of commission in connection with a policy of life insurance taken out by himself on his own life shall not be deemed to be acceptance of a rebate of premium within the meaning of this sub

section if at the time of such acceptance the insurance agent satisfies the prescribed conditions establishing that he is a bona fide insurance agent employed by the insurer.

- Any person making default in complying with the provisions of this section shall be punishable with a fine which may extend to five hundred rupees.

18. What happens in case of submission of information which is false or incorrect?

Indisputability Clause: Section 45 of the Insurance Act, 1938 states

- No policy of Life Insurance shall, after the expiry of two years from the date on which it was effected, be called in question by an Insurer on the ground that a statement made in the proposal for insurance or any report of a medical officer or referee or friend of the Insurer or in any other document leading to the issue of the Policy, was inaccurate or false, unless the insurer shows such statement was on material matter or suppressed facts which it was material to disclose and that it was fraudulently made by the policy holder and that the policy holder knew at the time of making it that the statement was false or that it suppressed facts which it was material to disclose. Provided that nothing in this section shall prevent the insurer from calling for proof of age at any time if he is entitled to do so, and no policy shall be deemed to be called in question merely because the terms and conditions of the policy are adjusted on subsequent proof that the age of the life assured was incorrectly stated in the proposal.

19. About IndiaFirst Life Insurance

IndiaFirst Life Insurance Company is a joint venture between Bank of Baroda, Andhra Bank and Legal and General (UK).

Bank of Baroda is one of the largest public sector banks in the country with an enviable network of over 3050 branches that spreads across the geography of India and over 70 branches across 22 countries globally. This behemoth financial institution is over

100 years old and has been built on financial prudence, corporate governance and most importantly - the trust of valuable customers like you.

Andhra Bank has been serving the Indian customer for over 85 years and currently has a network of over 1557 branches. The bank has developed best in class deposit and lending schemes for its valued customers.

Both the banks are nationalized and provide best in class products and services to every Indian citizen.

Legal & General is one of UK's leading financial institutions with a heritage of over 150 years. It provides life assurance, pensions, investments and general insurance plans to over 5.5 million customers across UK. It brings rich fund management and insurance experience to India.

The table below gives the indicative standard annual premium amount (exclusive of service tax) per ₹100,000 of sum assured for males under Classic option:

Age/Term	10	15	20	25
20	10,517	6,758	4,779	3,597
30	10,530	6,783	4,820	3,662
40	10,623	6,914	4,999	3,898
50	10,920	7,304	5,493	4,538
60	11,642	8,309	-	-

* please note that the minimum annual premium is ₹ 6,000.

For female lives above 18 years, an age set-back of 3 years will be applied subject to the condition that the applicable rate will not be lower than the male rate at age 18 years.

The following table gives an example under IndiaFirst Maha Jeevan Plan (Classic) which shows the benefits under a policy with 20 year plan term and sum assured of ₹ 500,000 on death or maturity based on certain assumed simple bonus rates*.

Plan Year	Sum Assured	Assumed Bonus Rate @ 1% p.a.		Assumed Bonus Rate @ 3% p.a.		Assumed Bonus Rate @ 5% p.a.	
		Death Benefit	Maturity Benefit	Death Benefit	Maturity Benefit	Death Benefit	Maturity Benefit
1	500000	505,000	-	515,000	-	525,000	-
5	500000	525,000	-	575,000	-	625,000	-
10	500000	550,000	-	650,000	-	750,000	-
15	500000	575,000	-	725,000	-	875,000	-
20	500000	600,000	600,000	800,000	800,000	1,000,000	1,000,000

Bonus rates are not guaranteed but the sum assured is guaranteed at death or maturity. Bonus rate may vary from year to year depending upon the performance of the company

The Sales Brochure is consistent with the product features filed with the Authority.

Tax benefits are subject to change in law from time to time.

Insurance is the subject matter of the Solicitation

Product UIN No: 143N018V01

Address of IndiaFirst Life Insurance Company Limited : 3rd floor, B Wing, The Qube, Infinity Park, Dindoshi-Flimcity Road, Malad (E), Mumbai-400097.

Registered Address: C-26, 9th floor, G Block, Bandra-Kurla Complex, Bandra (E), Mumbai -400051.

Website: www.indiafirstlife.com

Registration No: 143

Toll Free No.:1800 209 8700

SMS No: <FIRST> to 56677, SMS charges apply

Advt. Ref. No.: SB0020

A Joint Venture of

