

Annexure B: List of Ombudsman

Office of the Ombudsman	Contact Details	Areas of Jurisdiction
Ahmedabad	Office of the Insurance Ombudsman 2nd floor, Ambica House, Nr. C. U. Shah College, 5 Navyug Colony, Ashram Road, Ahmedabad – 380014. Tel.: 079-27546150 Fax:079-27546142 E-mail: insombahd@rediffmail.com	Gujarat , UT of Dadra & Nagar Haveli, Daman and Diu
Bhopal	Office of the Insurance Ombudsman JanakVihar Complex, 2nd floor, Malviya Nagar, Bhopal. Tel.: 0755-2769201/02 Fax: 0755-769203 E-mail: bimalokpalbhopal@airtelbroadband.in	Madhya Pradesh & Chhattisgarh
Bhubaneswar	Office of the Insurance Ombudsman 62, Forest Park Bhubaneswar – 751 009. Tel.: 0674-2596461 (Direct) Secretary No.: 0674-2596455, Tele Fax: 0674-2596429 E-mail: ioobbsr@dataone.in	Orissa
Chandigarh	Office of the Insurance Ombudsman S.C.O. No. 101,102 & 103, 2nd floor, Batra Building, Sector 17-D, Chandigarh – 160 017. Tel.: 0172-2706196 Fax: 0172-2708274 E-mail: ombchd@yahoo.co.in	Punjab , Haryana, Himachal Pradesh, Jammu&Kashmir , UT of Chandigarh
Chennai	Office of the Insurance Ombudsman Fatima Akhtar Court, 4th floor, 453 (old 312) Anna Salai, Teynampet, Chennai – 600 018. Tel.: 044-24333678 Fax: 044-24333664 E-mail: insombud@md4.vsnl.net.in	Tamil Nadu, UT– Pondicherry Town and Karaikal (which are part of UT of Pondicherry)
New Delhi	Office of the Insurance Ombudsman 2/2 A, Universal Insurance Bldg., Asaf Ali Road, New Delhi – 110 002. Tel.: 011-23239611 Fax: 011-23230858 E-mail: jobdelrai@rediffmail.com	Delhi & Rajasthan
Guwahati	Office of the Insurance Ombudsman Jeevan Nivesh, 5th floor, Nr. Panbazar Overbridge, S.S. Road, Guwahati – 781 001. Tel.: 0361-2131307 Fax: 0361-2732937 E-mail: omb_ghy@sify.com	Assam , Meghalaya, Manipur, Mizoram, Arunachal Pradesh, Nagaland and Tripura
Hyderabad	Office of the Insurance Ombudsman 6-2-46, 1st fl, Moin Court Lane Opp. Saleem Function Palace, A.C. Guards, Lakdi-Ka-Pool, Hyderabad – 004. Tel.: 040-23325325 Fax: 040-23376599 E-mail: hyd2_insombud@sancharnet.in	Andhra Pradesh, Karnataka and UT of Yanam – a part of the UT of Pondicherry
Ernakulam	Office of the Insurance Ombudsman 2nd Floor, CC27/2603, Pulinat Building, Opp. Cochin Shipyard, M.G. Road, Ernakulam – 682 015. Tel.: 0484-2358734 Fax: 0484-2359336 E-mail: lokochi@asianetglobal.com	Kerala , UT of (a) Lakshadweep , (b) Mahe – a part of UT of Pondicherry
Kolkata	Office of the Insurance Ombudsman North British Bldg., 29, N.S. Road, 3rd floor, Kolkata – 700 001. Tel.: 033-22134869 Fax: 033-22134868 E-mail : iombkol@vsnl.net	West Bengal , Bihar , Jharkhand and UT of Andaman&Nicobar Islands , Sikkim
Lucknow	Office of the Insurance Ombudsman Jeevan Bhawan, Phase 2, 6th floor, Nawal Kishore Road, Hazratganj, Lucknow – 226 001. Tel.: 0522-2201188 Fax: 0522-2231310 E-mail: ioblko@sancharnet.in	Uttar Pradesh and Uttaranchal
Mumbai	Office of the Insurance Ombudsman JeevanSevaAnnexe, 3rd floor, S.V. Road, Santacruz (W), Mumbai – 400 054. PBX: 022-26106928 Fax: 022-26106052 E-mail: ombudsman@vsnl.net	Maharashtra , Goa

Endorsements (if any)

A written communication giving reasons of either redressing or rejecting the complaint will be sent within **14** days of receipt of the complaint.

In case you are not satisfied with our resolution provided or have not received any response within 14 days, you may email us at grievance.redressal@indiafirstlife.com or write to our 'Grievance Officer' at the above mentioned address.

An acknowledgment to all complaints received will be sent within 3 working days of receipt of the complaint/grievance.

In case however, you are not satisfied with our decision/ resolution, you may approach the nearest Ombudsman from the list of Ombudsman mentioned in Annexure B below if your grievance pertains to

- An insurance claim that has been rejected or dispute of a claim on legal construction of the Plan
- Delay in settlement of claim
- Dispute with regard to premium
- Non receipt of your insurance document

The complaint should be made in writing duly signed by the complainant or by his legal heirs with full details of the complaint and the contact information of complainant. As per provision 13(3) of the Redressal of Public Grievances Rules 1998, the complaint to the Ombudsman can be made -

- Only if the grievance has been rejected by Our Grievance Redressal Machinery (Customer Care Executive)
- Within a period of one year from the date of rejection by us
- If it is not simultaneously under any litigation

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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 bonafide 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.

Making Untrue/ Incorrect Statements or Withholding Information

If you or the Life Assured or the Nominee or any one acting on your or their behalf advances any claim knowing the claim to be false, dishonest or fraudulent, then this Plan will be void and any amounts paid or potentially payable under the Plan will be forfeited.

False Disclosure about Age

The Life Assured's Age has been admitted on the basis of the declaration made by the Life Assured/proposer in the Application Form and/ or in any statement or declaration to the application Form based on which this Plan has been issued. If the Life Assured's Age is found to be different from that declared, we may, at any time during the Plan Term, adjust the Premiums or any benefits applicable under the Plan as we deem fit. If the Life Assured's Age at the Date of Commencement is found to be higher than the maximum, or lower than the minimum entry Age that was permissible under the Plan at the time of its issue, the Plan will be void abeat our option.

10. General Conditions

Our rights to review, revise, delete or alter the terms and conditions of the Plan

We may review, revise, delete and/ or alter any of the terms and conditions of the Plan with the prior approval of the Regulatory Authority by sending you prior written notice of 30 days.

What happens in case of loss of a Plan document?

If the Plan document is lost or misplaced, you will give us a written request stating the fact and the reason of the loss. We will issue you a duplicate Plan document if we are satisfied that the Plan document is lost. On the issue of the duplicate Plan document, the original Plan document immediately and automatically ceases to have any validity.

You agree to indemnify us and hold us free and harmless from any costs, expenses, claims, awards or judgments arising out of or in relation to the original Plan document.

Issuing Notices

We also have the discretion to issue either individual notices to you or publish general notices on our website.

11. Governing Laws and Jurisdiction

All claims, disputes or differences arising under or in connection with this Plan will be governed by and construed in accordance with Indian law and determined by the Indian Courts.

12. Grievance Redressal

You may contact us at any of the following touch points in case of any grievance or complaint.

Customer Care

301, B Wing, The Qube, Infinity IT Park, Dindoshi- Film city Road, Malad (East), Mumbai – 400097

Contact No.: 1800 209 8700

Email Id: customer.first@indiafirstlife.com

Definitions

Below are some words/ expressions used in this Plan along with their meaning for your easy reference.

Word/ Expression	Meaning
Age	Age of the Life Assured as on his/her last birthday
Application Form	The proposal form completed and submitted by you, based on which we have issued this Plan to you
Appointee	The person who receives the proceeds or the benefits under the Plan when the Nominee is less than 18 years of Age
Date of Risk Commencement	The date from which the Death Benefit is activated under the Plan as specified in the Plan Schedule
Death Benefit	The amount which is payable on the Life Assured's death
Grace Period	30 days from Premium due date for yearly and six monthly mode Plan and 15 days from Premium due date for monthly mode Plan
Life Assured	The person named in the Plan Schedule and, on whose life the Plan depends. On the death of the Life Assured, the benefit is paid out by us and the Plan ends.
Maturity Benefit	The amount payable to you on the Plan Maturity Date
Nominee	The person nominated by you to receive the Death Benefit
Plan Commencement Date	The date on which the Plan starts as shown in the Plan Schedule in Annexure A
Plan	This IndiaFirst Simple Benefit Plan which includes this Plan wording (as maybe changed/ modified from time to time), the Application Form, Annexure, the Plan Schedule and any tables which form a part of this Plan. The Plan is the entire contract of insurance between you and us.
Plan Maturity Date	The date on which the Plan Term expires as specified in the Plan Schedule
Plan Term	The period which starts on the Plan Commencement Date and ends on the Plan Maturity Date as specified in the Plan Schedule
Plan Year	A period of 12 consecutive months commencing from the Plan Commencement Date and ending on the day immediately preceding its annual anniversary and each subsequent period of 12 consecutive months there after during the Plan Term. Example: If the Plan Commencement Date is 1 st April, 2012 the first Plan Year will be 1 st April, 2012 to 31 st March, 2013.
Premium Paying Term	The number of years, during which you will pay the Regular Premium as specified in the Plan Schedule

Paid up value X the SSV factor at the time of surrender The SSV factor will be determined by us from time to time.

8. Making a claim

Steps to be followed for making a claim

You or your Nominee or legal heir need to send us all the details in writing at the time of claim. We will then process the claim in accordance with the terms and conditions of the Plan.

Documents to be submitted at the time of making a claim

- The original Plan document
- Claimant's statement, Claim Intimation Report
- Claimants ID and address proof
- Copies of First Information Report (FIR), Post Mortem Report, Panchama Report duly attested by police officials, in case of unnatural deaths including accidents etc.
- Death certificate issued by the local health and medical authority
- Age proof
- Any other document or information as may be required by us for processing the claim depending on the cause or nature of the claim

The above documents are essential for settling your claim.

Payment of benefits in India Rupees

All benefits and other sums under this Plan will be payable in India and in Indian Rupees.

9. Disclosures

Misrepresentation/ Fraudulent disclosures

In issuing this Plan, we have relied on the truth, accuracy and completeness of information provided in the Application Form and the statements and declarations made by you which form a part of and are the basis of this Plan. If the information provided is found to be incorrect, the Plan will become void and the Premium amount after deduction of any payouts will be refunded to you.

Provisions of Section 45, Insurance Act, 1938

The Plan is subject to the provisions of Section 45 of the Insurance Act 1938 which states as follows

- 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.

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

does not acquire a paid-up value and no benefit will be paid.

If you do not revive your Plan by the end of the revival period and if you have paid your Regular Premiums for first 3 plan years, the Plan acquires a paid up value. The paid up value will be paid at the time of maturity or death, if earlier.

5. Loan

Loan benefits under the Plan

You may avail of a loan under this Plan. The amount of the loan that you can avail at any point of time will depend on the Surrender Value. You may avail of a loan up to 90% of the available Surrender Value. The minimum loan amount should be Rs.1,000. The loan interest will be decided by us and will be subject to change from time to time

As and when the outstanding loan principal along with interest exceeds the Surrender Value for paid-up policies under the Plan, the –

- Plan will be compulsorily surrendered
- Outstanding loan principal along with interest will be recovered from the surrender proceeds
- Plan will terminate
- This will not be applicable in case where you are regularly paying your premiums.

In case of death, maturity or surrender, the outstanding loan principal along with interest will be deducted from the Plan proceeds before making any payment.

6. Assignment

Assignment of the Plan

You may assign the Plan in any one of the following ways -

- By making an endorsement on the Plan itself, or
 - By assignment through a separate instrument
- In either case, you need to give us a written request of the assignment.

Assignment and Death Benefit

If the Plan is assigned, the assignee will receive the Death Benefit.

Our liability in an assignment

In accepting or recording an assignment, we do not accept any responsibility or express any opinion as to its validity or legal effect.

7. Surrendering your Plan

Can you surrender your Plan?

Yes. You have the flexibility to surrender your Plan. However, to ensure your savings accumulates as planned, it is ideal that you should not break the flow of savings unless you have some urgent and unforeseen need for money.

The Plan may be surrendered for immediate cash any time if you have paid at least three full year's 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. Any extra premium and rider premium paid, if any

The SSV is –

Simple Reversionary Bonus	Is a bonus declared by us at the end of every financial year. This is a percentage of the Sum Assured and is payable on Plan Maturity or earlier death as applicable. The rate of bonus or percentage of the Sum Assured is not fixed and may change from time to time. However, once declared or credited it is then guaranteed.
Sum Assured	The amount specified in the Plan Schedule
Surrender	Terminating or canceling the Plan prior to the Plan Maturity Date. Surrender Value is calculated as per point no.7
Terminal Bonus	An additional bonus, if any, paid at maturity
We, Us or Our	IndiaFirst Life Insurance Company Limited
You or Your	The person named as the Policyholder in the Plan Schedule. You may or may not be the Life Assured.

Executive Summary

Key Features

- Guaranteed Death Benefit as mentioned in the Plan Schedule plus Simple Reversionary Bonus declared till death, if any
- Maturity Benefit is the Sum Assured plus Simple Reversionary Bonus declared till maturity plus Terminal Bonus, if any.
- Easy access to your money during any emergency by availing loan of up to 90% of surrender value
- Enjoy tax benefits on the premium you invest under Section 80(C) and maturity benefits under Section 10(10D), as per the Income Tax Act, 1961

Risk Factors

- The bonus rate may vary from time to time.
- Tax benefits may change from time to time. Please consult your financial advisor for further details.

Interpretation

This Plan is divided into numbered parts for ease of reference and reading only. Unless stated otherwise, these divisions and the corresponding headings do not limit the Plan or its interpretation in any way.

Words of one gender will include the other gender and the singular will include the plural and vice versa, unless the context otherwise requires.

1. About the IndiaFirst Simple Benefit Plan In a Nutshell

This Plan is a non-linked, participating endowment plan, which is available on a regular premium basis. The plan offers protection as well as an opportunity to save for the future through safe and secured investments.

Benefits are payable on maturity or in case of the Life Assured's unfortunate demise during the Plan Term. We will announce the Simple Reversionary Bonus every financial year end and the Terminal Bonus, if any will be paid at the end of the Plan Term.

Plan Termination

This Plan will terminate immediately and automatically on payment of the Death Benefit or the Maturity Benefit by us. Please also refer point no.7 for conditions relating to Surrendering the Plan.

Once the benefit payment is made under the Plan, we will be relieved and discharged from all our obligations under this Plan.

2. Benefits under the Plan

We will pay the following benefits under the scenarios/ circumstances described below during the Plan Term subject to the terms and conditions specified below.

Death Benefit

Who is paid the Death Benefit?

In the event of the Life Assured's death

We will pay the Death Benefit to the Nominee, in the unfortunate event of the Life Assured's death on or after the Date of Risk Commencement and before the Plan Maturity Date. If the plan is in force we will pay the Death Benefit to the Appointee if the Nominee is a minor.

How is the Death Benefit calculated?

The Death Benefit payable on the Life Assured's death, provided all the due premiums till death are paid, is the -

- Sum Assured mentioned in the Plan Schedule Plus
- i. Five times the annualized Standard Premium mentioned in the Plan Schedule plus
- ii. Simple Reversionary Bonuses declared up to the date of the Life Assured's death

When is the Death Benefit less than the Sum Assured?

If you have paid at least first 3 full year's premium but discontinue to pay future premiums and if the Life Assured dies before maturity the death benefit is the paid up value. Death Benefit may be less than the Sum Assured in any of the following occasions -

- If death has occurred when the Plan is in its paid-up stage
- If the Life Assured has any outstanding loan under this Plan at the time of death.

When is a Death Benefit claim not admitted?

The Plan will be void, if the Life Assured commits suicide within one year of the Date of Risk Commencement or Date of Reinstatement. In case of suicide within one year of reinstatement of the Plan, the benefit payable will be equal to the Surrender Value, provided the Premium has been paid for three full years.

Maturity Benefit

We will pay the Maturity Benefit to you on the Plan Maturity Date, if the Life Assured is alive and all premiums have been paid. Only the paid up value will be payable at the time of maturity if you have stopped paying premium the Plan has acquired a paid up status.

How is the Maturity Benefit calculated?

The Maturity Benefit is the –
Sum Assured Plus

- i. Simple Reversionary Bonuses declared up to the Plan Maturity Date
- ii. Terminal Bonus (if any) on the Plan Maturity Date

3. Nomination

Can you appoint a Nominee to receive the Death Benefit?

You may at any time during the Plan Term and while the Plan is in force, appoint a Nominee to receive the Death Benefit. If there is no Nominee or all Nominees have pre-deceased the Life Assured, the Death Benefit will be payable to your legal heirs or representatives.

If the Nominee is a minor

You can appoint an Appointee to receive the Death Benefit and to hold the Death Benefit until the Nominee attains 18 years of Age.

How is the nomination made or changed?

You may write to us to nominate or change a Nominee. The nomination or change will become effective only after we have accepted the nomination and changed the same in our records.

Our liability in a nomination

In accepting or recording a nomination or a change of Nominee, we do not accept any responsibility or express any opinion as to its validity or legality.

4. Missed Premiums and Lapsed Plan

Missing your Premiums

In case we do not receive payment of Regular Premiums on or before the due date -

- You have a Grace Period of 30 days for payment of Premium under six monthly and yearly mode, and 15 days for monthly mode
- During the Grace Period, the Nominee will receive the Death Benefit as per point no. 2 in the unfortunate event of the Life Assured's death, Due premium, if any, will be deducted from death benefit amount.

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/reinstate your Plan. No benefits will be payable on death or maturity if you do not revive/reinstate the Plan.

Fourth Plan year onwards

The Plan acquires a paid up value, if you have paid at least first three full year's premium the paid up

value will be the proportional Sum Assured plus the accumulated bonus till date of first unpaid premium. We will pay the paid up value on Plan Maturity or on the Life Assured's death before the maturity date. No bonus will accrue when the policy is in paid-up status.

The proportional Sum Assured is equal to –
 $\text{Sum Assured} \times \{(\text{No. of Premiums Paid}) / \text{Total Number of Premiums Payable}\}$

Revival or Reinstatement of Plan

We offer a two year revival period during which you may revive/reinstate your Plan. The paid up value, if any, will be paid if the Life Assured dies during this period. You may take the Surrender Value during this period.

What are your options to revive your Plan?

You may revive your Plan within the specified period by paying all the due Premiums along with interest as decided by the company from time to time.

You will need to submit a health declaration. In some cases we may need the Life Assured to undergo a medical examination, the cost of which will have to be borne by you.

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 Plan Maturity Date. Paid up value, if any, will be payable during this period. We will accept your request for revival 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 not paid your Regular Premiums for first 3 Plan years, the Plan