



# More flexibility to secure life's important goals.



Start your own business



Plan for your retirement



Save for your child's future

Birla Sun Life Insurance

## Vision Endowment Plus Plan

A traditional participating life insurance plan



**Birla Sun Life**  
Insurance



In our life when there is so much uncertainty around us, there's nothing more reassuring than knowing that not only is your money safe, but also that you will get more than what you have invested. With the return of premium along with accrued bonuses on maturity and protecting your family's financial security, this plan offers you the best of both worlds.

So by investing in **BSLI Vision Endowment Plus Plan**, your investment can go a long way in building a safe and financially sound future for your family, today as well as in the years to come.

## PLAN AT A GLANCE

BSLI Vision Endowment Plus Plan is suitable for you, if your key objective is secured savings and providing your family with comprehensive financial protection for longer durations.

### The BSLI Vision Endowment Plus Plan offers:

- **Growth in your savings** – Augment your savings with accrued regular bonuses starting from the first policy year.
- **Safety of your loved ones** – Comprehensive financial protection of your family which can be enhanced by choosing death benefit Option A or B

## Eligibility Criterion

Entry Age (age last birthday)	30 days* – 60 years (subject to maximum maturity age of 70 years )
Policy Term	10 – 40 years
Premium Paying Term	7, 10, 15, 20 years, Regular Pay
Minimum Sum Assured	₹1,00,000
Minimum Premium	₹7,000 p.a.
Premium Frequency	Annual, Semi-annual, Quarterly and Monthly

\* risk commences when the life insured attains age 1

Your premium will depend on the amount of the Sum Assured you select. For easy reference, your Sum Assured is banded as follows:

Sum Assured Band*	Band 1	Band 2	Band 3	Band 4
Sum Assured (₹)	1,00,000 to 1,99,999	2,00,000 to 3,99,999	4,00,000 to 7,99,999	8,00,000 +

**Regular bonus** – BSLI will declare simple reversionary bonuses regularly at the end of each financial year and that will be added to your policy on its policy anniversary. Bonuses once attached to the policy are payable along with the interim bonuses, as applicable on maturity or surrender or death, if earlier. In case of surrender, the surrender value of the attached bonuses will be payable. The regular bonus rate declared by BSLI may vary from year to year and will depend on the actual experience regarding various factors and the prevailing economic conditions. Future bonuses are however not guaranteed and will depend upon the future profits of the participating business.

**Terminal bonus** – BSLI may also pay a terminal bonus on maturity, surrender or death, if earlier, based on the actual experience and prevailing economic conditions.

## YOUR BENEFITS

### Death Benefit

In the unfortunate event of the death of the life insured during the policy term, the death benefit payable to the nominee shall be

- Sum Assured on Death; **plus**
- Accrued regular bonuses as of date of death; **plus**
- Terminal bonus (if any)

**Option A** - Sum Assured on Death is a maximum of 100% of Sum Assured or Maturity Sum Assured<sup>(1)</sup> or 10 times the annual premium payable.

**Option B** - Sum Assured on Death is maximum of 150% of Sum Assured or Maturity Sum Assured<sup>(1)</sup> or 10 times the annual premium payable.

The death benefit will be subject to a minimum of 105% of total premiums paid to date excluding service tax, any applicable rider premiums and underwriting extras, if any.

In case where the death of the Life Insured takes place before the life insured attains the age of one year, only the premiums paid to date (excluding service tax) shall be payable as the death benefit.

In case of death of the life insured, if the life insured is different from the policyholder, the policyholder will receive the death benefit. The policy shall be terminated once the death benefit is paid.

### **Maturity Benefit**

In the event that the life insured survives till the end of the policy term, we shall pay to you:

- Maturity Sum Assured<sup>(1)</sup>; **plus**
- Accrued bonuses till date; **plus**
- Terminal bonus (if any)

The policy shall be terminated once the maturity benefit is paid.

<sup>(1)</sup> where Maturity Sum Assured is the sum of all premiums payable excluding service tax and cess, any applicable rider premiums and underwriting extra (if any).

### **Rider Information**

For added protection, you can enhance your insurance coverage during the policy term by adding following riders for a nominal extra cost.

- BSLI Accidental Death and Disability Rider (UIN: 109B018V03)
- BSLI Critical Illness Rider (UIN: 109B019V03)
- BSLI Surgical Care Rider (UIN: 109B015V03)
- BSLI Hospital Care Rider (UIN: 109B016V03)
- BSLI Waiver of Premium Rider (UIN: 109B017V02)
- BSLI Accidental Death Benefit Rider Plus (UIN: 109B023V01)

Please refer to the detailed brochures on riders, consult your financial advisor or visit our website for further details.

### **Reduced Paid-up Benefits**

If you discontinue paying premiums after having paid for at least three full policy years (two full policy years for 7 year pay term), your policy will not lapse but will continue on a Reduced Paid-Up basis. Under Reduced Paid-Up, your Sum Assured, Sum Assured on Death and Maturity Sum Assured shall be reduced in proportion to the premiums actually paid to the total premiums payable during the premium-paying term. Your accrued regular bonuses to the date of premium discontinuance will not be reduced; however any bonus payable in the year of

premium discontinuance shall be reduced proportionately to the unpaid premiums in that policy year. There will be no further accrual of bonuses in the policy. Reduced Sum Assured on Death and accrued bonuses shall be payable on death of the life insured. On maturity, Reduced Maturity Sum Assured plus accrued bonuses shall be paid.

## YOUR BENEFITS ILLUSTRATION

Some benefits are guaranteed and some benefits are variable with bonuses based on the future performance of the participating business and economic conditions. If your policy offers guaranteed returns then these will be clearly marked “guaranteed” in the illustration table on this page. If your policy offers variable returns then the illustrations on this page will show two different rates of assumed future investment returns. These assumed rates of return are not guaranteed and they are not the upper or lower limits of what you might get back as the value of your policy is dependent on a number of factors including future performance of the participating business. In the illustration below, the Sum Assured is fully guaranteed. The total death benefit is not guaranteed and is determined using assumed future investment returns of 4% and 8% as set by the Life Insurance Council.

Entry Age : 35 years  
 Gender : Male  
 Policy Term : 20 years  
 Sum Assured : ₹2,50,000

Annual Premium : ₹17,509  
 Premium Paying Term : 10 years  
 Payment Frequency : Yearly  
 Death Benefit : Option A

Policy Year End	Premiums Paid to Date	Guaranteed		Total			
		Death Benefit	Maturity Benefit	Death Benefit		Maturity Benefit	
				at 4% p.a.	at 8% p.a.	at 4% p.a.	at 8% p.a.
1	17,509	2,50,000		2,52,375	2,61,500		
2	35,017	2,50,000		2,54,750	2,73,000		
3	52,526	2,50,000		2,57,125	2,84,500		
4	70,034	2,50,000		2,59,500	2,96,000		
5	87,543	2,50,000		2,61,875	3,07,500		
6	1,05,051	2,50,000		2,64,250	3,19,000		
7	1,22,560	2,50,000		2,66,625	3,30,500		
8	1,40,068	2,50,000		2,69,000	3,42,000		
9	1,57,577	2,50,000		2,71,375	3,53,500		
10	1,75,085	2,50,000		2,73,750	3,65,000		
15	1,75,085	2,50,000		2,85,625	4,22,500		
20	1,75,085	2,50,000	1,75,085	2,97,500	4,80,000	2,22,585	4,05,085

Service tax and education cess and any other applicable taxes will be added to your premium and levied as per extant tax laws.

Entry Age : 35 years  
 Gender : Male  
 Policy Term : 20 years  
 Sum Assured : ₹2,50,000

Annual Premium : ₹18,131  
 Premium Paying Term : 10 years  
 Payment Frequency : Yearly  
 Death Benefit : Option B

Policy Year End	Premiums Paid to Date	Guaranteed		Total			
		Death Benefit	Maturity Benefit	Death Benefit		Maturity Benefit	
				at 4% p.a.	at 8% p.a.	at 4% p.a.	at 8% p.a.
1	18,131	3,75,000		3,77,375	3,86,500		
2	36,262	3,75,000		3,79,750	3,98,000		
3	54,392	3,75,000		3,82,125	4,09,500		
4	72,523	3,75,000		3,84,500	4,21,000		
5	90,654	3,75,000		3,86,875	4,32,500		
6	1,08,785	3,75,000		3,89,250	4,44,000		
7	1,26,915	3,75,000		3,91,625	4,55,500		
8	1,45,046	3,75,000		3,94,000	4,67,000		
9	1,63,177	3,75,000		3,96,375	4,78,500		
10	1,81,308	3,75,000		3,98,750	4,90,000		
15	1,81,308	3,75,000		4,10,625	5,47,500		
20	1,81,308	3,75,000	1,81,308	4,22,500	6,05,000	2,28,808	4,11,308

Service tax and education cess and any other applicable taxes will be added to your premium and levied as per extant tax laws.

## YOUR OPTIONS

### Paying Premiums

Please ask your financial advisor or visit our website to determine the premium rate applicable for your policy. You may choose to pay your premium annually, semi-annually or monthly as per your convenience. For annual and semi-annual payments, we give a premium rebate of 5.0% and 2.0% respectively.

### Sum Assured Rebate

For higher Sum Assured, we also offer a premium rebate as follows.

Sum Assured Band*	Band 1	Band 2	Band 3	Band 4
Premium Rebate per 1000 of SA	nil	1.00	5.00	7.00

\*as explained earlier

## Surrendering your Policy

Your policy will acquire a surrender value after all due premiums for at least three full policy years (or two full policy years for a premium paying term of 7 years), are paid. The Guaranteed Surrender Value is a percentage of premiums paid (excluding any premiums paid towards rider benefit, underwriting extra and Service Tax) plus the surrender value of accrued regular bonuses. The Guaranteed Surrender Value will vary depending on the premium-paying term and the year the policy is surrendered.

Your policy will also be eligible for a Special Surrender Value. The Surrender Value payable will be the higher of the Guaranteed Surrender Value or Special Surrender Value. The policy shall be terminated once the Surrender Value is paid. Please ask your financial advisor for an illustration of the Special Surrender Value applicable to your policy or refer to your policy contract for further details. Kindly refer to the policy contract on the website for the Surrender Value table.

## Taking a Policy Loan

You may take a loan against your policy once it has acquired a Surrender Value. The minimum loan amount is ₹5,000 and the maximum is 85% of your Surrender Value. We shall charge an interest on the outstanding loan balance at a rate declared by us from time-to-time based on then prevailing market conditions. Any outstanding loan balance will be recovered by us from policy proceeds due for payment and will be deducted before any benefit is paid under the policy. Should the outstanding policy loan balance equal or exceed the Surrender Value of your policy at any time, when your policy is in reduced paid-up status, then the policy shall be terminated without value. Note that prior to this happening, we shall give you an opportunity to repay all or part of your outstanding loan balance in order for your policy to continue uninterrupted. If your policy is in fully paid-up status or premium paying (in force) and your outstanding policy loan balance equals or exceeds the Surrender Benefit, then on that date, your policy shall not be foreclosed.

## TERMS & CONDITIONS

### 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 IRDAI Guidelines on Distance Marketing<sup>^</sup> of Insurance products) from the date of receipt of the policy. We will refund the premium paid once we receive your written notice of cancellation (along with reasons thereof) together with the original policy documents. We will deduct proportionate risk premium for the period of cover and expenses incurred by us on medical examination and stamp duty charges while issuing your policy.

<sup>^</sup>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.

## **Grace Period and Reinstatement**

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

- (a) In case you have not paid premiums for three full policy years (two full policy years for premium paying term of 7 years), then all benefits under your policy will cease immediately.
- (b) In case you have paid premiums for at least three full policy years (two full policy years for a premium paying term of 7 years), then your policy will continue on a Reduced Paid-up basis.

You can reinstate your policy for its full coverage within two years from the due date of the first unpaid premium by paying all outstanding premiums together with a interest as declared by us from time-to-time and by providing evidence of insurability satisfactory to us. Upon reinstatement, your benefits shall be restored to their full value.

## **Service Tax, Income Tax and Education Cess**

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

## **Tax Benefits**

As per extant tax laws, this plan offers tax benefits under Section 80C and Section 10 (10D) of the Income Tax Act, 1961, subject to fulfillment of the other conditions of the respective sections prescribed therein.

You are advised to consult your tax advisor for details.

## **Suicide Exclusion**

We will refund the premiums paid to date or the Surrender Value, if higher, in the event the life insured dies by suicide, whether medically sane or insane, within one year from the inception of the policy or the reinstatement date of the policy. We will refund the premiums paid to date if the life insured dies before attaining the age 1.

## **Nomination**

Allowed as per the provisions of Section 39 of the Insurance Act, 1938 and amended from time to time. For more details on the nomination, please refer to our website [www.insurance.birlasunlife.com](http://www.insurance.birlasunlife.com)

## **Assignment**

Allowed as per the provisions of Section 38 of the Insurance Act, 1938 and amended from time to time. For more details on the assignment, please refer to our website [www.insurance.birlasunlife.com](http://www.insurance.birlasunlife.com)



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

No person shall allow or offer to allow, either directly or indirectly, as an inducement to any person to take or renew or continue an insurance in respect of any kind of risk relating to lives or property in India, any rebate of the whole or part of the commission payable or any rebate of the premium shown on the policy, nor shall any person taking out or renewing or continuing a policy accept any rebate, except such rebate as may be allowed in accordance with the published prospectuses or tables of the insurer.

Any person making default in complying with the provisions of this section shall be liable for a penalty which may extend to ten lakh rupees.

## **Fraud and Misrepresentation**

As per the provisions of Section 45 of the Insurance Act, 1938 and amended from time to time.

For more details on Section 45 of the Insurance Act, 1938 please refer to our website

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

## **ABOUT BIRLA SUN LIFE INSURANCE**

### **About Birla Sun Life Insurance**

Birla Sun Life Insurance Company Limited (BSLI) is a joint venture between the Aditya Birla Nuvo Limited, a leading Indian conglomerate, and Sun Life Financial Inc., one of the leading international financial services organisations from Canada. BSLI ranks 4th in India among the private life insurers in terms of annual premium equivalent, with a market share of 7.6% as on 31st March 2016. During 2015-16, it recorded a gross premium income of Rs. 5580 Crore, registering a y-o-y growth of 7% and posted a net profit of Rs. 140 Crore. Its assets under Management at Rs. 30, 811 Crore as on 31st March 2016. BSLI has a nation-wide distribution presence through 409 branches, 3 bancassurance partners, over 55,000 direct selling agents and more than 150 corporate agents and brokers. BSLI is meeting its growth capital and solvency requirements through internal accruals and has not required any capital infusion during past five years. The company offers a complete range of protection solutions, children's future solutions, wealth with protection solutions, health and wellness solutions, retirement solutions and savings with protection solutions. For more information, please visit [www.insurance.birlasunlife.com](http://www.insurance.birlasunlife.com).

### **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 INR 184,276 Crore as on 31st March 2016. Having a strong presence across the life insurance, asset management, private equity, general insurance broking, wealth management, broking, online personal finance, housing finance, pension fund

management and NBFC, ABFSG is committed to serve the end-to-end financial services needs of its retail and corporate customers. ABFSG is in the process of seeking a licence from IRDAI for launching health Insurance business in a joint venture with MMI Group of South Africa. As on 31st March 2016, ABFSG reported consolidated revenue from these businesses at Rs. 9,192 Crore and earnings before tax of Rs. 1,110 Crore (For established businesses). Anchored by about 11,000 employees and trusted by over 8.8 million customers, ABFSG has a nationwide reach through 1,384 points of presence and about 60,200 agents / channel partners. For more information, please visit [www.abfsg.com](http://www.abfsg.com).

### **Aditya Birla Nuvo Ltd:**

Aditya Birla Nuvo is a USD 3.6 billion conglomerate with leadership position across its businesses. Its Financial Services business (including NBFC, Housing Finance, Life Insurance, Asset Management, General Insurance Advisory, Private Equity, Broking, Wealth Management and Online Money Management) ranks among the top 5 fund managers in India. Its Telecom venture, Idea Cellular, ranks among the top 3 cellular operators in India. It is a leading player in Linen, Agri, Rayon and Insulators businesses. ABNL has recently ventured into the Solar Power businesses and is foraying into the Health Insurance business. It has also received an in-principle approval from RBI to set up a Payments Bank in joint venture with Idea Cellular. Aditya Birla Nuvo is a part of the Aditya Birla Group, a USD 41 billion Indian multinational. The Aditya Birla Group is in the league of Fortune 500. Anchored by an extraordinary force of over 120,000 employees, belonging to 42 nationalities, the Aditya Birla Group operates in 36 countries across the globe. Over 50 per cent of its revenues flow from its overseas operations.

### **Sun Life Financial Inc, Canada**

Sun Life Financial is a leading international financial services organization providing a diverse range of protection and wealth products and services to individuals and corporate customers. Sun Life Financial has operations in a number of 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 December 31, 2015, the Sun Life Financial group of companies had total assets under management of \$891 billion. For more information please visit [www.sunlife.com](http://www.sunlife.com). Sun Life Financial Inc. trades on the Toronto (TSX), New York (NYSE) and Philippine (PSE) stock exchanges under the ticker symbol SLF.

## **RISK FACTORS AND DISCLAIMERS**

**This policy is underwritten by Birla Sun Life Insurance Company Limited (BSLI).** This is a traditional participating endowment plan. All terms & conditions are guaranteed throughout the policy term, except for the bonuses which would be declared at the end of each financial year. Service Tax and Education Cess and any other applicable taxes will be added (extra) to your

premium and levied as per extant tax laws. An extra premium may be charged as per our then existing underwriting guidelines for substandard lives, smokers or people having hazardous occupations etc. The insurance cover for the life insured (including minors) will commence on the policy issue date. 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. For more details and clarification call your BSLI Insurance Advisor or visit our website and see how we can help in making your dreams come true.

IRDAI hereby clarifies to public that:

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

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

Protection

Health &  
Wellness

Children's  
Future

Retirement

Wealth with  
Protection

Savings with  
Protection

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

**Call: 1800-270-7000**

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



**Birla Sun Life**  
*Insurance*

Regd. Office: Birla Sun Life Insurance Company Limited, One Indiabulls Centre, Tower 1, 16th Floor, Jupiter Mill Compound, 841 Senapati Bapat Marg, Elphinstone Road, Mumbai - 400 013. CIN: U99999MH2000PLC128110 Registration No. 109. UIN: 109N092V01 ADV/10/16-17/10050 VER2/OCT/2016