

In this policy, the investment risk in the investment portfolio is borne by the policyholder.



**Pramerica**  
LIFE INSURANCE

# GIVE YOUR FUTURE A PERFECT

# 100

GET  
GUARANTEED  
ADDITIONS  
UP TO 10%  
OF PREMIUM  
PAID IN THE  
1<sup>ST</sup> POLICY  
YEAR

## **Pramerica Life Smart Invest 1 UP**

A Unit Linked Non-Participating Individual Savings Life Insurance Plan

UIN: 140L084V01



**Pramerica**

|

LIFE INSURANCE

## Pramerica Life Smart Invest 1 UP

A Unit Linked Non-Participating Individual Savings Life Insurance Plan

### Pramerica Life Smart Invest 1 UP

Pramerica Life Insurance introduces Pramerica Life Smart Invest 1 UP, a Unit Linked Insurance Plan (ULIP) designed to help you achieve your unique financial goals. With two tailored plan options - Dream Builder and Wealth Builder: this new-age solution empowers you to save for your specific needs while making your money work smarter. Combining market expertise with an understanding of your aspirations, it provides the flexibility to address unexpected financial challenges, ensuring a secure and rewarding journey to growth.

### Key Benefits

Here are the key benefits of **PRAMERICA LIFE SMART INVEST 1 UP** for maximised financial impact:

- Get the benefit of Guaranteed Additions of up to 10% of the Premium Paid in the 1<sup>st</sup> Policy year, with an additional mark-up for Female lives
- Benefit from Zero Premium Allocation Charge and Zero Policy Administration Charge throughout the policy term
- Return of Mortality Charges (ROMC) on survival of the Life Insured till the end of the Policy Term
- Fulfil your life goals by choosing from two plan options for different life stage needs,
  1. Wealth Builder
  2. Dream Builder
- Continuation of Policy on the death of Life Insured and regular income to Beneficiary under Dream Builder option

- Enjoy the flexibility of unlimited switches and premium re-directions between fund options for maximising market movement or minimising the risk at no additional cost
- Choice of two investment strategies and six fund options to suit your varied investment needs
- Enjoy the benefit of Life Cover and secure your family's future against the uncertainties of life
- Avail tax benefits on the premiums paid and the benefits received as per prevailing tax laws

### How does the plan work?

You can purchase this policy either through our intermediaries or from our website in 3 simple steps:

Step 1: Choose any one of the two available plan options

Step 2: Choose your Premium Amount, Policy Term, Premium Payment Term, Sum Assured Multiple and Premium Payment Frequency

Step 3: Choose your investment strategy and fund allocation

Your Sum Assured is automatically derived based on the chosen Sum Assured Multiple and the Annualized Premium. In case of the unfortunate demise of the Life Insured the beneficiary will receive the Death Benefit. On maturity of the policy, you have the option to receive the Maturity Benefit in a lump sum or as periodic payments through a settlement option.

## Eligibility Conditions

Parameters/Option	Wealth Builder		Dream Builder		
Age at Entry <sup>#</sup>	Minimum - 0 years (90 <sup>1</sup> days) Maximum - 60 years		Minimum - 18 years Maximum - 50 years		
Maturity Age <sup>#</sup>	Minimum - 18 years Maximum - 75 years		Minimum: 28 years Maximum: 65 years		
Policy Term	10-40 years				
Premium Payment Term	5 years or 10 years				
Premium (₹)	Premium Payment Mode	Annual	Semi-Annual	Quarterly	Monthly
	Minimum	₹36,000	₹18,000	₹9,000	₹3,000
	Maximum	No limit, subject to Board Approved Underwriting Policy			
Sum Assured	For Age < 50 years: 7 times or 10 times of Annualized Premium <sup>\$</sup>  For Age ≥ 50 years: 5 times or 10 times of Annualized Premium <sup>\$</sup>				
Premium Payment Frequency	Annual, Semi-Annual, Quarterly & Monthly*				
Top-Up Premium	Minimum Top up Premium - ₹5,000				
Top-Up Sum Assured <sup>^</sup>	For Age < 50 years: 1.25 times of Top-Up Premium  For Age ≥ 50 years: 1.1 times of Top-Up Premium				

<sup>\$</sup>'Annualized Premium' means the premium amount payable in a year excluding the taxes, rider premiums and Underwriting extra premium on riders, if any.

<sup>#</sup>Age as on last birthday

<sup>\*</sup>Monthly mode of Premium payment is available only through credit card, direct debit and ECS

<sup>^</sup>Age attained at the time of top-up

<sup>1</sup>In case the Life Insured is a minor at the date of commencement,

a. Policy vests in the Life Insured on attainment of his/her majority i.e. 18 years.

b. The proposer can either be a parent or grandparent or legal guardian of the Life Insured, or any other relation subject to insurable interest between the proposer and Life Insured. The ownership of such policies will vest automatically in the name of the Life Insured once he/she attains majority. The right of Appointee will extinguish on the attainment of majority of the Life Insured.

## Available Plan Options

**1. Wealth Builder** - If you wish to generate wealth in the long term then choose this option. You will receive a lump sum amount on completion of the Policy Term that shall help you to take care of your long-term needs.

**2. Dream Builder** - If you wish to secure your loved one's future in your absence and also want to build a big corpus for yourself and your family's long-term needs, then choose this option. In this option your family will get the enhanced protection in the form of immediate amount in case of unfortunate death, followed by regular monthly income and a lump sum amount on the maturity date.

## Benefits in Detail

### • Death Benefit

In case of the unfortunate demise of the Life Insured during the Policy Term, provided all due premiums are paid, the following benefits shall be payable:

#### For Wealth Builder

Death Benefit shall be higher of

- Sum Assured\*\* (including Top-Up Sum Assured, if any) or
- Fund Value (including Top-Up Fund Value, if any) or
- 105% of Total Premiums Paid (including Top-Up premiums, if any).

## For Dream Builder:

Death Benefit shall be

- **Immediate Lump Sum on Death of the Life Insured:**

A lump sum benefit equal to the higher of Sum Assured\*\* including the Top-Up Sum Assured, if any, or 105% of the Total Premiums Paid including Top-Up premiums, if any, shall be paid immediately to the nominee or the beneficiary as the case may be.

- **Monthly Income:** Monthly Income equal to (Annualized Premium) divided by 12, shall be paid after the death of the Life Insured to the nominee starting from the first monthly anniversary, immediately after the date of death of Life Insured till the end of the Policy Term.

- **Waiver of Future Premiums:** All future premiums will be paid into the policy by the company as and when they are due till the end of the Premium Payment Term and the policy will continue.

- **Fund Value on Maturity Date:** Fund Value, including Top-Up Fund Value, if any, shall be paid to the Nominee or the Beneficiary as the case may be at the Maturity Date.

*\*\*Sum Assured will be reduced to the extent of the partial withdrawals made in the last two years, immediately preceding the date of death. The partial withdrawal made from the Top-up Premium shall not be reduced for this purpose.*

- **Maturity Benefit (For all Plan Options)**

On survival of the Life Insured till the maturity date, if all due premiums have been paid, the Fund Value including Top-Up fund value, if any, shall be payable and the policy shall terminate.

## Surrender

The policy will acquire Surrender Value immediately from the first policy year. However, no Surrender Value will be payable during the “lock-in-period”, which is a period of five consecutive Policy Years from the date of the commencement of the Policy.

If the Policyholder opts for surrender within the first five Policy Years, the Fund Value after deducting the applicable discontinuance charges, shall be credited to the Discontinued Policy Fund; the risk cover and rider cover, if any, shall cease.

The proceeds from the Discontinued Policy Fund shall be paid at the end of the lock-in period as the Surrender Value. Only fund management charges shall be deducted from this fund during this period.

The income earned on this fund shall at least be minimum rate prescribed by the IRDAI from time to time. The current prescribed minimum guaranteed rate of interest applicable is 4% per annum. The excess income earned in the discontinued policy fund over and above the minimum guaranteed interest will also be accounted to the discontinued policy fund.

If the Policyholder opts for surrendering the policy after the completion of the fifth policy year, the Fund Value will be paid.

## Return of Mortality Charges

On survival of the Life Insured till the end of the Policy Term, an amount equal to the total of all the Mortality Charges deducted during the Policy Term (including Mortality Charge deducted on the Top-up Sum Assured as applicable) will be added to the total Fund Value (Base Fund Value + Top-Up Fund Value) at the Maturity Date, provided the Policy is in force and all due premiums are paid in full as on the Maturity Date.

The Return on Mortality Charges is subject to the following:

- The amount payable under the Return of Mortality Charge shall exclude any GST and cess with respect to the Mortality Charge that has been deducted
- The amount of the Return of Mortality Charge due with respect to the Top-Up Premium will also be added to the regular Premium Fund Value.
- The amount of the Return of Mortality Charge will be added to the Funds in the same proportion as the value of those funds as on the date of the Return of Mortality Charge. Unit Price as on the date of such addition will be used for the unitization.
- No Return of Mortality Charge will be available in a Policy that has been terminated/discontinued, death benefits triggered Policy or converted to a reduced paid-up policy.
- Any Mortality Charge deducted during the Settlement Period shall not be refunded.
- No Income and WOP charges shall be returned on Maturity.

## Guaranteed Additions

Guaranteed Additions is defined as a percentage of Premium Paid as given in the table below. This is allocated to the fund at the time of Premium Allocation for the first policy year which results in higher allocation for the Policyholder. Further, for female life an additional 10% of credited Guaranteed Additions is allocated to the Fund Value.

Premium Payment Term	Male/Transgender Lives		Female Lives	
	Premium Band 1 (₹36,000 to ₹59,999)	Premium Band 2 (₹60,000 and above)	Premium Band 1 (₹36,000 to ₹59,999)	Premium Band 2 (₹60,000 and above)
5	3% of Premium Paid	5% of Premium Paid	3.3% of Premium Paid	5.5% of Premium Paid
10	5% of Premium Paid	10% of Premium Paid	5.5% of Premium Paid	11% of Premium Paid

*Guaranteed Additions will be applicable for the first Policy Year Premium only and will be recovered in case the policy is cancelled under Free Look. Premium Bands are basis Annualized Premium.*

## Choice of Investment Strategies

At inception, the Policyholder can choose one of the below investment strategies:

- Defined Portfolio Strategy
- Life Stage Portfolio Strategy

Within the Defined Portfolio Strategy, the Policyholder can choose to invest with or without the Systematic Transfer Plan Option. Once opted the investment strategy will continue throughout the Policy Term. You cannot switch from one investment strategy to another during the Policy Term.

## Defined Portfolio Strategy

Under this option, you can choose to invest in any of the funds as available (except the Discontinued Policy Fund or Liquid Fund) in proportion to your choice. Within the Defined Portfolio Strategy, you also have the option to select the Systematic Transfer Plan (STP) option for which Liquid Fund will be made available to you. You can switch monies amongst these funds using the switch option.

You can choose from six funds to invest your money. You can look at the investment objectives of each of our funds to evaluate and match your investment goals to decide the proportion of investment in each of them. If you opt for more than one fund, the minimum investment in any fund should be at least 1% of the Annual Premium Paid. The funds and fund objectives are as follows:

Fund	Investment objective	Asset Allocation	Risk Profile
<b>Debt fund (SFIN: ULIF00127/08/08 FIXEDIFUND140)</b>	To generate steady return at lower risk by investing in a range of debt securities.	Government Securities: 50% to 100% Corporate bonds: 0% to 50% Money Market/cash: 0% to 40%	Low
<b>Balanced Equilibrium Fund (SFIN: ULIF016010223 BALEQIBFND140)</b>	Generate stable returns from a prudent combination of equity and fixed income investment with the possibility of increasing the fixed income contribution to 35%.	Equity and Equity Related Instruments: 65% to 75% Govt. Security/Corporate bonds/ Money Market Instruments: 25% to 35%	Medium
<b>Growth Momentum Fund (SFIN: ULIF015010223 GROWMOMFND140)</b>	Generate superior long-term returns from a diversified portfolio of equity and debt securities. The fixed income allocation can be increased to 25% depending upon market conditions to afford stability to the fund.	Equity and Equity-Related Instruments: 75% to 85% Govt. Security/Corporate bonds/ Money Market Instruments: 15% to 25%	High

<b>Large Cap Advantage Fund</b> (SFIN: ULIF013010223 LARCPADFND140)	To generate long-term capital appreciation from investment in large cap stocks which are constituents of the Nifty 100, subject to the regulatory limits on investee companies, their groups and industry sectors with the objective of beating the respective benchmark returns. The fund will have the flexibility of moving into fixed income instruments to the extent of 15% during more volatile periods.	Equity and Equity Related Instruments: 85% to 100% Govt. Security/Corporate bonds/ Money Market Instruments: 0% to 15%	High
<b>Flexi Cap Opportunities Fund</b> (SFIN: ULIF014010223 FLEXIOPFND140)	Dynamic capital appreciation through diversified investments in companies across the market capitalisation spectrum. The fund will have the flexibility of moving into fixed income instruments to the extent of 15% during more volatile periods.	Equity and Equity Related Instruments: 85% to 100% Govt. Security/Corporate bonds/ Money Market Instruments: 0% to 15%	High
<b>Pramerica Nifty Mid Cap 50 Correlation Fund</b> (SFIN: ULIF017260423 NIFMIDICOR140)	To invest in equity and equity oriented instruments in order to generate returns that closely correspond to the returns of the Nifty Mid Cap 50 Index, subject to tracking errors. The fund would invest in securities that form part of the NIFTY Mid Cap 50 Index to achieve high correlation with the Index within the regulatory framework permitted.	Equity & equity oriented instruments: 90-100% Money Market Instruments: 0-10%	High

Liquid Fund will be available to the Policyholder only through STP or Life Stage Portfolio Strategy as per the rule defined below. Investment objective of Liquid Fund is as under:

<b>Fund</b>	<b>Investment Objective</b>	<b>Asset Allocation</b>	<b>Risk Profile</b>
<b>Liquid Fund (only in case of STP)</b> (SFIN: ULIF00920/01/11 LIQUIDFUND140)	To generate steady return at lower risk by investing in a range of short-term debt/liquid money market securities	T-Bill/Money Market/Cash: 100%	Low

In addition to the above fund an additional fund will be maintained for discontinued policies with the following asset allocation and SFIN.

<b>Fund Name</b>	<b>Investment Objective</b>	<b>Asset Allocation</b>	<b>Risk Profile</b>
<b>Discontinued Policy Fund</b> (SFIN: ULIF01024/02/11 DISCONFUND140)	To generate steady return at lower risk when the policyholder surrenders the policy or discontinues premium payment during the lock-in period. The currently prevailing minimum guaranteed rate of interest applicable to discontinued fund is 4% per annum.	Government Securities: 60% to 100% Money Market/cash: 0% to 40%	Low

The minimum guaranteed rate of interest applicable to Discontinued Policy Fund will be specified by the IRDAI from time to time. The current minimum guaranteed rate applicable to Discontinued Policy Fund is 4% per annum.

## **Systematic Transfer Plan (STP)**

With STP, you can invest a specific amount at monthly intervals, this gives you the advantage of Rupee Cost Averaging. You can buy more units when markets are down and fewer units when markets are up, thereby reducing the average unit purchase cost.

You can choose STP only for 12 months, an option would be available to policies wherein the premium is to be paid annually.

## How STP Works

While applying for the policy, you choose the amount to be invested regularly in one or more of the six funds mentioned above, and decide the proportion of money you would like to invest in each fund. If you opt for more than one fund, the minimum investment in any fund should be at least 1% of the Annualized Premium Paid.

In the case of STP, the Annualized premium (net of Allocation Charges) will first be allocated to Liquid Fund every policy year until completion of the Premium Payment Term, and then at the beginning of each policy month (monthly policy anniversary), a portion will be systematically switched to the funds chosen by the policyholder at inception. Every month  $1/N$  of units will be transferred from Liquid Fund to other funds as per the fund allocation proportion selected by the policyholder, where 'N' = Number of months remaining under the STP scheme. STP option is not applicable where the mode of Premium Payment is non-annual.

For e.g. a policyholder chooses the STP option with Premium Allocation of 20% in Debt Fund and 80% in Growth Momentum Fund. Then for the first month  $1/12 * 20\%$  of units in Liquid Fund will be switched to Debt Fund and  $1/12 * 80\%$  of units in Liquid Fund will be switched to Growth Momentum Fund. This transfer will be processed after the deduction of all the charges for that monthly policy anniversary. For second month  $1/11 * 20\%$  of units in Liquid Fund will be switched to Debt Fund and  $1/11 * 80\%$  of units in Liquid Fund will be switched to Growth Momentum Fund and this process will be repeated for each Policy Year.

## Life Stage Portfolio Strategy

Considering the ever-changing financial needs as per the different life milestones, we offer a life-stage based investment strategy wherein the investments are distributed between Large Cap Advantage Fund and Debt Fund with their proportions varying as per the different life stages. At inception the funds will be distributed between two funds, Large Cap Advantage Fund & Debt Fund. As and when the next milestone is achieved, the funds will be re-distributed according to the attained age (age bands) as given in the following table:

Age as on last birthday and last policy anniversary	Debt Fund	Large Cap Advantage Fund
Up to 25	15%	85%
26 – 30	20%	80%
31 – 35	25%	75%
36 – 40	30%	70%
41 – 45	35%	65%
46 – 50	40%	60%
51 – 55	45%	55%
56 And Above	50%	50%

Every quarter, the strategy shall be reviewed and rebalanced (if necessary) to achieve the above proportions. The rebalancing will be done on the first day of each quarter of the financial year except for the last twelve-months of the policy. If the first day is a non-valuation date then the next working day's NAV will be applicable.

In the last twelve-months, the remaining investments from the Large Cap Advantage Fund will be systematically transferred to the liquid fund in 12 installments.

## Flexibility available in the plan

### • Top-Up

To boost your savings, you can pay Top-Up Premiums over & above the regular Premium as long as all due premiums to date have been paid, subject to the following conditions:

- Top-Up premiums are allowed at any time during the Policy Term, except during the last five-years of the Policy Term.

- Each Top-Up premium will be invested in a separate Top-Up account with a five years lock-in period from the payment date, except in case of full surrender of the contract.
- All Top-Up premiums made during the Policy Term shall have Insurance Coverage treating them as single-premium. The minimum Top-Up premium is ₹5,000/- for each Top-Up premium paid, the Top-Up Sum Assured shall be 1.25/1.10 times of Top-Up Premium depending on the age attained at the time of the Top-Up being less than 50 years or 50 years and above respectively.

#### • **Switching Option**

Within the Defined Portfolio Strategy, you can switch your investments within the available funds, depending on your financial priorities and investment decisions. There are no switching charges or restrictions on the number of switches during the entire policy term. The minimum switch amount is ₹5000/- unless 100% of the fund is switched. However, Switching is not allowed under the Systematic Transfer Plan and Life Stage Portfolio Investment Strategies.

#### • **Premium Redirection**

Defined Portfolio Strategy gives the flexibility to change the proportion of the Premium invested in different funds through an advance notice to the Company. All regular Premiums or Top-ups will continue to be invested as per the revised mandate until, you change the same. However, the Premium cannot be redirected to Liquid Funds. If you select more than one fund, at least 1% of the Annualized Premium will be invested in each fund. There are no Premium Redirection Charges or restrictions on the number of redirections during the entire Policy Term.

#### • **Partial withdrawals**

The withdrawals from the investment account for any unforeseen need or exigency are permitted only after the completion of five Policy Years (Lock-in Period).

- Partial withdrawals shall be allowed first from the eligible Top-Up Fund Value (fund value built up from Top-up premiums).

- For the purpose of partial withdrawals, lock-in period for Top-Up premiums will be five-years from the date of payment.
- For policies where life insured is a minor, Partial Withdrawal is not allowed until the minor life insured attains majority i.e. on or after the attainment of 18 years of age.
- The policyholder can make unlimited number of partial withdrawals as long as the total amount of partial withdrawals in a year does not exceed 20% of the Fund Value as at the beginning of the Policy Year. The minimum withdrawal amount is ₹10,000/-, the Partial Withdrawals are free of cost.
- Partial Withdrawals shall be allowed from the Fund Value built up from the Top-up Premiums, if any, as long as such Fund Value supports the Partial Withdrawals and subsequently, the Partial Withdrawals may be allowed from the Fund Value built up from the regular Premium.
- The Partial Withdrawals shall not be allowed, which would result in the termination of the contract.
- In case of death, Sum Assured payable will be reduced to the extent of Partial Withdrawals made in the last two-years, immediately preceding the date of death. For this purpose, partial withdrawals with respect to the Fund Value from the regular Premiums shall only be counted and not with respect to the Fund Value from the Top-Up Premiums.

#### • **Settlement option**

Upon Maturity of the policy, you will have the option to receive maturity benefit as a structured payout over a period of up to five-years by availing settlement option.

- During the period the inherent risk in the underlying Investment Funds will be borne by the Policyholder.
- The frequency of the periodic payments during the Settlement Option can be annual, semi-annual, per quarter or per month.
- The period of settlement shall not, in any case, be extended beyond the period of five-years from the date of maturity.



- The payments will be made in installments, based on the settlement period and the frequency of payouts chosen, with the first installment payable on the Date of Maturity.
- You have the option to switch the funds during the Settlement Period.
- In the Settlement Period after maturity, the risk cover shall be maintained at 105% of the Total Premiums Paid. Accordingly, mortality charges will be deducted. In case of death of life insured during this period, a higher of Total Fund Value at the time of death or 105% of the Total Premium Paid shall be returned to the beneficiary.
- The charges levied on the fund during the settlement period are the fund management charge, switching charge and mortality charge, if any and no other charges shall be levied.
- Mortality charges deducted during the settlement period will not be returned.
- No partial withdrawals are allowed during the settlement period. However, you can make a complete withdrawal at any time during the settlement period and no charge will be levied for such withdrawal.
- The policy will terminate once the Fund Value falls below a minimum amount of ₹5,000 during the settlement period or at the end of the settlement period by paying the fund value at that time.

**Let us look at a few examples to understand the product benefits better:**

**A) Plan Option: Wealth Builder**

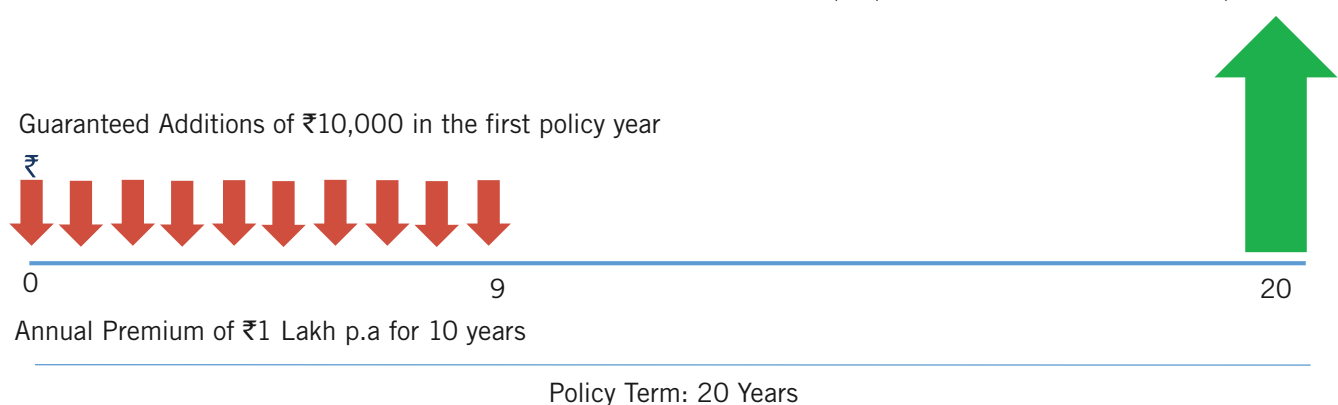
Piyush, 35-year-old male, aims to create a lump sum so that he can buy a holiday home before he retires. He opts for Pramerica Life Smart Invest 1 UP (Wealth Builder Option), wherein he pays ₹1 lakh p.a. for 10 years with a policy term of 20 years and a Death Benefit Multiple of 10x. He chooses 100% allocation in the Large Cap Advantage Fund.

**Scenario I: Piyush survives till Maturity:**

Maturity Benefit

@ 8%: ₹26,35,091 (inclusive of ROMC of ₹5,569)

@ 4%: ₹14,48,876 (inclusive of ROMC of ₹6,397)



**Scenario II: In case of unfortunate demise of Piyush:**

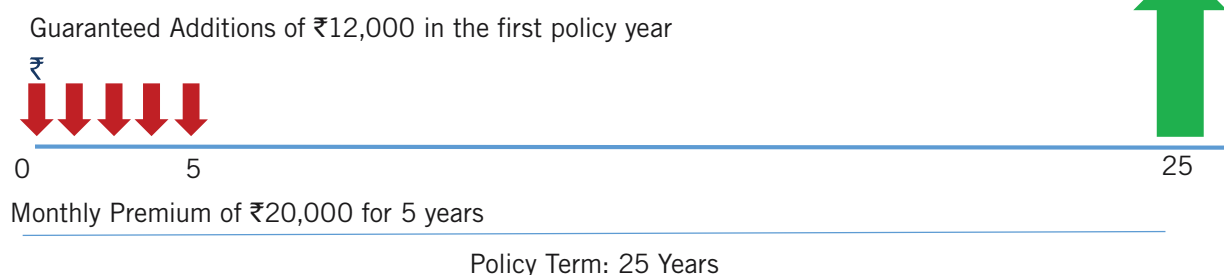
In case of unfortunate demise of Piyush anytime during the policy term, the beneficiary will receive a Death Benefit which is higher of 10 times Annualized Premium or Fund Value or 105% of Total Premiums Paid

## B) Plan Option: Dream Builder

Sudeep, a 30-year-old male, has a 1-year-old daughter, and wishes to create a corpus for his daughter's marriage. He opts for the Pramerica Life Smart Invest 1 UP (Dream Builder), wherein he pays ₹20,000 per month for 5 years with a Policy Term of 25 years and the Death Benefit Multiple of 7x. He chooses 100% allocation in the Flexi Cap Opportunities Fund.

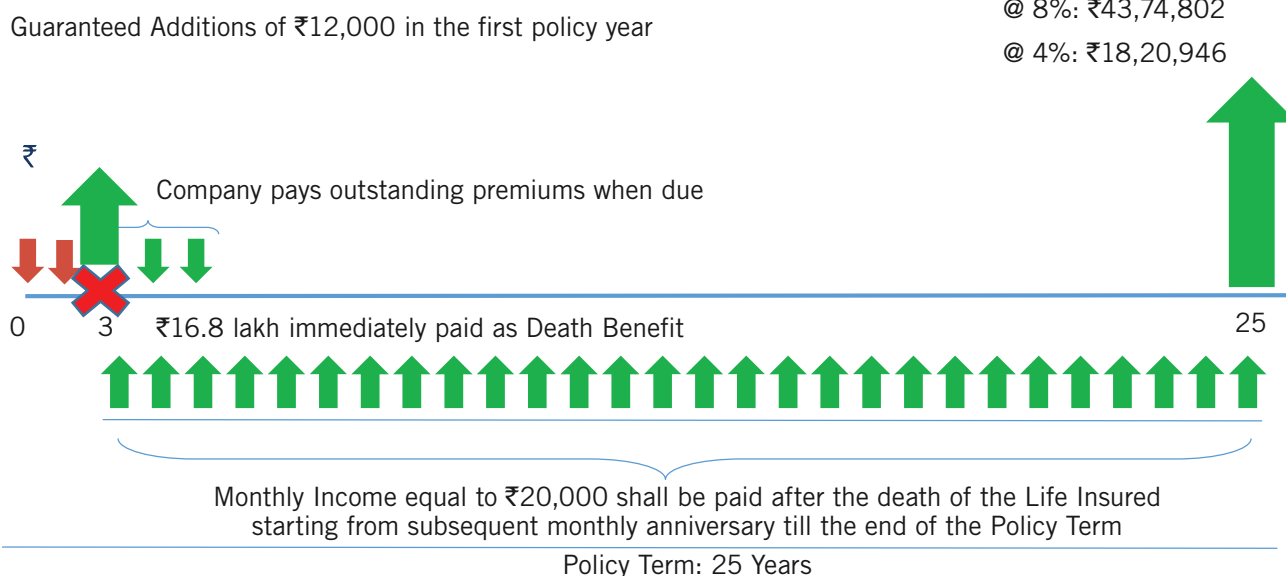
### Scenario I: Sudeep survives till Maturity:

Maturity Benefit  
 @ 8%: ₹43,74,802 (inclusive of ROMC of ₹1,22,158)  
 @ 4%: ₹18,20,946 (inclusive of ROMC of ₹1,22,158)



### Scenario II: In case of unfortunate demise of Sudeep at the end of 3<sup>rd</sup> Policy Year:

Maturity Benefit  
 @ 8%: ₹43,74,802  
 @ 4%: ₹18,20,946



## List of charges applicable on the Policy

### • Premium Allocation Charge

NIL; there are no allocation charges in this product.

### • Policy Administration Charge

NIL; there are no Policy Administration charges in this product.

### • Mortality Charge

A Mortality charge will apply to the sum at risk. It will be deducted monthly by cancellation of units from the unit account.

Monthly mortality charges for Top-Up Sum Assured cover would be calculated as

- For Wealth Builder: Top-up Sum Assured less Top-Up Fund Value multiplied by the mortality charge rate (per 1000 of Sum At Risk) for the given age.
- For Dream Builder: Top-Up Sum Assured multiplied by the mortality charge rate (per 1000 of Sum At Risk) for the given age.

Annual charges per 1000 sum at risk for a healthy male are as follows:

Attained Age	20 (years)	30 (years)	40 (years)	50 (years)
Mortality Charge (₹)	1.0164	1.0747	1.848	4.8796

• **Waiver of Premium Charge (Applicable for Dream Builder)**

This Charge is deducted by cancellation of Units from the Unit Account at the applicable Unit Price at the beginning of each Policy Month. This charge is applicable only for Dream Builder. The monthly WOP charge is calculated by multiplying the Present Value of all Outstanding Premiums payable for the remaining term of the policy by the WOP charge rate for the given age divided by (12 \* 1000). The discount rate used to compute the present value which is 5% p.a. This interest rate is reviewable.

• **Income Charge (Applicable for Dream Builder)**

This Charge is deducted by cancellation of Units from the Unit Account at the applicable Unit Price at the beginning of each Policy Month. This charge is applicable only for Dream Builder. The monthly Income charge is calculated by multiplying the Present Value of all Outstanding Monthly Income (Annualized Premium/12) payable for the remaining term of the policy by the Income charge rate for the given age divided by (12 \* 1000). The discount rate used to compute the present value is 5% p.a. This interest rate is reviewable.

• **Fund Management Charges (FMC)**

Fund Name	FMC per annum
Debt Fund (SFIN: ULIF00127/08/08FIXEDIFUND140)	1.20%
Balanced Equilibrium Fund (SFIN: ULIF016010223BALEQIBFND140)	1.35%
Growth Momentum Fund (SFIN: ULIF015010223GROWMOMFND140)	1.35%
Large Cap Advantage Fund (SFIN: ULIF013010223LARCPADFND140)	1.35%
Flexi Cap Opportunities Fund (SFIN: ULIF014010223FLEXIOPFND140)	1.35%
Pramerica Nifty Mid Cap 50 Correlation Fund (SFIN: ULIF017260423NIFMIDICOR140)	1.25%
Liquid Fund (in case of STP only) (SFIN: ULIF00920/01/11LIQUIDFUND140)	1.20%
Discontinued Policy Fund (ULIF01024/02/11DISCONFUND140)	0.50%

The FMC will be adjusted in the unit price of each fund and will be levied on a daily basis. FMC is reviewable subject to maximum of 1.35% p.a. for each of the fund and upon prior approval of the IRDAI.

• **Discontinuance Charge**

NIL; there are no Discontinuance charges in this product.

• **Goods & Service Tax**

The Company will deduct charges for goods and service tax applicable on unit-linked products at the rate as notified by the Government of India from time to time.

• **Switching Charge:**

No switching charge will be levied

• **Premium Redirection Charge:**

No premium redirection charge will be levied

**Tax Benefits**

Tax benefits may be applicable as per the prevailing tax laws. Tax laws are subject to change. Please consult your tax advisor for details.

**Suicide Exclusion:**

In case of death due to suicide or attempted suicide, whether sane or insane, within 12 months from the date of commencement of risk of the Policy or from the date of revival of the Policy, as applicable, the nominee(s) or beneficiary of the Policyholder shall be entitled to the Fund Value available as on the date of intimation of death and the charges other than FMC and Guarantee Charges, if any levied subsequent to the date of death shall be added back to the Fund Value as available on the date of intimation of death.

**Foreclosure**

The Company has kept a trigger point to check that at each point in time, the fund value does not fall below one Annualized Premium after the completion of 5 policy years. In such cases where this situation arises, the Policyholder will be notified and given an option to withdraw the amount and terminate the Policy.

Further, where the Fund Value is not sufficient to meet monthly charges, the Policy will automatically foreclose without any value.

## Minor Lives

In case the Life Insured is a minor at the date of commencement, the proposer can either be a parent or grandparent or legal guardian of the Life Insured or any other relation subject to insurable interest between the proposer and Life Insured. In case of minor lives, date of risk commencement for policies will be same as that of date of commencement of policy. The ownership of such policies will vest automatically in name of Life Insured once he/she attains majority.

## Free look cancellation

You will have a period of 30 days from the date of receipt of the Policy document to review the terms and conditions of the Policy and where you disagree to any of these terms and conditions, you have an option to return the Policy stating the reasons for objection. On receipt of the letter along the Policy documents, the Company will refund the fund value as on date of cancellation plus unallocated part of Premium plus charges deducted from Policy by cancellation of units, subject to the deduction of proportionate risk Premium, if any, and expenses incurred by the company on insurance stamp duty, medical examination, if any and fund value of Guaranteed Additions.

## Premium Payment, Discontinuation and Revival

**Grace Period:** Premium is payable for the entire Premium Payment Term for all policies. In case you do not pay Premium by due date, you will have a grace period of 30 days in case of non-monthly mode policies and 15 days of grace period in case of monthly mode policies from the due date to pay Premium, during which time the policy is considered to be in-force with-out any interruption as per the terms & conditions of the policy.

### Provisions applicable to policies discontinued during the first five Policy years (Lock in Period)

a. Upon expiry of the grace period, in case of discontinuance of policy due to non-payment of premium, the fund value, after deducting the applicable discontinuance charges, shall be credited to the Discontinued Policy Fund and the risk cover and rider cover, if any, shall cease.

- b. Such discontinuance charge shall not exceed the charges stipulated in section “List of Charges applicable on the policy” of this document. All such discontinued policies shall be provided a revival period of three years from date of first unpaid premium. On such discontinuance, the insurer shall communicate the status of the policy, within three months of the first unpaid premium, to the Policyholder and provide the option to revive the policy within the revival period of three years.
- i. In case the Policyholder opts to revive but does not revive the policy during the revival period, the proceeds of the discontinuance fund shall be paid to the Policyholder at the end of the revival period or lock-in period whichever is later. In respect to the revival period ending after lock-in period, the policy will remain in discontinuance fund till the end of revival period. The Fund management charges of Discontinued Fund will be applicable during this period and no other charges will be applied.
- ii. In case the Policyholder does not exercise the option as set out above, the policy shall continue without any risk cover and rider cover, if any, and the policy fund shall remain invested in the discontinuance fund. At the end of the lock-in period, the proceeds of the discontinuance fund shall be paid to the Policyholder and the policy shall terminate.
- iii. However, the Policyholder have an option to surrender the policy anytime and proceeds of the discontinued policy shall be payable at the end of lock-in period or date of surrender whichever is later.

### Provisions applicable to policies discontinued after the first five Policy years

- i. Upon expiry of the grace period, in case of discontinuance of a policy due to non-payment of premium after the lock-in period, the policy shall be converted into a reduced paid-up policy with the paid-up sum assured i.e. original sum assured multiplied by a ratio of “total period for which premiums have already been paid” to the “maximum period for which premiums were originally payable” as per the

terms and conditions of the policy. The policy shall continue to be in reduced paid-up status, without any rider cover, if any. All charges (except for Income and WOP charges) as per the terms and conditions of the policy may be deducted during the revival period. However, the mortality charges shall be deducted based on the reduced paid up sum assured only.

- ii. On such discontinuance, the Insurer shall communicate the status of the policy, within three months of the first unpaid premium to the Policyholder and provide the following options:
  1. To revive the policy within the revival period of three years, or
  2. Complete withdrawal of the policy.
- iii. In case the Policyholder opts to revive the policy as per para 1 above but does not revive the policy during the revival period, the fund value shall be paid to the Policyholder at the end of the revival period.
- iv. In case the Policyholder does not exercise any of the options set above, the policy shall continue to be in reduced paid up status. At the end of the revival period the proceeds of the policy fund shall be paid to the Policyholder and the policy shall terminate.
- v. All charges as per the terms and conditions of the policy may be deducted during the revival period.
- vi. However, the Policyholder has the option to surrender the policy anytime and proceeds of the policy fund shall be payable.

In case of the death of the Life Insured while the Policy is in reduced paid-up status; the nominee/beneficiary shall receive the benefit as mentioned below and the Policy shall terminate thereafter.

#### **For Wealth Builder:**

Higher of the Paid-up Sum Assured<sup>##</sup> (including the Top-up Sum Assured, if any) or the Fund Value (including the Top-up Fund Value, if any) or 105% of the Total Premiums Paid (including the Top-up premium, if any) till the date of death.

#### **For Dream Builder:**

Higher of the Paid-up Sum Assured<sup>##</sup> (including the Top-up Sum Assured, if any) or 105% of the Total Premium Paid (including the Top-up premium, if any) till the date of death; plus the Fund Value (including the Top-up fund value) if any.

<sup>##</sup> The Paid-up Sum Assured will be reduced to the extent of partial withdrawals made in the last 2 years immediately preceding the date of death. The partial withdrawal made from the Top-up premium shall not be reduced for this purpose.

## **Revival of Discontinued Policy**

You have the option to revive your discontinued policy within three years from the date of first unpaid premium subject to the payment of all overdue premiums and our underwriting policy.

### Revival of a Discontinued Policy during lock-in period:

- a. You can revive the policy restoring the risk cover along with the investments made in the segregated funds as chosen by you, out of the discontinued funds, less the applicable charges as mentioned below in section (b), in accordance with the terms and conditions of the policy.
- b. At the time of revival:
  - i. All due and unpaid premiums which have not been paid shall be payable without charging any interest or fee.
  - ii. Policy Administration Charges and Premium Allocation Charge as applicable during the discontinuance period shall be levied. No other charges shall be levied.
  - iii. The Discontinuance Charges deducted at the time of discontinuance of the policy shall be added back to the fund.

### Revival of a Discontinued Policy after lock-in period:

- a. You can revive the policy restoring the original risk cover in accordance with the terms and conditions of the policy
- b. At the time of revival:
  - i. All due and unpaid premiums under the base plan which have not been paid shall be payable without charging any interest or fee. The Policyholder also has the option to revive the rider.
  - ii. Premium Allocation Charge as applicable shall be levied.
  - iii. No other charges shall be levied.

The revival of the Policy shall not take effect until the Company has specifically approved your request for revival and the same has been communicated to you in writing. The revival of the Policy shall be subject to the underwriting requirements of the Company, as applicable from time to time.

## Unit Price calculation

- The Company shall calculate the unit price (or NAV) of the funds as per IRDAI guidelines.
- The unit price (or NAV) of the fund is determined as market value of investments held in the fund plus the value of any current assets less the value of any current liabilities and provision, if any, divided by the number of units existing in the fund at the valuation date (before any new units are created or redeemed).
- Provisions shall include expenses for the brokerage and the transaction cost, NPA, Fund Management Charges (FMC) and any other charges approved by the IRDAI.
- The Unit Price will be rounded to the nearest of ₹0.0001 and shall be published on the Company's website.

## Force Majeure Condition

1. As per Schedule I(2)(A)(v) of the IRDAI (Insurance Products) Regulations, 2024, the Company will declare a 'Single' Net Asset Value (NAV) for each segregated fund on a day-to-day basis.
2. The Company specifies that, in the event of certain Force Majeure conditions, the declaration of NAV on a day-to-day basis may be deferred and could include other actions as a part of investment strategy (e.g. taking exposure of any Segregated Fund (SFIN) upto 100% in Money Market Instruments [as defined under Schedule III (Part I)(1)(8) of IRDAI (Actuarial, Finance & Investment functions of Insurers) Regulations 2024])
3. The Company shall value the Funds (SFIN) on each day for which the financial markets are open. However, the Company may value the SFIN less frequently in extreme circumstances external to the Company i.e. in force majeure events, where the value of the assets is too uncertain. In such circumstances, the Company

may defer the valuation of assets for up to 30 days until the Company is certain that the valuation of SFIN can be resumed

4. The Company shall inform IRDAI of such deferment in the valuation of assets. During the continuance of the Force Majeure events, all requests for servicing the policy including policy related payment shall be kept in abeyance.
5. The Company shall continue to invest as per the fund mandates. However, the Company shall reserve its right to change the exposure of all or any part of the Fund to Money Market Instruments [as defined under Schedule III (Part I)(1)(8) of IRDAI (Actuarial, Finance & Investment functions of Insurers) Regulations 2024] in circumstances mentioned under points 3 and 4 above. The exposure of the fund as per the fund mandates shall be reinstated within reasonable timelines once the Force Majeure situation ends
6. Few examples of circumstances as mentioned [in point 3 & 4 above] are:
  - a) When one or more stock exchanges which provide a basis for valuation of the assets of the fund are closed otherwise than for ordinary holidays.
  - b) When, as a result of political, economic, monetary or any circumstances which are not in the control of the Company, the disposal of the assets of the fund would be detrimental to the interests of the continuing Policyholders.
  - c) In the event of natural calamities, strikes, war, civil unrest, riots and bandhs.
  - d) In the event of any Force Majeure or disaster that affects the normal functioning of the Company.
7. In such an event, an intimation of such Force Majeure event shall be uploaded on the Company's website for information.

## Unit allocation and de-allocation rules

- The first Premium will be allocated on the basis of the NAV on the date of the commencement of the Policy.

- Premium received up to 3:00 pm along with a local cheque or a demand draft payable at par, at the place where the Premium is received; the closing unit price of the day on which Premium/switch request is received shall apply. If such Premium and switch request is received after 3:00 pm, the closing unit price of the next business day shall apply.
- In respect to the Premium received with outstation cheque/demand draft at the place where the Premium is received, the closing NAV of the day on which cheques/demand draft is realised shall apply.
- In respect to a valid application received (for Switch, Surrender, Partial Surrender or Maturity claim) up to 3:00 pm, the same day's closing unit price shall apply. If such application is received after 3:00 pm, the closing unit price of next business day shall apply.
- All renewal Premiums received in advance will be allocated units at NAV prevailing on their respective due date.

## Policy Loan

No Loan is available against the Policy under this plan.

## Nomination and Assignment

Nomination in this policy is allowed as per Section 39 of Insurance Act, 1938 as amended from time to time. Assignment in this policy is allowed as per Section 38 of Insurance Act, 1938 as amended from time to time.

## Section 41 of the Insurance Act 1938: Prohibition of rebate, (as amended from time to time):

In accordance with Section 41 of the Insurance Act, 1938, as amended from time to time

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 prospectuses or tables of the insurer.

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

## Section 45 of the Insurance Act 1938, as amended from time to time

Fraud and mis-statement would be dealt with in accordance with the provisions of Section 45 of the Insurance Act, 1938 as amended from time to time. For provisions of this Section, please contact the insurance company or refer to the sample policy contract of this product on our website [www.pramericalife.in](http://www.pramericalife.in)

## Grievance Redressal

- I. In case of any clarification or query please contact your Company Salesperson. Any concern may also be raised at any of the branch offices of the Company, the addresses of the branch offices are available on the official website of the company.
- II. The Company may be contacted at:  
Customer Service Helpline 1860 500 7070 (Local charges apply) / 011 48187070 (9:00 am to 7:00 pm from Monday to Saturday)  
Email: [contactus@pramericalife.in](mailto:contactus@pramericalife.in)  
Email for Senior Citizen: [seniorcitizen@pramericalife.in](mailto:seniorcitizen@pramericalife.in)  
Website: [www.pramericalife.in](http://www.pramericalife.in)  
  
Communication Address:  
Customer Service  
Pramerica Life Insurance Ltd.  
4<sup>th</sup> Floor, Building No. 9 B, Cyber City, DLF City Phase III, Gurgaon– 122002  
Office hours: 9:30 am to 6:30 pm from Monday to Friday
- III. Grievance Redressal Officer:  
If the response received from the Company is not satisfactory or no response is received within two weeks of contacting the Company, the matter may be escalated to:  
Email- [customerfirst@pramericalife.in](mailto:customerfirst@pramericalife.in)

Grievance Redressal Officer,  
Pramerica Life Insurance Ltd.,  
4<sup>th</sup> Floor, Building No. 9 B, Cyber City,  
DLF City Phase III, Gurgaon– 122002  
GRO Contact Number: 0124 – 4697069  
Email- [gro@pramericalife.in](mailto:gro@pramericalife.in)  
Office hours: 9:30 am to 6:30 pm from  
Monday to Friday

IV. IRDAI- Grievance Redressal Cell:

If after contacting the Company, the Policyholders query or concern is not resolved satisfactorily or within timelines the Grievance Redressal Cell of the IRDAI may be contacted. Bima Bharosa Toll Free number – 155255 or 1800-425-4732

Email Id- [complaints@irdai.gov.in](mailto:complaints@irdai.gov.in)

Website: <https://bimabharosa.irdai.gov.in>

Complaints against Life Insurance Companies: Insurance Regulatory and Development Authority of India Policyholder's protection & Grievance Redressal Department (PPGR), Sy. No. 115/1, Financial District Nanakramguda, Gachibowli, Hyderabad– 500032

V. Insurance Ombudsman:

The office of the Insurance Ombudsman has been established by the Government of India for the redressal of any grievance in respect to life insurance policies.

Any person who has a grievance against an insurer, may himself or through his legal heirs, nominee or assignee, make a complaint in writing to the Insurance Ombudsman within whose territorial jurisdiction the branch or office of the insurer complained against or the residential address or place of residence of the complainant is located.

The complaint shall be in writing, duly signed by the complainant or through his legal heirs, nominee or assignee and shall state clearly the name and address of the complainant, the name of the branch or office of the insurer against whom the complaint is made, the facts giving rise to the complaint, supported by documents, the nature and extent of the loss caused to the complainant and the relief sought from the Insurance Ombudsman.

In case you are not satisfied with the decision/ resolution of the insurer, you may approach the Insurance Ombudsman if your grievance pertains to any of the following:

- a. Delay in settlement of claim beyond the time specified in the regulations, framed under the Insurance Regulatory and Development Authority of India Act, 1999
- b. Any partial or total repudiation of claims
- c. Disputes over premium paid or payable in terms of insurance policy
- d. Misrepresentation of policy terms and conditions
- e. Legal construction of insurance policies in so far as the dispute relates to claim
- f. Policy servicing related grievances against insurers and their agents and intermediaries
- g. Issuance of Life insurance policy, which is not in conformity with the proposal form submitted by the proposer
- h. Non-issuance of insurance policy after receipt of premium
- i. Any other matter resulting from the violation of provisions of the Insurance Act, 1938 or the regulations, circulars, guidelines or instructions issued by the IRDAI from time to time or the terms and conditions of the policy contract, in so far as they relate to issues mentioned at clauses (a) to (f)

No complaint to the Insurance Ombudsman shall lie unless

- (a) The complainant makes a written representation to the insurer named in the complaint and—
  - (i) Either the insurer had rejected the complaint, or
  - (ii) The complainant had not received any reply within a period of one month after the insurer received his representation, or
  - (iii) The complainant is not satisfied with the reply given to him by the insurer
- (b) The complaint is made within one year—
  - (i) After the order of the insurer rejecting the representation is received, or
  - (ii) After receipt of decision of the insurer which is not to the satisfaction of the complainant, or



(iii) After expiry of a period of one month from the date of sending the written representation to the insurer if the insurer named fails to furnish reply to the complainant

The address of the Insurance Ombudsman are attached herewith as Annexure and may also be obtained from the following link on the internet - Link: //www.cioins.co.in/ombudsman

### Address & Contact Details of Ombudsmen Centres

Office of The Governing Body of Insurance Council (Monitoring Body for Offices of Insurance Ombudsman) 3rd Floor, Jeevan Seva Annexe, Santacruz (West), Mumbai - 400054. Tel no: 022 - 69038800/69038812. Email id: inscoun@cioins.co.in Website: www.cioins.co.in
If you have a grievance, approach the grievance cell of Insurance Company first. If complaint is not resolved/ not satisfied/not responded for 30 days then You can approach The Office of the Insurance Ombudsman (Bimalokpal) Please visit our website for details to lodge complaint with Ombudsman.

Sl.	Centre	Contact Person	Office Details*	Jurisdiction of Office Union Territory, District
1	AHMEDABAD	Shri Collu Vikas Rao	Insurance Ombudsman Office of the Insurance Ombudsman, Jeevan Prakash Building, 6th floor, Tilak Marg, Relief Road, AHMEDABAD - 380 001. Tel.: 079 - 25501201/02 Email: bimalokpal.ahmedabad@cioins.co.in	Jurisdiction : Gujarat, Dadra & Nagar Haveli, Daman and Diu.
2	BENGALURU	Mr Vipin Anand	Insurance Ombudsman Office of the Insurance Ombudsman, Jeevan Soudha Building, PID No. 57-27- N-19 Ground Floor, 19/19, 24th Main Road, JP Nagar, 1st Phase, Bengaluru - 560 078. Tel.: 080 - 26652048 / 26652049 Email: bimalokpal.bengaluru@cioins.co.in	Jurisdiction : Karnataka.
3	BHOPAL	Shri R. M. Singh	Insurance Ombudsman Office of the Insurance Ombudsman, 1st floor, "Jeevan Shikha", 60-B, Hoshangabad Road, Opp. Gayatri Mandir, Bhopal - 462 011. Tel.: 0755 - 2769201 / 2769202 / 2769203 Email: bimalokpal.bhopal@cioins.co.in	Jurisdiction : Madhya Pradesh, Chhattisgarh.
4	BHUBANESWAR	Shri Manoj Kumar Parida	Insurance Ombudsman Office of the Insurance Ombudsman, 62, Forest park, Bhubaneswar - 751 009. Tel.: 0674 - 2596461 / 2596455 / 2596429 / 2596003 Email: bimalokpal.bhubaneswar@cioins.co.in	Jurisdiction : Odisha.
5	CHANDIGARH	Mr Atul Jerath	Insurance Ombudsman Office Of The Insurance Ombudsman, Jeevan Deep Building SCO 20-27, Ground Floor Sector- 17 A, Chandigarh - 160 017. Tel.: 0172 - 2706468 Email: bimalokpal.chandigarh@cioins.co.in	Jurisdiction : Punjab, Haryana (excluding Gurugram, Faridabad, Sonapat and Bahadurgarh), Himachal Pradesh, Union Territories of Jammu & Kashmir, Ladakh & Chandigarh.
6	CHENNAI	Shri Somnath Ghosh	Insurance Ombudsman Office of the Insurance Ombudsman, Fatima Akhtar Court, 4th Floor, 453, Anna Salai, Teynampet, CHENNAI - 600 018. Tel.: 044 - 24333668 / 24333678 Email: bimalokpal.chennai@cioins.co.in	Jurisdiction : Tamil Nadu, Puducherry Town and Karaikal (which are part of Puducherry).
7	DELHI	Ms Sunita Sharma	Insurance Ombudsman Office of the Insurance Ombudsman, 2/2 A, Universal Insurance Building, Asaf Ali Road, New Delhi - 110 002. Tel.: 011 - 46013992 / 23213504 / 23232481 Email: bimalokpal.delhi@cioins.co.in	Jurisdiction : Delhi & following Districts of Haryana - Gurugram, Faridabad, Sonapat & Bahadurgarh.
8	GUWAHATI	Shri Somnath Ghosh	Insurance Ombudsman Office of the Insurance Ombudsman, Jeevan Nivesh, 5th Floor, Nr. Panbazar over bridge, S.S. Road, Guwahati - 781001(ASSAM). Tel.: 0361 - 2632204 / 2602205 / 2631307 Email: bimalokpal.guwahati@cioins.co.in	Jurisdiction : Assam, Meghalaya, Manipur, Mizoram, Arunachal Pradesh, Nagaland and Tripura.
9	HYDERABAD	Shri N. Sankaran	Insurance Ombudsman Office of the Insurance Ombudsman, 6-2-46, 1st floor, "Moin Court", Lane Opp. Saleem Function Palace, A. C. Guards, Lakdi-Ka-Pool, Hyderabad - 500 004. Tel.: 040 - 23312122 / 23376991 / 23376599 / 23328709 / 23325325 Email: bimalokpal.hyderabad@cioins.co.in	Jurisdiction : Andhra Pradesh, Telangana, Yanam and part of Union Territory of Puducherry.
10	JAIPUR	Shri Rajiv Dutt Sharma	Insurance Ombudsman Office of the Insurance Ombudsman, Jeevan Nidhi - II Bldg., Gr. Floor, Bhawani Singh Marg, Jaipur - 302 005. Tel.: 0141- 2740363 Email: bimalokpal.jaipur@cioins.co.in	Jurisdiction : Rajasthan.

11	KOCHI	Shri G. Radhakrishnan	Insurance Ombudsman Office of the Insurance Ombudsman, 10th Floor, Jeevan Prakash, LIC Building, Opp to Maharaja's College Ground, M.G. Road, Kochi - 682 011. Tel.: 0484 - 2358759 Email: bimalokpal.ernakulam@cioins.co.in	Jurisdiction : Kerala, Lakshadweep, Mahe-a part of Union Territory of Puducherry.
12	KOLKATA	Ms Kiran Sahdev	Insurance Ombudsman Office of the Insurance Ombudsman, Hindustan Bldg. Annexe, 7th Floor, 4, C.R. Avenue, KOLKATA - 700 072. Tel.: 033 - 22124339 / 22124341 Email: bimalokpal.kolkata@cioins.co.in	Jurisdiction : West Bengal, Sikkim, Andaman & Nicobar Islands.
13	LUCKNOW	Shri. Atul Sahai	Insurance Ombudsman Office of the Insurance Ombudsman, 6th Floor, Jeevan Bhawan, Phase-II, Nawal Kishore Road, Hazratganj, Lucknow - 226 001. Tel.: 0522 - 4002082 / 3500613 Email: bimalokpal.lucknow@cioins.co.in	Jurisdiction : Districts of Uttar Pradesh : Lalitpur, Jhansi, Mahoba, Hamirpur, Banda, Chitrakoot, Allahabad, Mirzapur, Sonbhadra, Fatehpur, Pratapgarh, Jaunpur, Varanasi, Gazipur, Jalaun, Kanpur, Lucknow, Unnao, Sitapur, Lakhimpur, Bahraich, Barabanki, Raebareli, Sravasti, Gonda, Faizabad, Amethi, Kaushambi, Balrampur, Basti, Ambedkarnagar, Sultanpur, Maharajgang, Santkabirnagar, Azamgarh, Kushinagar, Gorkhpur, Deoria, Mau, Ghazipur, Chandauli, Ballia, Sidharathnagar.
14	MUMBAI	Mr Vipin Anand	Insurance Ombudsman Office of the Insurance Ombudsman, 3rd Floor, Jeevan Seva Annexe, S. V. Road, Santacruz (W), Mumbai - 400 054. Tel.: 022 - 69038800/27/29/31/32/33 Email: bimalokpal.mumbai@cioins.co.in	Jurisdiction : Goa, Mumbai Metropolitan Region (excluding Navi Mumbai & Thane).
15	NOIDA	Shri Bimbadhar Pradhan	Insurance Ombudsman Office of the Insurance Ombudsman, Bhagwan Sahai Palace 4th Floor, Main Road, Naya Bans, Sector 15, Distt: Gautam Buddh Nagar, U.P - 201301. Tel.: 0120-2514252 / 2514253 Email: bimalokpal.noida@cioins.co.in	Jurisdiction : State of Uttarakhand and the following Districts of Uttar Pradesh: Agra, Aligarh, Bagpat, Bareilly, Bijnor, Budaun, Bulandshehar, Etah, Kannauj, Mainpuri, Mathura, Meerut, Moradabad, Muzaffarnagar, Oraiyya, Pilibhit, Etawah, Farrukhabad, Firozbad, Gautam Buddh nagar, Ghaziabad, Hardoi, Shahjahanpur, Hapur, Shamli, Rampur, Kashganj, Sambhal, Amroha, Hathras, Kanshiramnagar, Saharanpur.
16	PATNA	Ms Susmita Mukherjee	Insurance Ombudsman Office of the Insurance Ombudsman, 2nd Floor, Lalit Bhawan, Bailey Road, Patna - 800 001. Tel.: 0612-2547068 Email: bimalokpal.patna@cioins.co.in	Jurisdiction : Bihar, Jharkhand.
17	PUNE	Shri Sunil Jain	Insurance Ombudsman Office of the Insurance Ombudsman, Jeevan Darshan Bldg., 3rd Floor, C.T.S. No.s. 195 to 198, N.C. Kelkar Road, Narayan Peth, Pune - 411 030. Tel.: 020-24471175 Email: bimalokpal.pune@cioins.co.in	Jurisdiction : Maharashtra, Areas of Navi Mumbai and Thane (excluding Mumbai Metropolitan Region).

\*Please note that the address may change. For the most up-to-date information, please refer to the following link: [www.cioins.co.in/ombudsman](http://www.cioins.co.in/ombudsman)

## Risks of investment in unit-linked Policy

- “Pramerica Life Smart Invest 1 UP” is a Unit Linked Non Participating Individual Savings Life Insurance Plan. Unit linked insurance products are different from the traditional insurance products. Investments in such policies are subject to market risks.
- The Premiums paid in ULIP policies are subject to investment risks associated with capital markets and the Unit Price of the Units which may go up or down based on the performance of fund and factors influencing the capital market and the insured is responsible for his/her decisions.
- Pramerica Life Insurance is the name of the Insurance Company and “Pramerica Life Smart Invest 1 UP” is only the name of the Policy and does not in any way indicate the quality of the Policy, its future prospects or returns.

- The fund shown in the schedule is the name of the fund and does not in any manner indicate the quality of the fund, its future prospects or returns.
- We do not guarantee the Fund Value or value of the Unit Price. There can be no assurance that the objectives of the fund will be achieved and, none is given by us.
- The past performance of the fund of the Company is not necessarily indicative of the future performance of the fund.
- The fund does not offer a guaranteed or assured return.
- All Premiums/benefits payable under the Policy are subject to applicable laws and taxes including GST & applicable cess, as they exist from time to time.
- Before purchasing the Policy, please know the associated risks and the applicable charges from our sales personnel, intermediary or Policy document.

This Product brochure is indicative of the terms, warranties, conditions and exclusions contained in the insurance policy. Please know the associated risk and applicable charges from your insurance agent or the intermediary or policy document of the insurer.

### **About Pramerica Life Insurance Limited**

Pramerica Life Insurance Limited is a joint venture between DHFL Investments Limited (DIL), a wholly-owned subsidiary of Piramal Capital and Housing Finance Limited (“PCHFL”) and Prudential International Insurance Holdings, Ltd. (PIIH), a fully owned subsidiary of Prudential Financial, Inc. (PFI). Pramerica Life Insurance Limited represents the coming together of two renowned financial services organizations with a legacy of business excellence spread over decades.

Pramerica Life Insurance Limited, started operations in India on September 01, 2008 and has a pan India presence through multiple distribution channels which have been customized to address the specific insurance needs of diverse customer segments. The Company is committed to providing protection and quality financial advice to its customers.

Pramerica is the brand name used in India and select countries by Prudential Financial, Inc.

Prudential International Insurance Holdings, Ltd. and Prudential Financial, Inc. of the United States are not affiliated with Prudential Plc. a Company incorporated in the United Kingdom.

For further information on the Company, please visit [www.pramericalife.in](http://www.pramericalife.in)

### **About Piramal Capital & Housing Finance Limited (PCHFL)**

Piramal Capital & Housing Finance Limited (PCHFL), a wholly owned subsidiary of Piramal Enterprises Limited (flagship company of the Piramal Group), is a housing finance company engaged in retail and wholesale lending.

In retail lending, PCHFL is one of the leading players that addresses the diverse financing needs of the under-served and unserved people of ‘Bharat’ market. It has over 1 million customers and presence in 24 states with a network of over 300 branches. It offers multiple products, including home loans, small business loans to Indian budget conscious customers at the periphery of metros and in Tier I, II and III cities. In wholesale lending, it caters to both real estate as well as non-real estate sector and offers multiple products including construction finance, structured debt and senior secured debt.

The Piramal Group also has strategic partnerships with leading global funds such as CDPQ, CPPIB, APG, Ivanhoe Cambridge and Bain Capital.

## **About Prudential Financial, Inc. (PFI)**

Prudential Financial, Inc. (PFI), a financial services leader with \$1.7 trillion of assets under management as of September, 2021 has operations in the United States, Asia, Europe and Latin America. Prudential's diverse and talented employees are committed to helping individual and institutional customers grow and protect their wealth through a variety of products and services, including life insurance, annuities, retirement-related services, mutual funds and investment management. Prudential International Insurance Holdings & Prudential Financial Inc. of the United States are not affiliated with Prudential Plc, a Company incorporated in the United Kingdom. In the U.S., PFI's iconic Rock symbol has stood for strength, stability, expertise and innovation for more than a century. For more information, please visit [www.prudential.com/about](http://www.prudential.com/about)

Pramerica Life and the Rock Logo are proprietary service marks and may not be used without the permission of the owner.



**TAKE THE DECISION TO PROTECT  
YOUR FAMILY'S FUTURE TODAY.**



**CALL AT  
1860 500 7070**

(Local charges apply)

**or 011 4818 7070**



**SMS 'LIFE' TO  
5607070**



**EMAIL  
[contactus@pramericalife.in](mailto:contactus@pramericalife.in)**

Linked insurance products are different from the traditional insurance products and are subject to the risk factors. The premium paid in linked insurance policies are subject to investment risks associated with capital markets and publicly available index. The NAVs of the units may go up or down based on the performance of fund and factors influencing the capital market/publicly available index and the insured is responsible for his/her decisions. Pramerica Life Insurance Limited is only the name of the Life Insurance Company and Pramerica Life "Pramerica Life Smart Invest 1 UP" is only the name of the linked insurance contract and does not in any way indicate the quality of the contract, its future prospects or returns. Please know the associated risks and the applicable charges from your insurance agent or intermediary or policy document issued by the insurance company. The various funds offered under this contract are the names of the funds and do not in any way indicate the quality of these plans, their future prospects and returns. This product does not offer any liquidity during the first five-years of the contract. The Policyholder will not be able to surrender or withdraw the monies invested in this product completely or partially till the end of the fifth year.

This product provides Life Insurance coverage. Pramerica Life Smart Invest 1 UP - A Unit Linked Non-Participating Individual Savings Life Insurance Plan. UIN: 140L084V01. This Product brochure is indicative of the terms, warranties, conditions and exclusions contained in the insurance policy. Goods & services taxes are levied on charges associated with the product. Tax Benefits may be available as per the applicable laws as amended from time to time. IRDAI Registration No. 140. Pramerica Life Insurance Limited. Registered Office and Communication Address: 4th Floor, Building No. 9, Tower B, Cyber City, DLF City Phase III, Gurgaon - 122002, Haryana. CIN: U66000HR2007PLC052028. Customer Service Helpline Numbers: 1860 500 7070 (Local charges apply) or 011 4818 7070 Timings: 9:00 a.m. to 7:00 p.m. (Monday-Saturday), SMS 'LIFE' to 5607070'. For more details on our products please refer to our website [www.pramericalife.in](http://www.pramericalife.in); Email: [contactus@pramericalife.in](mailto:contactus@pramericalife.in). The Pramerica mark displayed belongs to 'The Prudential Insurance Company of America' and is used by Pramerica Life Insurance Limited under license.

S11UP/B-ENG/24/DEC/V1

BEWARE OF SPURIOUS PHONE CALLS AND FICTITIOUS / FRAUDULENT OFFERS. IRDAI or its officials do not involve in activities like selling insurance policies, announcing bonus or investment of premiums. Public receiving such phone calls are requested to lodge a police complaint.