

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

» **Highlights**

- Lump sum payment at regular intervals.
- Tax free payment at important milestones in life.
- Guaranteed return of 3% net of policy charges.
- Choice of 3 investment fund options.

» **LIFE INSURANCE: THE KEY TO A SECURED FUTURE**

Every Sunrise marks a new beginning. Every dawn brings with it a new hope, new joys, new promises. And every ray of light illuminates the path ahead.

Much like Birla Sun Life Insurance. Where every product is designed with the promise of peace of mind for you and your family. Not to mention a radiant future as well. In keeping with this, we offer customized life insurance plans and solutions to turn your dreams into reality. And to give you and your loved ones all the protection they need for a lifetime. Thanks to our Unit linked plans that offer a blend of life insurance and investment to give you most out of life.

Come discover the joy of having the Birla Sun Life Insurance Flexi Cash Flow by your side.

» **BIRLA SUN LIFE INSURANCE: A COMING TOGETHER OF VALUES**

Birla Sun Life Insurance Company Limited is a joint venture between The Aditya Birla Group, one of the largest business houses in India and Sun Life Financial Inc., a leading international financial services organisation. The local knowledge of the Aditya Birla Group combined with the expertise of Sun Life Financial Inc., offers a formidable protection for your future.

The Aditya Birla Group has a turnover of close to Rs. 119000 crores, with a market capitalisation of Rs. 133875 crores (as on 31st March 2008). It has over 100,000 employees across all its units worldwide. It is led by its Chairman - Mr. Kumar Mangalam Birla. Some of its key companies are Hindalco, Grasim and Aditya Birla Nuvo.

Sun Life Financial Inc. and its partners, have operations in key markets worldwide. These include Canada, the United States, the United Kingdom, Hong Kong, the Philippines, Japan, Indonesia, India, China and Bermuda. Sun Life Financial Inc. has assets under management of over US\$404.7 billion (as on 31st March, 2008). It is a leading performer in the life insurance market in Canada.

Birla Sun Life Insurance (BSLI) has been operating for 7 years. It has contributed significantly to the growth and development of the life insurance industry in India. It pioneered the launch of Unit Linked Life Insurance plans amongst the private players in India. It was the first player in the industry to sell its policies through the Bancassurance route and through the Internet. It was the first private sector player to introduce a Pure Term plan in the Indian market. BSLI has covered more than 2 million lives since it commenced operations. And its customer base is spread across more than 1500 towns and cities in India. The company has a capital base of Rs. 1274.5 crores as on 31st March 2008.

» **UNIT-LINKED LIFE INSURANCE SOLUTIONS: THE BEST OF BOTH WORLDS**

Birla Sun Life Insurance was the first Private Life Insurer in India to introduce Unit-Linked life insurance plans. A Unit-Linked plan is a coming together of security from life insurance and earnings from investments. Which means, apart from securing your future, they offer efficient returns. What's more, they're transparent, flexible and simple to understand.

» **Birla Sun Life Insurance Flexi Cash Flow Plan**

What makes this plan attractive is the lump sum tax-free\* benefit amounts which you have the option to receive at regular intervals to meet your various financial obligations at crucial junctures such as education of your child or marriage.



## » Unique Features

- The plan is a unit linked non-participating plan to give you efficient returns. #
- Tax free lump sum pay-outs, to take care of recurring needs.
- A choice of three Investment Fund Options: Protector, Builder and Enhancer, with the freedom to switch between the Investment Fund Options anytime during the policy tenure.\*
- Flexibility to make additional lump sum investments (top ups) to increase the savings portion of your policy.
- Minimum Guaranteed returns of 3% p.a. on your premium and any top up amounts, net of all Policy Charges. More importantly the entire upside in the performance of the Investment Fund is passed on to you. @
- Options to make tax-free Partial Withdrawals\*\*from your Fund Value anytime after three years.
- Surrender of the policy without penalty after 4 policy years. @
- Increase the Sum Assured during the premium paying period any time depending on your needs.
- Convenient premium payment options: Short or Regular Premium Payment Period.



## » The Plan

Birla Sun Life Insurance Flexi Cash Flow Plan	
Entry Age	13 to 65 years of age
Maturity Age	75 years
Minimum Sum Assured	Rs.1,00,000
Durations	10, 15, 20 or 25 years
Premium Paying Period	10, 15, 20 years or Regular Premium Payment Period. In case of 25 years term, the premium payment period will be 20 years or regular or 15 years.
Premium Payment Frequency	Annually, Semi-annually, Quarterly (for annual premium more than Rs.20,000 only), Monthly(through ECS only) .
Premium Payment Mode	Cash (upto Rs. 20,000), Cheque, Credit Card, Salary Deduction, ECS, Direct debit
Top up Premium	<p>You can top up\$ the fund whenever you have additional savings during the tenure of the policy. The minimum amount of top ups will be Rs. 5,000. The maximum amount of top up in any Policy Year will be Rs. 50,000 or the Annual Premium whichever is higher.</p> <p>The Sum Assured in the plan will increase if the cumulative top up amount exceeds 25% of the Annual premium paid till date. The additional Sum Assured will be 125% of the excess top up premium and is subject to the administrative and underwriting rules of the company.</p>
Guaranteed Returns / Guaranteed Funds	A minimum guaranteed return of 3% p.a. applies on premiums and top-up premium, net of policy charges and survival benefits. This total will constitute the Guaranteed Fund Value. The

	guaranteed returns are applicable in case of all exits.
Survival benefits / Regular Pay-outs	These benefits are payable at the end of every 5 policy years. The amount that will be available is the minimum of the 'Guaranteed Fund' at the time or the 'Percentage of the Sum Assured' applicable for your policy. The percentages are as under: <ul style="list-style-type: none"> <li>• 30% for policy with duration of 10 years</li> <li>• 25% for policy with duration of 15 years</li> <li>• 20% for policy with duration of 20 years</li> <li>• 15% for policy with duration of 25 years</li> </ul>
Maturity Benefits	The higher of the 'Fund Value' or the 'Guaranteed Fund Value' (based on 3% net returns)
Amount due to nominee in event Of death of the life insured	Higher of 'Fund Value' or 'Guaranteed Fund Value' or Sum Assured less all applicable Partial Withdrawals in the 24 months preceding the death of the life insured. <p>Where the policy is bought on or prior to the 1st birthday of the life insured, higher of the Fund Value or the Guaranteed Fund Value is payable to the policy owner in the event of death of life insured within the first policy year.</p> <p>In case of death at the age of 60 years or above then the Sum Assured will be reduced by the applicable Partial Withdrawals made since the life insured attained the age of 58.</p>
Partial Withdrawals	In a year two Partial Withdrawals are free of charge. <p>Partial Withdrawals are allowed after three policy years or on attaining the age of 18 years (in case of minors) whichever is later.</p> <p>The Partial Withdrawal is subject to the condition that the minimum balance in the Fund Value after the Partial Withdrawal is equal to the 'Guaranteed Fund' or 'One Annual Policy Premium plus Surrender Charges' applicable in that year, whichever is higher.</p>
Surrender Benefits	The policy can be surrendered any time during the tenure of the policy. The surrender charges will be zero after the 4th policy year. In case of surrender in the first 3 policy years the benefits will be paid out only after the 3rd policy year
Free Look Period	You will have the right to return your policy to us within 15 days from the date of receipt of the policy. We will pay the Fund Value plus all charges levied till date (excluding the Fund Management Charge) once we receive your written notice of cancellation (along with reasons thereof) together with the original policy documents.
Tax Benefits	Under Section 80C and 10(10D) of the Income Tax Act, 1961**

\* In a year, two switches between Investment Fund Options are free. For every additional switch, a charge of Rs. 100 will be levied.

# Please refer Risk Factors given below.

@ Conditions Apply \*\* As per current tax legislations

\$ Any top up premium made during the period of the contract cannot be withdrawn for three years from the date of payment of that top up premium. Only amount paid in excess of the Annual premium in any policy year only will be considered as a top up amount.

#### ■ Increase Your Plan Sum Assured

Depending on your changing needs for life insurance during your lifetime, you have the option of varying the Life Insurance cover under your policy once in every five Policy Years. The minimum amount of increase will be Rs. 50,000 and will be subject to Underwriting and other rules of Birla Sun Life Insurance prevailing at the time of increase.

■ **Keep Track of your Fund Value**

BSLI will send you an annual statement giving details of the number of units and the NAV of the units, held by you under the various Investment Funds as of the last policy anniversary. The NAVs of the various Investment Funds will be available on our website [www.birlasunlife.com](http://www.birlasunlife.com), as well as in the newspapers.

■ **Electronic Clearing Service (ECS)**

The **ECS** is a convenient and hassle-free method of paying your premiums through an electronic debit to your bank account.



» **Riders**

You can further customise your Birla Sun Life Insurance Plan by adding riders to the base plan at a marginal extra cost.

**Accidental death and Dismemberment Benefit Rider:**

It provides 100% of coverage in case of death due to accident; loss of more than one limb or sight in both the eyes or in case of loss of one limb and loss of sight in one eye; 50% coverage in case of loss of one limb or sight in one eye.

[...Know more](#)

**Term Rider:**

It provides additional amount of cover in the event of death of the life insured. [...Know more](#)

**Critical Illness Rider:**

It provides a cover in the event of life insured being diagnosed as suffering from any of four illnesses specified under the Critical Illness Rider. [...Know more](#)

**Critical Illness Plus Rider:**

It provides a cover in the event of life insured being diagnosed as suffering from any of the seventeen illnesses specified under the Critical Illness Plus Rider. [...Know more](#)

**Critical Illness Woman Rider:**

It provides a cover against several critical illness including woman specific illnesses. Pregnancy complications and congenital anomalies in a new born child. [...Know more](#)

**Waiver of Premium:**

This rider waives payment of future premiums on the happening of any of the unforeseen events as covered under this rider. [...Know more](#)

**Please note that the riders are not available if you are an NRI investor.**



» **Investment Fund Particulars**

You can choose from 3 Investment Fund Options to match your risk profile and help you earn efficient returns on your funds. The Portfolio and the risk profile of the different Investment Funds are given below:

Investment Fund Option	Risk Profile	Asset Allocation *	Min.	Max.
Protector	Low	Debt Instruments, Money Market & Cash	90%	100%
		Equities & Equity Related Securities	0%	10%

Builder	Low	Debt Instruments, Money Market & Cash	80%	90%
		Equities & Equity Related Securities	10%	20%
Enhancer	Medium	Debt Instruments, Money Market & Cash	65%	80%
		Equities & Equity Related Securities	20%	35%

\* In each Investment Fund Option, the Money Market & Cash asset allocation will not exceed 40%.

The Investment Funds have a varying amount of debt and equity. You can select the Investment Funds based on your risk preference and switch between them based on your needs.

#### Protector

Objective: The objective of the Investment Fund Option is to generate consistent returns through active management of fixed income portfolio and focus on creating long-term equity portfolio, which will enhance yield of composite portfolio with minimum risk appetite.

Strategy: To invest in fixed income securities with marginal exposure to equity up to 10% at low level of risk. This product is suitable for those who want to preserve their capital and earn steady return on investment through higher exposure to debt securities.

#### Builder

Objective: This Investment Fund Option helps build your capital and generate better returns at moderate level of risk, over a medium or long-term period through a balance of investment in equity and debt.

Strategy: Generate better return with moderate level of risk through active management of fixed income portfolio and focus on creating long term equity portfolio which will enhance yield of composite portfolio with low level of risk appetite.

#### Enhancer

Objective: This Investment Fund Option helps you grow your capital through enhanced returns over a medium to long term period through investments in equity and debt instruments, thereby providing a good balance between risk and return. This fund is suitable for those who want to earn higher return on investment through balanced exposure to equity and debt securities.

Strategy: To earn capital appreciation by maintaining diversified equity portfolio and seek to earn regular return on fixed income portfolio by active management resulting in wealth creation for policyholders.



### » Policy Charges

The Premium Allocation Charge\* is an up-front charge and varies as per the Premium Payment Term and the Policy Year as given below:

Policy Year	Pay period	
	10 Pay	15-pay or greater
1	54.6%	65%
2	7.5%	7.5%
3	7.5%	7.5%
4+	5.0%	5.0%

The Premium Allocation Charge for top up and on Underwriting Extra (if any) will be 2.0 percent. The Premium Allocation Charge is guaranteed for the duration of the contract. There is no Premium Allocation Charge on Rider Coverage Premium.

\*As a percentage of premium

## » Charges

- 1 Mortality Charges for the Life Insurance Coverage will be deducted by cancellation of units at the prevailing NAV on a monthly basis. The annual mortality charges per thousand Sum At Risk for sample ages are as follows

Sex/ Age (yrs)	20	30	40	50	60
Female	0.896	1.163	1.657	4.030	10.660
Male	1.016	1.171	2.150	5.532	13.732

The Mortality Charges are guaranteed for the entire period of the contract

- 2 A Fund Management Charge not exceeding 1.5% p.a. of the Fund Value will be charged by adjustment of daily NAVs. Currently this charge is 1% p.a. for Protector, Builder and Enhancer.
- 3 A Policy Administration Charge will be recovered by canceling units on a monthly basis at the prevailing NAV. The annual Policy Administration Charge per 1000 of the Life Insurance Coverage Sum Assured is given in the table below

Policy Administration Charge		
Life Insurance Coverage Sum Assured		
Policy Year	For First Rs. 1,00,000	On Amount in excess of Rs 1,00,000
1	5.52	2.88
2	17.88	15.24
3+	5.52	2.88

This annual charge cannot exceed Rs. 20 per thousand of the Life Insurance Coverage Sum Assured: For example, Suppose you had chosen a Sum Assured of Rs 10,00,000. In this case the total Policy Administration Charge in Year 1 is  $5.52 * 100 + 2.88 * (1000 - 100) = 3144$  and the amount  $Rs\ 3144/12 = 262$  will be collected on every monthly processing date by cancellation of units during the first Policy Year.

- 4 A Rider Premium Charge will be recovered monthly by cancellation of Units. The Rider Premium Charge will be the equivalent monthly Rider Coverage Premium payable when the Rider Coverage Payment Period equals the Rider Coverage Benefit Period. Rider Coverage Premiums may be subject to market risks.



## » Fund Switching Charges

- 1 In a year, two switches between Investment Fund Options are free.
- 2 For every additional switch, a charge of Rs.100 will be levied.

## » Partial Withdrawal Charges

- In a year two Partial Withdrawals are free of charge.
- For every additional Partial Withdrawal, a charge equal to Rs.100 subject to a maximum charge of Rs.500 will be levied.

## » Surrender Charges

The Surrender Charges are levied in the first four years and varies based on the duration of the Policy. During the first 24 months of the Policy, the charge will be an amount equal to the annualised Life Insurance Coverage Premium payable for this Policy. For the purpose of Surrender Charges only, annualised Life Insurance Coverage Premium is defined, as the amount that is payable if the Coverage Paying Period is equal to the Coverage Benefit Period. In the 25th month, the Surrender Charge is 24 percent of the annualised Life Insurance

Coverage Premium. The Surrender Charge per cent reduces by one for every month thereafter. If the Policy is surrendered at any time after the 49th month, the Surrender Charge is zero.

The Surrender Value is calculated after deducting the Surrender Charges from the Fund Value.



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## » Premium Discontinuance

### (a) In the first three Policy Years:

To keep the Policy in force, you must contribute, within the grace period of 30 days, the amount of Policy Premiums, which is due but unpaid. Even at the end of the grace period if the premium is not received, then the Policy will lapse and all Coverages will terminate immediately.

Once the Policy lapses it has to be revived within two years from the lapse date, failing which the Surrender Value as at the lapse date will be paid out at the end of the third Policy Year or at the end of the revival period whichever is later. In case the Policy is surrendered during the Revival Period, then the Surrender Value as at lapse date will be paid out at the end of the third Policy Year or the date of Surrender whichever is later. The Surrender Value will be calculated by deducting the Surrender Charges applicable on the lapse date. The Surrender Value will not be affected by the market fluctuations and will remain constant till the time it is paid out. There will be no deduction of the Policy Charges (as set out in the Policy Charges section) thereafter, from the Surrender Value.

### (b) After the first three Policy Years:

To continue the Policy, you must contribute, within the grace period of 30 days, the amount of Policy Premium due but unpaid. At the end of the grace period if the premium is not received, you will be given a period of two years to pay all due and unpaid Policy Premiums. During these two years all Coverages will continue to be in force and all applicable charges will continue to be deducted from the Fund Value till the Surrender Value falls to one Annual Policy Premium. At this time the Policy will be terminated and the Surrender Value will be paid out.

At the end of the two year period we will give you an option to continue the Policy. If you do not opt to continue the Policy, the Policy will be terminated and the Surrender Value will be paid out.

If you decide to continue with the Policy, the Company will not accept further Policy Premium under this Policy. All Coverages will continue to be in force and all applicable charges will continue to be deducted till the Surrender Value falls to one Annual Policy Premium. At this time the Policy will be terminated and the Surrender Value will be paid out

## » Policy Revival

Should your Policy lapse due to non-receipt of premiums within the first three Policy Years; you can request that it be revived within two years from the lapse date. Revival or Reinstatement of the Life Insurance Coverage is subject to the following:

- Evidence of insurability satisfactory to us with respect to the Life Insured (if applicable); and
- Contribution in full of an amount equal to all Policy Premiums due but unpaid till the Effective Date of Revival.

The Effective Date of Revival is the date on which the above requirements are met and approved by the Company. On this date, the Fund Value as on the lapse date will be re-invested in the Investment Fund at the NAV applicable on the Effective Date of Revival. All outstanding Policy Charges, if any, for the period between the lapse date and the Effective Date of Revival shall be deducted from the Fund Value.

We reserve the right to levy a charge subject to our administrative rules then in force to cover the Underwriting costs arising at the time of Revival. The Revival charge currently is Rs 100. This charge cannot exceed Rs. 1000.

In case of non-receipt of premium after the first three Policy Years, you can request that it be continued within two years from the end of grace period after non-receipt of premium by

contributing all Policy Premium due but unpaid from the date of premium discontinuance.

### » Closure of Policy

After first three Policy Years, if the Fund Value falls to one Annual Policy Premium net of Surrender Charges, we will terminate the Policy and pay the Surrender Value to you.

### » Service Tax and other levies

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

### » NAVS

The basis used for calculation of NAV would be the appropriation price and expropriation Price.

The Appropriation price shall apply in a situation when the company is required to purchase the assets to allocate the units at the valuation date.

The Expropriation price shall apply in a situation when the company is required to sell assets to redeem the units at the valuation date.

The NAV per unit of each Investment Fund will be calculated as per the prevailing IRDA guidelines mentioned below

When Appropriation price is applied: The NAV shall be computed as:

(Market Value of Investments held by the fund + The Expenses incurred in Purchase of the Assets + Value of Any Current Assets + Any Accrued Income Net of Fund Management Charges - Value of any Current Liabilities - Provisions, if any) Divided by the number of units existing at valuation date (before any new units are allocated)

When Expropriation price is applied: The NAV shall be computed as:

(Market Value of Investments held by the fund - The Expenses incurred in Sale of the Assets + Value of Any Current Assets + Any Accrued Income Net of Fund Management Charges - Value of any Current Liabilities - Provisions, if any) Divided by the number of units existing at valuation date (before any new units are allocated)



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### » Terms used

- Premium- The amount one has to pay during the premium paying period in order to subscribe to a particular plan for a given level of plan benefit.
- Premium Paying period- The period over which you agree to pay the premiums.
- Policy Period- the period for which the insurance plan has been taken.
- Sum Assured- Is the amount of life insurance cover chosen by you.
- Maturity- The time when the insurance plan taken comes to an end for example the maturity for 10 year plan will be at the end of the 10th year.
- Age- As per the last birthday
- Top Up the Lump sum investment that you can make to enhance the savings portion of the Policy
- Sum at Risk - is the Sum Assured less the Fund Value.





## **Suicide**

"If the Life Insured dies by suicide within one year of the issue of the policy or the reinstatement of the Life Insurance Coverage whichever is later, we will not pay the life insurance cover. In such a case, we will refund the higher of the premiums paid towards the policy since the issue date or the Fund Value on the date of death".

## **Section 41 of Insurance Act**

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

## **Section 45 of Insurance Act**

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 statement made in the proposal or in any report of a medical officer, or referee, or friend of the Life Insured, or in any other document leading to the issue of the Policy, was inaccurate or false, unless the Insurer shows that such statement was on a material matter or suppressed facts which it was material to disclose and that it was fraudulently made by the Life Insured and that the Life Insured knew at the time of making it that the statement was false or that it suppressed facts which it was material to disclose.

Provided that nothing in this section shall prevent the Insurer from calling for proof of age at any time if he is entitled to do so, and no Policy shall be deemed to be called in question merely because the terms of the Policy are adjusted on subsequent proof that the age of the Life insured was incorrectly stated in the application.

## **Risk Factors / Disclaimers**

- This policy is underwritten by Birla Sun Life Insurance Company Limited (BSLI).
- This is a non-participating Unit-Linked Plan.
- Birla Sun Life Insurance Flexi Cash Flow, Protector, Builder and Enhancer are only the names of the Company, Policy and the Investment Funds respectively and do not in any way indicate the quality of the Policy, Investment Funds or their future prospects or returns.
- The above mentioned charges are applicable to the base coverage only and do not include riders.
- The charges mentioned above are applicable to all the three Investment Fund Options offered at present.
- All the policy charges (except Premium Allocation Charge and Mortality Charge) can be modified by the company subject to approval of the IRDA.
- The value of the Investment Fund reflects the value of the underlying investment. These investments are subject to market risks and change in fundamentals such as tax rates etc effecting the investment portfolio.
- The premium paid in Unit Linked Life Insurance policies are subject to investment risk associated with capital markets and the NAV of the units may go up or down based on the performance of Investment Fund and factors influencing the capital market and the insured is responsible for his/her decisions. There is no guarantee or assurance of returns above the guaranteed returns from the Investment Funds.
- BSLI reserves the right to recover levies such as the Service Tax levied by the authorities on insurance transactions.
- If there are any additional levies, they too will be recovered from you.
- This brochure contains the salient features of the plan.
- For further details please refer to the policy contract.
- Insurance is the subject matter of solicitation.
- For more details and clarification call your BSLI Insurance Advisor or visit our website and see how we can help in making your dreams come true.