

**Policy Document – SUD Life Bright Child**  
UIN – [142N039V01]

**Star Union Dai-ichi Life Insurance Company Limited**  
**Non Linked Individual**

**PART A**

**Forwarding Letter**

**Date: < >**

<<Name of the Policyholder>>  
<<Address of the Policyholder>>

Dear Sir/Madam

Sub: Your Policy Number <<\_\_\_\_\_>>

Welcome to Star Union Dai-ichi Life Insurance (SUD Life) family.

We, at SUD Life, thank you for trusting us as your financial partner and in helping you to financially secure lives of your loved ones.

We are enclosing herewith your Policy Document, First Premium Receipt, a copy of your proposal form and other related documents, for your records. We request you to check your personal details, terms and conditions and the privileges under this policy, carefully.

In case you do not agree to any of the provisions stated in the policy or the policy details, you may return the policy to us, specifying reasons thereof, within 15 days (30 days, if this Policy has been taken through Distance Marketing mode) from receipt of this letter. You also have an option to place a request for changing policy details mentioned in the schedule or discontinue this policy. In case of discontinuance, we would refund the premiums paid, subject to the provisions, stated in the policy.

Please quote your aforesaid Policy Number in all your future correspondence with us, as this will help us to serve you better.

In case you require any information about our other life insurance products, please get in touch with our executive, who has advised you to take this policy. You may also get in touch with us via email at [customercare@sudlife.in](mailto:customercare@sudlife.in) or call us at 022-39546300.

We thank you once again for your patronage and look forward to your continued support in future as well.

Yours Sincerely,

Girish Kulkarni  
MD & CEO

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**PREAMBLE**

The Proposer and /or Life Assured named in the Schedule of this Policy has submitted the Application together with a personal statement and Declaration together with the first instalment of Premium specified in the Schedule to Star Union Dai-Ichi Life Insurance Company Limited (the “**Company**” which expression shall include its assigns and successors) for grant of the benefits specified in the Schedule. It is agreed by the Company and the Proposer and/or the Life Assured (the “**Parties**”) that the Application, the personal statement and the declaration together with any report or other document leading to the issuance of this Policy shall form the basis of this contract of insurance.

The Parties do hereby further agree that in consideration of the receipt of future Premiums as stated in the Schedule, the Company will pay such benefits (without interest) as herein stated, to the Beneficiary, on submission of proof (to the complete satisfaction of the Company) of the benefits under the Policy having become payable in accordance with the terms and conditions hereof and of the Beneficiary’s entitlement to them, provided this Policy is in force.

It is further agreed by and between the Parties that these terms and conditions, any endorsement or a separate instrument executed by the Company in connection with this Policy and any special provisions subject to which this Policy has been issued by the Company and any Schedules, Annexures and/or Addendums hereto shall together form part of this Policy.

It is also agreed that this Policy shall be governed by the laws of India in force from time to time and all premiums and benefits shall be payable in Indian Rupees only. The benefits attached to and the Premiums payable under this Policy will be subject to taxes and other statutory levies as may be applicable from time to time and such taxes, levies etc will be recovered, directly and completely from the Policyholder.

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**SCHEDULE**

**Policy Details**

|                                 |                                                 |                                        |                                                           |
|---------------------------------|-------------------------------------------------|----------------------------------------|-----------------------------------------------------------|
| Date of Application:            | < >                                             | Application Number:                    | < >                                                       |
| Policy Number                   | < >                                             | Client ID:                             | < >                                                       |
| Date of Commencement of Policy: | < >                                             | Date of Commencement of Risk           | < >                                                       |
| Basic Sum Assured               | < >                                             | Basic Premium (Excluding Service tax): | < >                                                       |
| Policy Term                     | <24-Entry age of the child(age last birthday) > | Premium Paying Term                    | <18-Entry age of the child (age last birthday) /10 Years> |
| Due Date of Last Premium:       | < >                                             | Premium Payment Mode                   | <<Yearly/Half Yearly/Quarterly/Monthly>>                  |
| Plan Option                     | <<Career Endowment / Wedding Endowment >>       | Expiry / Maturity Date                 | << >>                                                     |

**Insurance Agent/ Insurance Broker Details**

|                                                                                                                                                                                                    |  |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
| Name of the Insurance Agent/ Insurance Broker:<br>Insurance Agent/ Insurance Broker License No.:<br>Insurance Agent/ Insurance Broker Code:<br>Address:<br>Telephone No.:<br>Mobile No.:<br>Email: |  |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|

**Life Assured Details**

|                                         |  |              |  |
|-----------------------------------------|--|--------------|--|
| Name of the Life Assured / Policyholder |  | Age Admitted |  |
| Date of Birth of the Life Assured       |  | Age          |  |
| Gender                                  |  |              |  |
| Address                                 |  |              |  |

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**Nominee Details**

|                                                         |  |                                            |  |
|---------------------------------------------------------|--|--------------------------------------------|--|
| Name of the Nominee:                                    |  | Nominee Relationship with the Life Assured |  |
| Date of Birth of the Nominee:                           |  | Age:                                       |  |
| Name of the Appointee (In case the nominee is a minor): |  | Age:                                       |  |
| Appointee relationship with the nominee                 |  |                                            |  |

**Sum Assured Details**

|           | Sum Assured | Policy Term                                     | Premium Payment Term                                      | Basic Premium | Current Service Tax | Educational Cess | Total Premium |
|-----------|-------------|-------------------------------------------------|-----------------------------------------------------------|---------------|---------------------|------------------|---------------|
| Base Plan | < >         | <24-Entry age of the child(age last birthday) > | <18-Entry age of the child (age last birthday) /10 Years> | <>            | <>                  | < >              | < >           |

**Benefits are payable to:** The Life Assured/Policyholder, if survives the dates of payment of benefits, or in the event of death of the Life Assured during the term of policy; the nominee (in accordance with section 39 of the Insurance Act, 1938). The plan aims at providing for financial needs on education or wedding of the child and therefore it shall be necessary to nominate the child as beneficiary, with the provision of appointment of appointee. In case the child predeceases the Life Assured, other child or person having insurable interest shall be nominated by the Life Assured, but the premium paying and policy terms and dates of payment of the child benefits shall remain unaltered (the person/s to whom the benefits are payable under this Policy are herein referred to as the "Beneficiary"). The benefits payable are limited at all times to the monies payable under this Policy.

The Company will pay the benefits (without interest) as herein stated under the Policy, having become payable, to the Beneficiary on proof to the complete satisfaction of the Company, in its sole discretion.

Special Provisions (if any) :<< >>

Signed for and on behalf of the Star Union Dai-ichi Life Insurance Company Limited

Mumbai, <<DD Month YYYY (the issuance date)>>

**Authorised Signatory**

Stamp Duty of Rs. (Rupee Only).

**Note:** The Life Cover under this Policy shall commence only on the Date of Commencement of Risk. On examination of this Policy, if the Policyholder notices any mistake, the Policy Document is to be returned for correction to the Company.

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**PART B**

**1. Interpretation**

- a) This Policy 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 Policy or its interpretation in any way.
- b) Words of one gender will include the other gender, reference to days will include calendar days, reference to any statutory enactment includes any subsequent amendment to that statutory enactment and the singular will include the plural and vice versa, unless the context otherwise requires.

**2. Definitions**

In this Policy unless the context otherwise requires.-

“Age” refers to the age as on last birthday of the Life Assured and Beneficiary Child.

“Annualised Premium” means the premiums payable under this policy for a full policy year

“Application” refers to the proposal form as defined under IRDA (Protection of Policyholders’ Interest) Regulations, 2002 or as per the IRDA (Regulations for Standard Proposal Form) 2013 and amendments thereto.

“Basic Premium” means the Premium payable periodically under the policy.

“Beneficiary Child” means the child who is nominated in the proposal form and on the basis of whose age, the premium paying term, policy term, dates of payments of Child Benefits and the Booster Benefits are determined.

“Business Day” or “Working Day” means the day on which the offices of the Company remain open for transactions with the public at the place where the concerned transaction is to be carried out.

“Cover” or “Coverage” or “Basic cover”, unless specifically mentioned, collectively refers to the Life Cover

“Date of Commencement of Policy” is the date as mentioned in Schedule I

“Date of Commencement of Risk” means the later of

(a) the date on which the proceeds of the instrument of payment of the deposit towards the first premium are realized by the Company

(b) the date on which the Company accepts the risk under the application for insurance as evidenced by the date of the First Premium Receipt ;

“Death Benefit” means the benefit payable on death of the Life Assured as specified in the policy document.

“Distance marketing” includes every activity of solicitation (including lead generation) and sale of insurance products through the following modes: (i) Voice mode, which includes telephone-calling (ii) Short Messaging service (SMS) (iii) Electronic mode which includes e-mail, internet and interactive television (DTH) (iv) Physical mode which includes direct postal mail and

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newspaper & magazine inserts and (v) Solicitation through any means of communication other than in person

“Grace Period” means the time granted by the insurer from the due date of payment of premium, without any penalty/late fee, during which time the policy is considered to be in-force with the risk cover without any interruption as per the terms of the policy.

“IRDA” means the Insurance Regulatory and Development Authority;

“IRDA Rules” means the regulations made and the guidelines, directives and circulars issued by the IRDA from time to time.

“Lapsed Policy” A policy which has been terminated for non-payment of three full years’ premiums where premium is not paid within grace period.

“Life Cover” means, the coverage granted by us for payment of the Death Benefit referred to in the section “Benefit Payable” of this Schedule, in the event of death of the Life Assured while the Policy is in force;

“Life Assured” is the person whose life is insured and at whose death, a death benefit will be payable.

“Paid up Sum Assured” is the reduced sum assured payable, under the discontinued policy wherein at least three years premiums are received and shall be payable in the same manner in which the Basic Sum Assured is payable.

“Plan Option” means the Career Endowment Option or the Wedding Endowment Option selected by the Policyholder in the application form and as indicated in Schedule of this policy. Plan Option once chosen at the time of inception of the Policy cannot be changed subsequently during the Policy Term.

“Policy Anniversary” is the date corresponding numerically with the Date of Commencement of the policy after every Policy Year;

“Policyholder” refers to the Proposer and the Life Assured.

“Policy Month” means a period of one month each reckoned from the date corresponding numerically with the Date of Commencement of the policy.

“Policy Term” is the period as mentioned in Schedule

“Policy Year” means a period of twelve consecutive policy months commencing from the Date of Commencement of the policy and every period of twelve consecutive policy months following thereafter;

“Premium”, unless specified otherwise, refers to the Basic Premium.

“Reduced Paid up” is the status acquired by the policy on discontinuance of due premiums after payment of at least full three years premiums.

“Reinstatement” means restoration of the policy, which was discontinued due to non-payment of premium, after acquiring paid up value, by the insurer with all the benefits mentioned in this document, with or without rider benefits if any, upon the receipt of all the premiums due and other charges/late fee if any, and on the basis of the information, documents and reports furnished by him/her, in accordance with the Company’s Board approved Underwriting guidelines.

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“Revival of the policy” means putting a lapsed policy, which has not acquired any value as on date of first unpaid premium, into force, upon the receipt of all the premiums due and other charges/late fee if any, and on the basis of the information, documents and reports furnished by him/her, in accordance with the Company’s Board approved Underwriting guidelines.

“Sum Assured” or “Basic Sum Assured” means the Sum Assured under Life Cover as chosen at the inception of the Policy.

“We”, “Us”, “Our”, “Company” or “Ours” refers to Star Union Dai-ichi Life Insurance Company Limited

“You”, “Your” or “Yours” refers to the Policy holder

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**PART C**

**3. Payment of Premium**

- a) The proposal deposit for the first Premium must be paid along with submission of the fully completed proposal form. Renewal Premiums are payable in full on the due date(s) as per the premium payment mode as stated in Schedule I. Partial premium payment is not accepted.
- b) In case of subsequent premium, a grace period of 30 days following the due date of premium is allowed for annual, half-yearly and quarterly mode. A grace period of 15 days following the due date of premium is allowed for monthly mode.
- c) Where premiums are received in advance, it will be adjusted on the relevant Due Date for such premiums.
- d) The Policyholder will be liable to pay all applicable taxes as levied by the Government/ statutory authorities from time to time.
- e) Premiums are payable on their due date till the end of the premium paying term or until the death of the policyholder, whichever is earlier otherwise the policy will lapse /become Reduced Paid- up after completion of grace period.

**4. Grace Period**

A grace period as stated above in 3(b) above shall be allowed for payment of renewal premiums.

If death occurs during the grace period, death benefit will be paid.

**5. Benefits**

**a) Death Benefit**

In this plan the parent is the Policyholder and the Life Assured. Death Sum Assured as defined below will be payable to the beneficiary upon death of the Life Assured during the policy term, provided the policy is in force. All the future premiums, if any will be waived. The benefits to the child are payable as mentioned in the "Child Benefits and Benefit Booster" as mentioned in clause-b below. In case of death of the nominated child, the policyholder can either nominate another child or in case of no child, the legal heirs will be beneficiary. In case of death of the beneficiary subsequent to the death of the life assured, during the policy term, the benefits are paid as given below. .

a. If the beneficiary dies before commencement of the child benefits, discounted value of all future benefits, discounted at 8% p.a. effective, will be paid to the legal heirs and the contract will get terminated immediately.

b. If the beneficiary dies after commencement of the child benefits, discounted value of all outstanding benefits, discounted at 8% p.a. effective, will be paid to the legal heirs and the contract will get terminated immediately.

The Death Sum Assured is highest of:

- a) 10 times of the Annual Premium or
- b) 105% of all the premiums paid (excluding service tax and extra premium, if any) as on the date of death of the Life Assured
- c) Guaranteed Maturity Benefit (i.e. Survival Benefit paid at Maturity)



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d) Absolute amount assured to be paid on death (Basic Sum Assured)

**b) Child Benefits and Benefit Booster**

“Child Benefits” and “Benefit Booster” are benefits that are payable to the Life Assured if he/she survives the dates of payments as given below or to the child who is nominated at the time of purchase of this policy, in case of death of the Life Assured before the date of such payment/s falling due. The amount and timings of the child benefits remain intact irrespective of whether life assured and/or first nominated child is/are alive or not .

The “Child Benefits” are payable on the policy anniversary falling on /immediately after the first nominated child attains ages 18 years (last birthday), 21 years (last birthday) and 24 years (last birthday)

The “Child Benefits” are payable on policy anniversaries falling immediately on/after first nominated child attains the age (age last birthday) as mentioned below , based on any one of the following plan options chosen by the policyholder as indicated in Schedule .

| Age of child<br>(age last birthday) | Career Endowment<br>(% of Basic Sum Assured) | Wedding Endowment<br>(% of Basic Sum Assured) |
|-------------------------------------|----------------------------------------------|-----------------------------------------------|
| 18                                  | 50%                                          | 20%                                           |
| 21                                  | 20%                                          | 30%                                           |
| 24                                  | 30%                                          | 50%                                           |

There is a “Benefit Booster” payable at the end of the policy term. This additional ‘Benefit Booster’ amount payable is dependent on the entry age of the child at the time of purchase of the policy and any one of the following plan (Career Endowment or Wedding Endowment) options chosen by the policyholder as indicated in Schedule of this policy.

| Entry Age of child (age last birthday) at the time of policy purchase | Career Endowment- Benefit Booster (as % of Basic Sum Assured) | Wedding Endowment- Benefit Booster (as % of Basic Sum Assured) |
|-----------------------------------------------------------------------|---------------------------------------------------------------|----------------------------------------------------------------|
| 0-1                                                                   | 15%                                                           | 25%                                                            |
| 2-6                                                                   | 10%                                                           | 20%                                                            |
| 7-8                                                                   | 1%                                                            | 10%                                                            |

**c) Surrender Benefit**

The policy acquires a surrender value provided that all premiums have been paid for at least three consecutive full years. On surrender of the policy a lumpsum amount equal to higher of Special Surrender Value or Guaranteed Surrender Value as defined below will be paid to the policyholder and the contract gets terminated.

**Guaranteed Surrender Value:**

Guaranteed Surrender Value Factor x Total premiums paid (up to the date of surrender, excluding taxes and extra premiums if any) less Survival Benefits (i.e. Child Benefits) paid, if any.

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The Guaranteed Surrender Value Factors are given below.

| <b>Premium payment up to child age 18</b> |           |           |           |           |           |           |           |           |           |
|-------------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| <b>Policy Term</b>                        |           |           |           |           |           |           |           |           |           |
| <b>Policy Year of Surrender</b>           | <b>16</b> | <b>17</b> | <b>18</b> | <b>19</b> | <b>20</b> | <b>21</b> | <b>22</b> | <b>23</b> | <b>24</b> |
| 1-2                                       | 0%        | 0%        | 0%        | 0%        | 0%        | 0%        | 0%        | 0%        | 0%        |
| 3                                         | 30%       | 30%       | 30%       | 30%       | 30%       | 30%       | 30%       | 30%       | 30%       |
| 4-7                                       | 50%       | 50%       | 50%       | 50%       | 50%       | 50%       | 50%       | 50%       | 50%       |
| 8-9                                       | 55%       | 55%       | 55%       | 55%       | 55%       | 55%       | 55%       | 55%       | 55%       |
| 10                                        | 65%       | 60%       | 60%       | 60%       | 60%       | 60%       | 60%       | 60%       | 60%       |
| 11                                        | 75%       | 70%       | 60%       | 60%       | 60%       | 60%       | 60%       | 60%       | 60%       |
| 12                                        | 85%       | 75%       | 65%       | 65%       | 65%       | 65%       | 65%       | 65%       | 65%       |
| 13                                        | 90%       | 85%       | 75%       | 70%       | 65%       | 65%       | 65%       | 65%       | 65%       |
| 14                                        | 90%       | 95%       | 85%       | 75%       | 75%       | 70%       | 70%       | 70%       | 70%       |
| 15                                        | 90%       | 95%       | 95%       | 85%       | 80%       | 75%       | 75%       | 75%       | 75%       |
| 16                                        | 90%       | 95%       | 95%       | 95%       | 90%       | 85%       | 80%       | 80%       | 80%       |
| 17                                        |           | 95%       | 95%       | 95%       | 100%      | 95%       | 90%       | 85%       | 85%       |
| 18                                        |           |           | 95%       | 95%       | 100%      | 100%      | 95%       | 90%       | 90%       |
| 19                                        |           |           |           | 95%       | 100%      | 100%      | 95%       | 95%       | 95%       |
| 20                                        |           |           |           |           | 100%      | 100%      | 100%      | 100%      | 95%       |
| 21                                        |           |           |           |           |           | 100%      | 100%      | 100%      | 105%      |
| 22                                        |           |           |           |           |           |           | 100%      | 100%      | 105%      |
| 23                                        |           |           |           |           |           |           |           | 100%      | 105%      |
| 24                                        |           |           |           |           |           |           |           |           | 105%      |

| <b>Premium payment term of 10 years</b> |           |           |           |           |           |           |           |           |           |
|-----------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| <b>Policy Term</b>                      |           |           |           |           |           |           |           |           |           |
| <b>Policy Year of Surrender</b>         | <b>16</b> | <b>17</b> | <b>18</b> | <b>19</b> | <b>20</b> | <b>21</b> | <b>22</b> | <b>23</b> | <b>24</b> |
| 1-2                                     | 0%        | 0%        | 0%        | 0%        | 0%        | 0%        | 0%        | 0%        | 0%        |
| 3                                       | 30%       | 30%       | 30%       | 30%       | 30%       | 30%       | 30%       | 30%       | 30%       |
| 4-7                                     | 50%       | 50%       | 50%       | 50%       | 50%       | 50%       | 50%       | 50%       | 50%       |
| 8-9                                     | 55%       | 55%       | 55%       | 55%       | 55%       | 55%       | 55%       | 55%       | 55%       |
| 10                                      | 65%       | 60%       | 60%       | 60%       | 60%       | 60%       | 60%       | 60%       | 60%       |
| 11                                      | 75%       | 70%       | 60%       | 60%       | 60%       | 60%       | 60%       | 60%       | 60%       |
| 12                                      | 85%       | 75%       | 65%       | 65%       | 65%       | 65%       | 65%       | 65%       | 65%       |
| 13                                      | 90%       | 85%       | 75%       | 70%       | 65%       | 65%       | 65%       | 65%       | 65%       |
| 14                                      | 90%       | 95%       | 85%       | 75%       | 75%       | 70%       | 70%       | 70%       | 70%       |
| 15                                      | 90%       | 95%       | 95%       | 85%       | 80%       | 75%       | 75%       | 75%       | 75%       |
| 16                                      | 90%       | 95%       | 95%       | 100%      | 90%       | 85%       | 80%       | 80%       | 80%       |
| 17                                      |           | 95%       | 95%       | 100%      | 100%      | 95%       | 90%       | 85%       | 85%       |
| 18                                      |           |           | 95%       | 100%      | 100%      | 105%      | 100%      | 95%       | 90%       |
| 19                                      |           |           |           | 100%      | 100%      | 105%      | 110%      | 105%      | 100%      |
| 20                                      |           |           |           |           | 100%      | 105%      | 110%      | 115%      | 110%      |
| 21                                      |           |           |           |           |           | 105%      | 110%      | 115%      | 120%      |
| 22                                      |           |           |           |           |           |           | 110%      | 115%      | 120%      |
| 23                                      |           |           |           |           |           |           |           | 115%      | 120%      |
| 24                                      |           |           |           |           |           |           |           |           | 120%      |

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**Special Surrender Value:**

Subject to the Guaranteed Surrender Value, the company may however pay a Special Surrender Value calculated according to the basis and method in use from time to time after getting IRDA's approval. Special Surrender Value will be payable if it is equal to or higher than the Guaranteed Surrender Value. Please note that the Special Surrender Value factor may be changed from time to time with prior approval from the IRDA.

d) **Rider Benefit(s)**

Not Applicable

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**PART D**

**6. Claims**

Please note that all claims will be paid in the name of the nominee or legal heirs in the event of death of the Life Assured. In the event of any claim under the Policy, the following documents are required to be submitted to the Company along with the claim intimation:

- 1) Original Policy document.
- 2) Original/Attested Death Certificate of the Life Assured from Municipal/Local Authorities (in case of death claim).
- 3) Claim forms duly filled in.
- 4) Any other document/s or information as may be required by the Company for processing of the claim depending on the cause of the claim.

After making the claim payment/child benefit payments during policy term, the policy shall be suitably endorsed and returned to the claimant and shall be retained by the Company at the time of final payment.

Claim payment will be made only in Indian currency at the office of the Company situated in Mumbai. The Company may, at its absolute discretion fix an alternative place in India for payment of the benefits at any time before or after the policy has become a claim.

If there is delay in intimation of claims or submission of documents due to unavoidable circumstances, the delay may be condoned on merit, for delayed claims where the delay is proven to be for reasons beyond the control of the claimant.

**7. Termination**

Policy shall terminate on the occurrence of the following events:

- i. On the Surrender of the Policy
- ii. On maturity of the policy.

**8. Suicide**

In the event the Life Assured commits Suicide, whether sane or insane at that time, within twelve months from the date of inception of Policy, the insurance cover shall be void and the nominee or beneficiary of the policyholder shall be entitled to 80% of the premiums paid (excluding extra premiums and taxes) provided the policy is in force.

In the event the Life Assured commits Suicide, whether sane or insane at that time, within twelve months from the date of the last reinstatement/revival of the policy, the insurance cover shall be void and the nominee or beneficiary of the policyholder shall be entitled to an amount which is higher of 80% of the premiums paid (excluding extra premiums and taxes) till the date of death or the surrender value (higher of Guaranteed Surrender Value or Special Surrender Value) if any, as available on the date of death, provided the policy is in force.

**9. Free Look Period**

A period of 15 days (30 days for distance marketing\*) is available to the Life Assured from the date of the receipt of the policy document to review the terms and conditions of the policy and if the Life Assured disagrees to any of those terms or conditions, he/she has the option to return the policy stating the reasons for his objection, when he/she shall be entitled to a refund of the amount of premium paid excluding expenses incurred by Star Union Dai-ichi Life Insurance Company Ltd. under the policy (i.e. stamp duty, medical expenses if any, proportionate risk premium including extra risk premium for the period of cover).

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\* Distance marketing includes every activity of solicitation (including lead generation) and sale of insurance products through the following modes: (i) Voice mode, which includes telephone-calling (ii) Short Messaging service (SMS) (iii) Electronic mode which includes e-mail, and interactive television (DTH) (iv) Physical mode which includes direct postal mail and newspaper & magazine inserts and (v) Solicitation through any means of communication other than in person.

**10. Revival/ Reinstatement of the Policy**

Policy in lapsed status or Reduced Paid-up status can be revived/reinstated within a period of 2 years from the due date of the first unpaid premium by payment of all arrears of premium with interest at the applicable rate of interest (currently 9% p.a., the revision of this revival interest rate is subject to approval of IRDA) at the time of payment, and on submission of the satisfactory medical evidence as per the board approved underwriting rules applicable at that time. The cost of the required medical examination, if any will be borne by the policyholder.

The company reserves the right to accept or reject the revival /reinstatement of the lapsed/ Reduced Paid-up policy as per the board approved underwriting guidelines.

Once the policy is revived / reinstated, all the benefits will be restored to original benefits level. (i.e. level of benefits payable/paid as if the policy is in force.)

**11. Discontinuance of due premiums**

**Lapse**

If the policyholder has not paid the due premiums within the grace period for the first three full years, the policy be considered as lapsed. The life cover ceases and no benefits are payable under the lapsed policy.

**Reduced Paid-up Policy**

If the premiums for at least three full years have been paid and subsequent premiums are not paid, then the policy will acquire Reduced Paid-up status.

The benefits under the Reduced Paid- up policy is as defined below

Death Benefit in case of Reduced Paid-up policy:

In case of death of the life assured during the policy term, the Paid-Up Sum Assured (as defined below) will be payable immediately. Also, based on option chosen (Career Endowment or Wedding Endowment) the 'Child Benefits' and 'Benefit Booster' will be payable as % of Paid-Up Sum Assured on the policy anniversary falling on/ immediately after the first nominated child attains ages (last birthday) 18 years, 21 years and 24 years as defined in the following sub-section a) "Child Benefits and Benefit Booster".

$$\frac{\text{Total number of premiums paid}}{\text{Total number of premiums payable}} \times \text{Death Sum Assured}$$

**'Child Benefits' and 'Benefit Booster' in case of Reduced Paid-up policy:**

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In case of Reduced Paid-up policy, 'Child benefits' and 'Benefit Booster' will be payable as % of Paid-up Sum Assured irrespective of whether life assured is alive or not.

"Child Benefits" and "Benefit Booster" are benefits that are payable to the Life Assured if he/she survives the dates of payments as given below or to the child who is nominated at the time of purchase of this policy, in case of death of the Life Assured before the date of such payment/s falling due. The amount and timings of the child benefits remain intact irrespective of whether life assured and/or first nominated child is/are alive or not.

The "Child Benefits" are payable on the policy anniversary falling on /immediately after the first nominated child attains ages 18 years (last birthday) , 21 years (last birthday) and 24 years (last birthday).

The "Child Benefits" are payable on policy anniversaries falling immediately on/after first nominated child attains the age (age as on last birthday) as mentioned below, based on any one of the following plan options chosen by the policyholder as indicated in Schedule .

There is a "Benefit Booster" payable at the end of the policy term. This additional "Benefit Booster" amount payable is dependent on the entry age of the child at the time of purchase of the policy and any one of the following plan options chosen as by the policyholder as indicated in Schedule of this policy.

| Age of child (age last birthday) | Career Endowment (% of Paid Up Sum Assured) | Wedding Endowment (% of Paid Up Sum Assured) |
|----------------------------------|---------------------------------------------|----------------------------------------------|
| 18                               | 50%                                         | 20%                                          |
| 21                               | 20%                                         | 30%                                          |
| 24                               | 30%                                         | 50%                                          |

Depending on any of the following options chosen, "Benefit Booster" is payable at the end of the policy term when child Attains age 24 (last birthday):

| Entry Age of child (age last birthday) at the time of policy purchase | Career Endowment- Benefit Booster (as % of Paid Up Sum Assured) | Wedding Endowment- Benefit Booster (as % of Paid Up Sum Assured) |
|-----------------------------------------------------------------------|-----------------------------------------------------------------|------------------------------------------------------------------|
| 0-1                                                                   | 15%                                                             | 25%                                                              |
| 2-6                                                                   | 10%                                                             | 20%                                                              |
| 7-8                                                                   | 1%                                                              | 10%                                                              |

**12. Loan**

No loan will be granted by the company against this policy.

**13. Forfeiture**

In case of fraud or misrepresentation on the part of policyholder, the policy shall be cancelled immediately by paying the surrender value subject to the fraud or misrepresentation being established in accordance with Section 45 of the Insurance Act, 1938.

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**PART E**

**Charges**

Not Applicable as this is a Non-Linked Non-Participating plan.

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**PART F**

**14. Nomination**

Nomination will be done as per Section 39 of the Insurance Act, 1938.

The child alone can be a nominee under this plan. In case of death of the nominated child, the life assured can nominate another child. In case there is no child, the legal heirs will be beneficiary. Where the Beneficiary is a minor, Policyholder may also appoint any person who is a major (the "Appointee"), to receive the Death Benefits during the minority of the Beneficiary. Any other child or individual can be nominated, though the original structure, as per the Schedule, (save for the change in Beneficiary) of the Policy will not change. The Company will not recognize a nomination for the Policy or of the appointment /change of appointment of an Appointee, until it receives a written notice of the same from the Policyholder at its office. The nomination will become effective only after we have accepted the nomination o in our records. Policyholder can make a nomination only with regard to the entire Policy.

The Company does not express any opinion as to the legality or validity or accept any responsibility in respect of any nomination/ change of nomination/ appointment of Appointee made by the Policyholder.

**15. Assignment**

Assignment not allowed under this plan.

**16. Incorrect information and Non Disclosure**

The policyholder under the policy has an obligation to disclose every fact material to assessment of the risk of issuing the policy. However, if any of the information provided is incomplete or incorrect, the company reserves the right to vary the benefits, at the time of payment of such benefit or during the term of the policy and further if there has been non disclosure of a material fact then the company may treat the policy as null and void.

**17. Electronic Transactions**

The Policyholder shall adhere to and comply with all such terms and conditions as the Company may prescribe from time to time, and all transactions effected by or through facilities for conducting remote transactions including the Internet, World Wide Web, Mobile, SMS, electronic data interchange, call centres, teleservice operations (whether voice, video, data or combination thereof) or by means of electronic, computer, automated machines, network or through other means of telecommunications, established by or on behalf of the Company, for and in respect of the Policy or its terms, or the Company's other products and services, shall constitute legally binding and valid transactions when done in adherence to and in compliance with the Company's terms and conditions for such facilities, as may be prescribed from time to time.

**18. Taxation**

The tax applicability would be as per the prevailing provisions of the tax laws in India. If required by the relevant legislations prevailing from time to time.

**19. Notices**

Any notice, direction or instruction given under this Policy shall be in writing and delivered by hand, post, facsimile or e-mail to:



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a) **The Policyholder / Beneficiary**

As per the details specified in the Application / change of address intimation submitted by the Policyholder to the Company.

b) **The Company**

Address: Customer Service Desk,  
Star Union Dai-ichi Life Insurance Company Ltd.,  
Corporate Office,  
11th Floor, Raghuleela Arcade,  
IT Park, Sector 30 A,  
Opposite Vashi Railway Station,  
Vashi, Navi Mumbai 400 703

It is very important that the Policyholder immediately communicates any change of address or nomination to enable the Company to service this Policy effectively. The Company may change the address stated above and intimate the Policyholder of such change by suitable means.

**20. Making Untrue/ Incorrect Statements or Withholding Information**

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

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

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

**21. Declaration relating to Age**

a) The age of the Life Insured has been admitted under the Policy on the basis of the date of birth declared in the Proposal/Application form (the “Admitted Age”). The Admitted Age is used to calculate the Basic Premium and Extra Mortality Premium.

b) In the event the Admitted Age is found to be incorrect at any time and the correct age of the Life Insured as determined by the Company (the “Correct Age”), which determination is solely within the discretion of the Company, being such that it would have rendered the Life Insured ineligible for grant of the Life Cover and all other benefits under this policy, the relevant Cover(s) and all other benefits under this policy shall stand cancelled from inception, and the Company will refund to the Policyholder without interest, the Premium Paid (net of expenses such as Commission, stamp duty, medical fee).

c) If the Correct Age of the Life Insured is found to be higher than the Admitted Age but the Life Insured remains eligible of being insured under this Policy, then, subject to fresh underwriting, Basic Premium and Extra Mortality Premiums, if any will be recalculated as per the Correct Age from the Date of Commencement of Risk and the Policyholder shall pay to the Company the difference between the premiums paid and premiums payable as per the Correct Age together with interest at the applicable rate of interest.

d) If the Correct Age of the life Insured is found to be lower than the Admitted Age, the Basic Premium and Extra Mortality Premium, if any will be recalculated as per the Correct Age from the Date of Commencement of Risk and the Company shall refund, without interest, the difference

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between the premiums paid by the policyholder on the basis of the Admitted Age and the premiums calculated as per the Correct Age.

**22. Change in Occupation**

The life assured should inform the Company if there is a change in occupation after the issue of the policy.

The company will suitably evaluate the risk based on the change in occupation and modify the terms and conditions of the policy as per the board approved underwriting guidelines.

**23. Loss of a Policy Document**

- a) If the Policy document is lost or misplaced, the Policyholder will give the Company a written request stating the fact and the reason of the loss. The Company will issue a duplicate Policy document if the company is satisfied that the Policy document is lost. On the issue of the duplicate Policy document, the original Policy document immediately and automatically ceases to have any validity. The Company may recover cost of issue of duplicate policy from the Policyholder as per the Company Policy.
- b) The Policyholder agrees to indemnify and hold the Company free and harmless from any costs, expenses, claims, awards or judgments arising out of or in relation to the original Policy document.

**24. Governing Laws & Jurisdiction**

The terms and conditions of this Policy shall be governed by and subject to Indian laws. All matters and disputes arising from or relating to or concerning this Policy shall be governed by and determined in accordance with Indian laws and shall be subject to the jurisdiction of the courts situated at Mumbai or as prescribed in the relevant laws/ acts.

**Section 41 of the Insurance Act, 1938:** “(1) 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 prospectus 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.

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

**Section 45 of Insurance Act, 1938: Policy not to be called in question on ground of mis-statement after two years-**

“No policy of life insurance effected before the commencement of this Act shall after the expiry of two years from the date of commencement of this Act and 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 a statement

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made in the proposal for insurance or in any report of a medical officer, or referee, or friend of the 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 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 of the policy are adjusted on subsequent proof that the age of the life insured was incorrectly stated in the proposal.”

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**PART G**

**25. Grievance Redressal Procedure**

- a) If the Policyholder/ Life Insured/ Beneficiary have any query or complaint/ grievance, then, the Policyholder/ Life Insured/ Beneficiary can approach the Company at the following address:

Customer Service Desk,  
Star Union Dai-ichi Life Insurance Company Ltd.,  
Corporate Office,  
11th Floor, Raghuleela Arcade,  
IT Park, Sector 30 A,  
Opposite Vashi Railway Station,  
Vashi, Navi Mumbai 400 703  
Contact No: 022 39546300  
Email ID: [customercare@sudlife.in](mailto:customercare@sudlife.in)

- b) If the Policyholder/ Life Insured/ Beneficiary is not satisfied with the decision of the above office, or have not received any response within 10 days, then, the Policyholder/ Life Insured/ Beneficiary may contact the following official for resolution, on the address mentioned below:

**Executive Vice President –Operations & Service Delivery**  
Star Union Dai-ichi Life Insurance Company Ltd.,  
Corporate Office,  
11th Floor, Raghuleela Arcade,  
IT Park, Sector 30 A,  
Opposite Vashi Railway Station,  
Vashi, Navi Mumbai 400 703  
Contact No: 022 39546200  
Email ID: [grievanceredressal@sudlife.in](mailto:grievanceredressal@sudlife.in)

- c) If the Policyholder/ Life Insured/ Beneficiary is not satisfied with the decision of the above officer, or have not received any response within 10 days, then, the Policyholder/ Life Insured/ Beneficiary may contact the following official for resolution, on the address mentioned below.

Principal Compliance Officer  
Star Union Dai-ichi Life Insurance Company Ltd.,  
Corporate Office,  
11th Floor, Raghuleela Arcade,  
IT Park, Sector 30 A,  
Opposite Vashi Railway Station,  
Vashi, Navi Mumbai 400 703  
Contact No: 022 39546200  
Email ID: [cgro@sudlife.in](mailto:cgro@sudlife.in)

- d) An acknowledgment to all complaints received will be sent within 3 working days of receipt of the complaint/grievance.
- e) If the Policyholder/ Life Insured/ Beneficiary is not satisfied with the decision/ resolution of the Company, then, the Policyholder/ Life Insured/ Beneficiary may approach the Insurance Ombudsman at the address given below if his/her issues pertains to the following and to provision 12(1) of the Redressal of Public Grievances Rules 1998:
- insurance claim that has been rejected or dispute on legal construction of the policy with regard to a claim;

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- ii. delay in settlement of claim;
- iii. dispute with regard to premium;
- iv. non-receipt of any insurance document;
- v. any dispute in regard to premium paid or payable in terms of the policy.

Address of the Insurance Ombudsman:

| Office of the Ombudsman | Contact Details                                                                                                                                                                                                                                         | Areas of Jurisdiction                                                              |
|-------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|
| AHMEDABAD               | Insurance Ombudsman Office of the Insurance Ombudsman<br>2 nd floor, Ambica House<br>Nr. C.U. Shah College<br>5, Navyug Colony, Ashram Road,<br><b>AHMEDABAD – 380 014</b><br>Tel.079-27546840<br>Fax:079-27546142<br>E-mail:<br>ins.omb@rediffmail.com | Gujarat , UT of Dadra & Nagar Haveli, Daman and Diu                                |
| BHOPAL                  | Insurance Ombudsman Office of the Insurance Ombudsman<br>Janak Vihar Complex, 2 nd floor<br>Malviya Nagar,<br><b>BHOPAL</b><br>Tel. 0755-2769201/02 Fax:0755-2769203<br>E-mail: bimalokpalbhopal@airtelmail.in                                          | Madhya Pradesh & Chhattisgarh                                                      |
| BHUBANESHWAR            | Insurance Ombudsman Office of the Insurance Ombudsman 62, Forest Park<br><b>BHUBANESHWAR – 751 009</b><br>Tel.0674-2596461(Direct)<br>Secretary No.:0674-2596455<br>Tele Fax - 0674-2596429<br>E-mail: ioobbsr@dataone.in                               | Orissa                                                                             |
| CHANDIGARH              | Insurance Ombudsman Office of the Insurance Ombudsman S.C.O. No.101-103, 2 <sup>nd</sup> floor, Batra Building<br>Sector 17-D ,<br><b>CHANDIGARH – 160 017</b><br>Tel.: 0172-2706468<br>Fax: 0172-2708274<br>E-mail: ombchd@yahoo.co.in                 | Punjab , Haryana, Himachal Pradesh, Jammu & Kashmir , UT of Chandigarh             |
| CHENNAI                 | Insurance Ombudsman Office of the Insurance Ombudsman Fatima Akhtar Court , 4 th floor, 453 (old 312) Anna Salai, Teynampet,<br><b>CHENNAI – 600 018</b><br>Tel. 044-24333668 /5284<br>Fax: 044-24333664<br>E-mail: chennaiinsuranceombudsman@gmail.com | Tamil Nadu, UT–Pondicherry Town and Karaikal (which are part of UT of Pondicherry) |
| NEW DELHI               | Insurance Ombudsman Office of the Insurance Ombudsman 2/2 A, Universal Insurance Bldg. Asaf Ali Road<br><b>NEW DELHI – 110 002</b>                                                                                                                      | Delhi & Rajashtan                                                                  |

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|                  |                                                                                                                                                                                                                                                            |                                                                              |
|------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------|
|                  | Tel. 011-23239633<br>Fax: 011-23230858<br>E-mail: iobdelraj@rediffmail.com                                                                                                                                                                                 |                                                                              |
| GUWAHATI         | Insurance Ombudsman Office of the Insurance Ombudsman Jeevan Nivesh, 5 th floor<br>Nr. Panbazar Overbridge , S.S. Road<br><b>GUWAHATI – 781 001</b><br>Tel. : 0361-2132204/5<br>Fax:0361-2732937<br>E-mail: ombudsmanghy@rediffmail.com                    | Assam , Meghalaya, Manipur, Mizoram, Arunachal Pradesh, Nagaland and Tripura |
| HYDERABAD        | Insurance Ombudsman Office of the Insurance Ombudsman 6-2-46 , 1 st floor, Moin Court Lane Opp. Saleem Function Palace, A.C.Guards, Lakdi-Ka-Pool<br><b>HYDERABAD – 500 004</b><br>Tel. 040-65504123<br>Fax: 040-23376599<br>E-mail: insombudhyd@gmail.com | Andhra Pradesh, Karnataka and UT of Yanam – a part of the UT of Pondicherry  |
| ERNAKULAM /KOCHI | Insurance Ombudsman Office of the Insurance Ombudsman 2 ND Floor, CC 27/2603, Pulinat Bldg, Opp. Cochin Shipyard, M.G. Road ,<br><b>ERNAKULAM – 682 015</b><br>Tel: 0484-2358759<br>Fax:0484-2359336<br>E-mail: iokochi@asianetindia.com                   | Kerala , UT of (a) Lakshadweep , (b) Mahe – a part of UT of Pondicherry      |
| KOLKATA          | Insurance Ombudsman Office of The Insurance Ombudsman Hindusthan Building Annexe, 4 <sup>th</sup> Floor, 4 Chittaranjan Avenue<br><b>KOLKATA -700 072</b><br>Tel: 033 22124346/(40)<br>Fax: 033 22124341<br>Email:insombudsmankolkata@gmail.com            | West Bengal , Bihar , Jharkhand and UT of Andaman & Nicobar Islands , Sikkim |
| LUCKNOW          | Insurance Ombudsman Office of the Insurance Ombudsman Jeevan Bhawan, Phase 2, 6 th floor, Nawal Kishore Rd. Hazratganj,<br><b>LUCKNOW – 226 001</b><br>Tel : 0522 -2231331<br>Fax : 0522-2231310<br>Email insombudsman@rediffmail.com                      | Uttar Pradesh and Uttaranchal                                                |
| MUMBAI           | Insurance Ombudsman Office of the Insurance Ombudsman, Jeevan Seva Annexe, 3 rd floor, S.V.Road, Santacruz(W),<br><b>MUMBAI – 400 054</b><br>Tel : 022-26106928<br>Fax : 022-26106052<br>Email ombudsmanmumbai@gmail.com                                   | Maharashtra and Goa                                                          |

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- f) 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.
- g) As per provision 13(3) of the Redressal of Public Grievances Rules 1998, the complaint to the Ombudsman can be made:
  - i. only if a representation had been made to the Company in regard to the grievance and the same has been rejected by the Company or the complainant is not satisfied with the reply of the Company or no reply has been received to the representation for a period of 1 month after it is received by the Company;
  - ii. within a period of 1 year from the date of its rejection or from the date of the final reply of the Company;
  - iii. the complaint is not on the same subject-matter for which any proceedings before any court or consumer forum is pending or were so earlier.