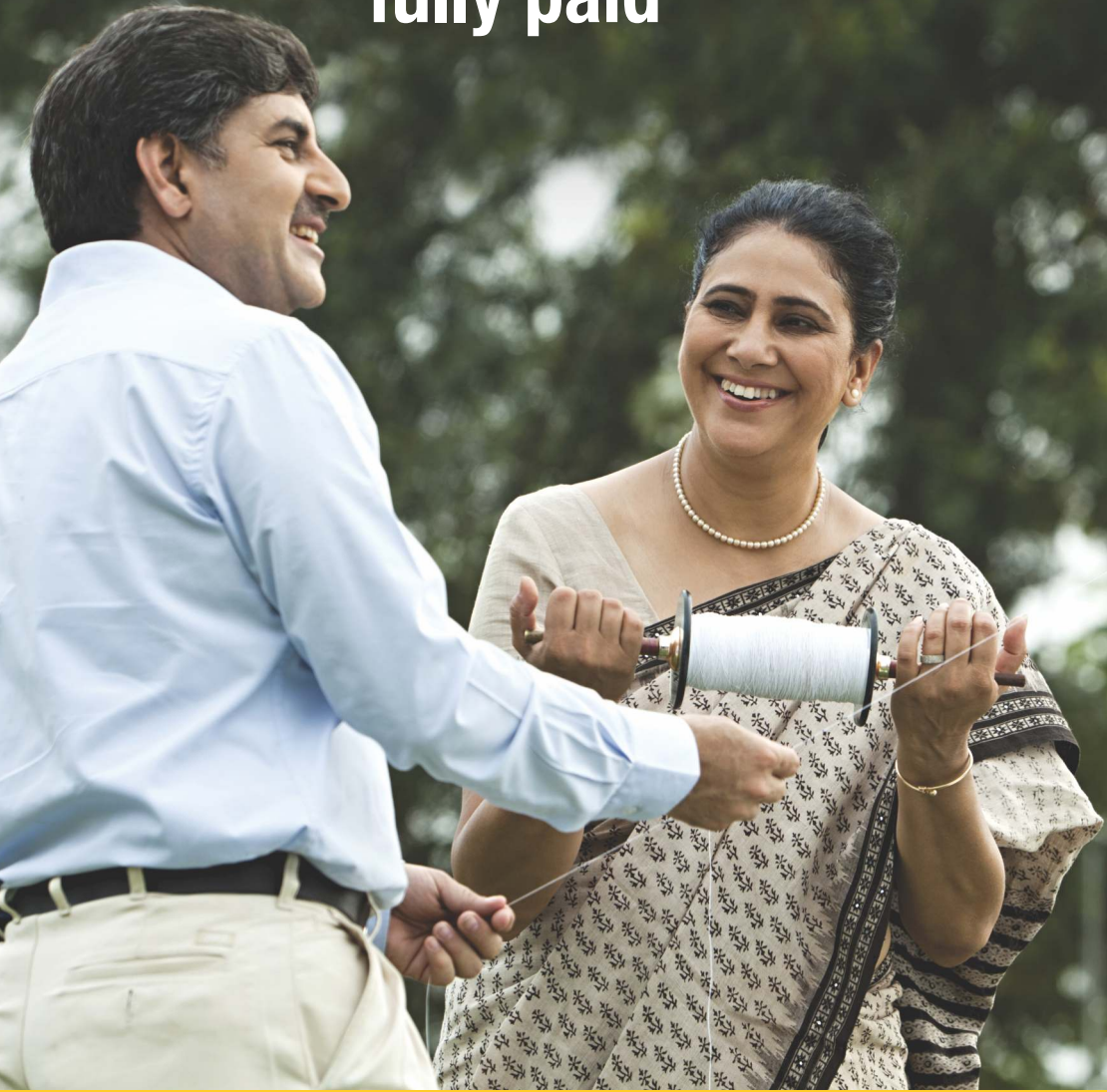


Worry-free retirement, fully paid



Birla Sun Life Insurance

Immediate Annuity Plan

Traditional, non-participating, single premium plan for regular income after retirement



Birla Sun Life
Insurance



Through your working years, you work hard and save money to ensure that you can lead a comfortable life after retirement. When you retire, while your regular source of income stops, your expenses don't. With increasing life expectancy and rising medical costs, the need to have an alternate income after retirement has become very important.

On retiring you would receive a lump sum amount from your employers like the Employee Provident Fund or from other forms of savings that you have made. You require a financial planning tool that allows you to club your other savings and lump sum payouts which you can convert into a regular income plan.

Presenting the BSLI Immediate Annuity Plan - a traditional, non-participating, single premium annuity plan that uses your savings to give you a regular income in your retirement years.

HOW DOES THE PLAN WORK

Step 1: Decide the amount of premium (lump sum amount) you want to pay to purchase the annuity, depending on the amount of regular income you wish to receive.

Step 2: Choose one of the 5 payout options as mentioned below.

Step 3: Choose your annuity payout mode: Monthly/Quarterly/Semi-annual/Annually.

Step 4: Choose how you would like to receive your annuity: Post dated cheques or direct credit to your bank account.

ELIGIBILITY REQUIREMENTS

- You must be at least 30 years old and not over 90 years of age.
- You must be able to purchase the annuity such that you can get a regular income of ₹1,000, ₹3,000, ₹6,000 or ₹12,000 for, monthly, quarterly, semi-annual and annual modes of annuity payment, respectively. There is no maximum limit on the purchase price.

KEY FEATURES OF THE BSLI IMMEDIATE ANNUITY PLAN

- Guaranteed income for your entire retired life
- Flexibility to choose from 5 different payout options to receive your annuity
- Convenient annuity payout modes - monthly, quarterly, semi-annually and annually from date of purchase
- No medical tests required to purchase this plan
- Tax benefits under Section 80CCC of the Income Tax Act, 1961

PAYOUT OPTIONS

- Option 1: Annuity payable for life at uniform rate. Upon the unfortunate death of the annuitant, the annuity payouts will cease.
- Option 2: Annuity payable for life with return of purchase price on death of annuitant
- Option 3: Annuity payable for the chosen term of 5/10/15/20 years is guaranteed and after that as long as annuitant is alive. In case of death of annuitant during chosen term, nominee will continue to receive the annuity for balance term.
- Option 4: Annuity payable for life at a simple increasing rate of 3% per annum. Upon the unfortunate death of the annuitant, the annuity payouts will cease.
- Option 5: Joint Life, Last Survivor where the annuity is first paid to the primary annuitant. After the death of the primary annuitant, the second annuitant (spouse) continues to receive the annuity. Upon the unfortunate death of the secondary annuitant, the annuity payouts will cease.

MORE INFORMATION

Surrender and Loan

The policy does not offer any surrender or loan facility.

Annuity Rates

The annuity rates are revised from time to time; applicable annuity rates can be seen on our website www.birlasunlife.com. Please ask for the latest annuity rate at the time of purchase of annuity. Once the annuity is purchased, the rates are guaranteed for the life of the annuitant.

Service Tax and other levies

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

Nomination

In case, you, the policyholder choose an option where nomination is applicable, you need to nominate a person who shall be entitled to receive any benefits payable as the case may be. This nomination shall be in accordance with Section 39 of the Insurance Act, 1938.

Free-Look Period

You will have the right to return your policy to us within 15 days (30 days in case the policy issued under the provisions of IRDA Guidelines on Distance Marketing (1) of Insurance products) from the date of receipt of the policy. We refund the premium paid once we receive your written notice of cancellation (along with reasons thereof) together with the original policy documents. Depending on our then current administration rules, we may reduce the amount of the refund by expenditures incurred by us in issuing your policy and in accordance to IRDA (Protection of Policyholders Interest) Regulations, 2002.

Free-look period will not be applicable for transfer of purchase price for this policy from any existing deferred pension plan.

(1) Distance Marketing includes every activity of solicitation (including lead generation) and sale of insurance products through voice mode, SMS electronic mode, physical mode (like postal mail) or any other means of communication other than in person.



TERMS AND CONDITIONS

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 punishable with a fine which may extend to five hundred rupees.

Suicide

If the life insured under this policy dies by suicide, whether medically sane or insane, within one year after the policy issue date, we will pay the applicable death benefit as explained earlier.

Non-Disclosure - Section 45 of the Insurance Act, 1938

No policy of life insurance effected after the coming into force of this Act 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 statement made in the proposal or in any report of a medical officer, or referee, or friend of the life insured, or in any other document leading to the issue of the policy, was inaccurate or false, unless the insurer shows that such statement was on a material matter or suppressed facts which it was material to disclose and that it was fraudulently made by the policyholder and that the policyholder 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 of the policy are adjusted on subsequent proof that the age of the life insured was incorrectly stated in the application.

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 over two million policy holders and has attained recognition as the 3rd Most Trusted Life Insurance Company in the 'Most Trusted Brands' survey, 2013 conducted by Brand Equity (The Economic Times Group) with Nielsen. 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 500 cities through its network of over 540 branches, more than 1,05,000 empanelled advisors and over 150 partnerships with corporate agents, brokers and banks. Birla Sun Life Insurance has total assets under management of ₹24,775 Crores and a robust capital base of over ₹2,170 Crores as on 31st March, 2014. For more information, please visit 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 ₹6,640 Crore (USD 1.1 billion) and earnings before tax at ₹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 and 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 organisation 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 March 31, 2014, the Sun Life Financial group of companies had total assets under management of USD 671 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

BSLI Immediate Annuity Plan is a long-term financial vehicle designed for retirement purpose, by Birla Sun Life Insurance Company Limited (BSLI). This is a non-participating, non linked, traditional annuity plan. Service Tax and Education Cess and any other applicable taxes will be added (extra) to your premium and levied as per extant tax laws. This brochure contains only the salient features of the plan. For further details please refer to the policy contract. Tax benefits are subject to changes in the tax laws. Annuity payouts are taxable as per extant tax laws. For more details and clarifications, 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.**

IRDA clarifies to public that IRDA or its officials do not involve in activities like sale of any kind of insurance or financial products nor invest premiums. IRDA does not announce any bonus. Public receiving such phone calls are requested to lodge a police complaint along with details of phone call 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



Birla Sun Life
Insurance

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Registration No. 109 Unique No. 109N083V02 ADV/8/14-15/7309 VER1/AUG/2014