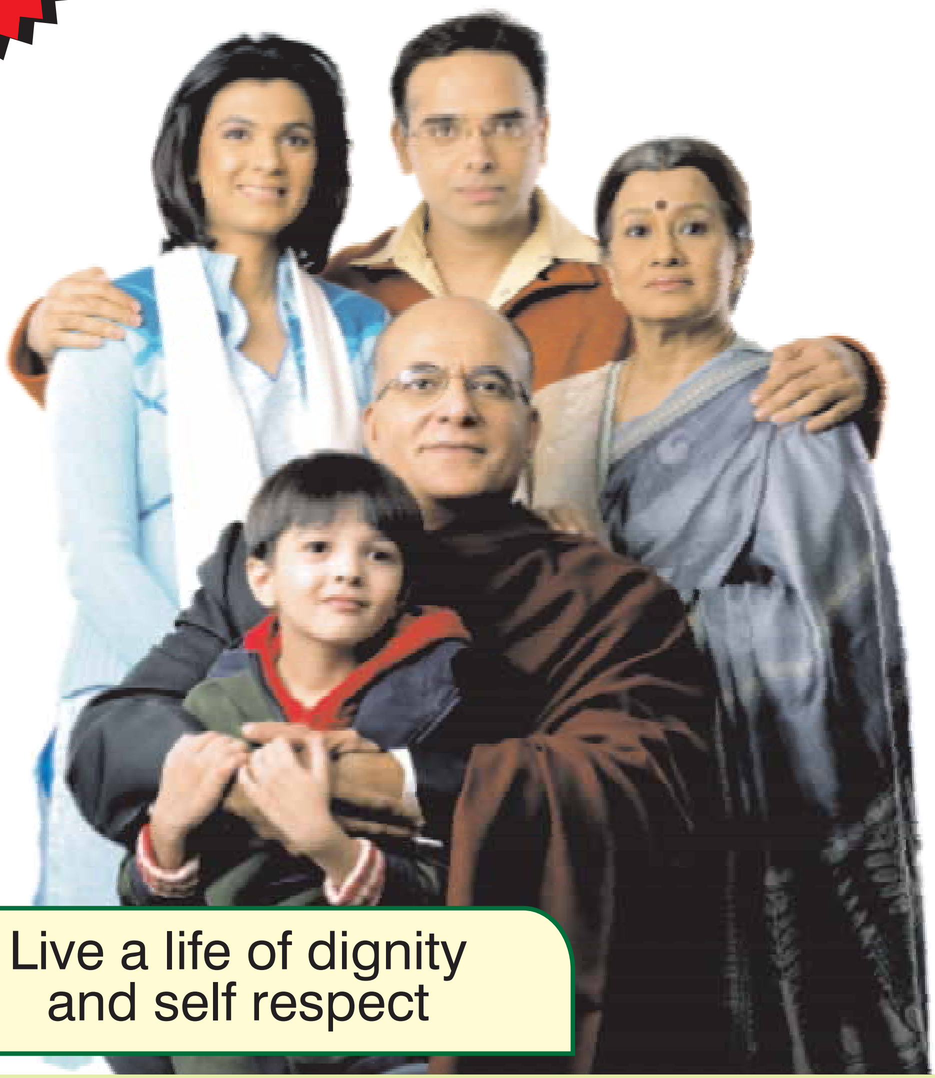
UNIT LINKED ENDOWMENT SUVIDHA *Plus*

With Loyalty Units

HDFC STANDARD LIFE
Sar Utha Ke Jiyo



Live a life of dignity
and self respect

You have given your family the very best and there is no reason why they should not get the very best in the future too. With HDFC Unit Linked Endowment Suvidha Plus, you can ensure that your family remains financially independent, even if you are not around. You can ensure that they live a life of respect and dignity. Always.

HDFC UNIT LINKED ENDOWMENT SUVIDHA PLUS

The HDFC Unit Linked Endowment Suvidha Plus gives you:

- An outstanding investment opportunity by providing a choice of thoroughly researched and selected investments
- Regular **Loyalty Units** to boost your fund value **every year**
- Valuable protection to your family in case you are not around
- Flexible premium payment options
- Access to your accumulated fund before maturity
- No need to go for medicals. Just signing a "Declaration of Health" statement will do!

That's "Suvidha" for you!!

You can choose your premium and the investment fund or funds. We will then invest your premium, net of premium allocation charges in your chosen funds in the proportion you specify. At the end of the policy term, you will receive the accumulated value of your funds.

In case of your unfortunate demise during the policy term, we will pay the greater of your Sum Assured (less any withdrawals you have made in the two years before your claim) and your total fund value to your family.

Use HDFC Standard Life's excellent investment options to maximise your savings & secure your and your family's future. We will provide financial security for your family in your absence.

All Unit Linked Life insurance plans are different from traditional insurance plans and are subject to different risk factors.

HDFC Standard Life is the name of our Insurance Company and HDFC Unit Linked Endowment Suvidha Plus is the name of this plan. The name of our company and the name of our plan do not, in any way, indicate the quality of the plan, its future prospects or returns.

4 EASY STEPS TO YOUR OWN PLAN

Step 1	Choose the premium you wish to invest
Step 2	Choose the period for which you want to remain invested
Step 3	Choose the investment fund or funds you desire
Step 4	Sign the "Declaration of Health" statement

STEP 1: CHOOSE YOUR REGULAR PREMIUM

This is the premium you will continue to pay each year of the policy. The minimum regular premium is Rs. 10,000 per year. You can pay monthly (using Standing Instructions or ECS Mandate), quarterly, half-yearly or annually. You can speak to our Relationship Manager or contact our nearest branch for more details about the available range of convenient auto premium payment options.

You may also choose to pay adhoc Single Premium Top-Up or additional regular premiums depending on your convenience (See 'Single Premium Top-Up' and 'Premium Changes').

STEP 2: CHOOSE THE PERIOD FOR WHICH YOU WANT TO REMAIN INVESTED

This will be the term of your policy. You can opt for any term between 10 and 30 years.

Based on this chosen term your policy will have a fixed sum assured of (Term of your policy÷2) times your chosen annualised premium. The sum assured amount, under any circumstances, can not exceed Rs. 5,00,000.

For example, you want to pay Rs. 50,000 annually and want the policy term to be 20 years. In such a case, your policy will have a sum assured of Rs. 5,00,000 [calculated as (20÷2) * 50,000].

STEP 3: CHOOSE YOUR INVESTMENT FUNDS

In this plan the investment risk in your chosen investment portfolio is borne by you. This means that the premiums you pay in this plan are subject to investment risks associated with the capital markets. The unit prices of the funds may go up or down, reflecting changes in the capital markets.

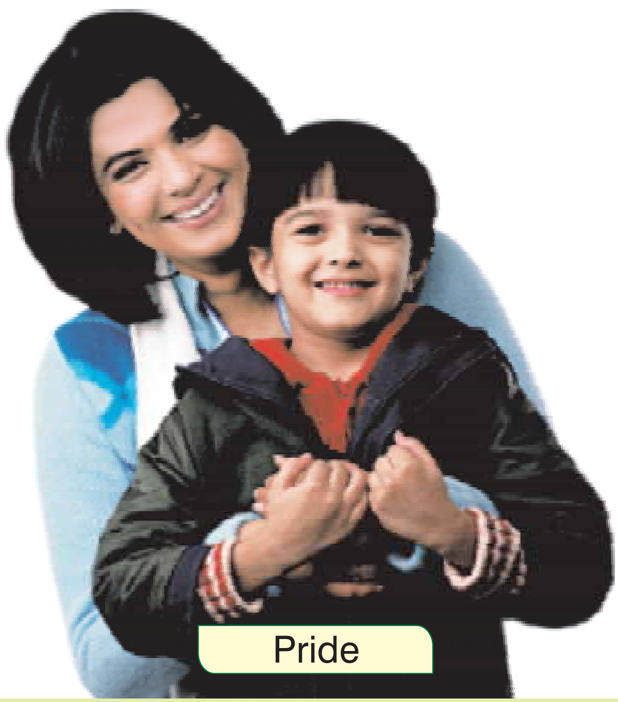
So, to balance your level of risk and return, making the right investment choice is very important and you are responsible for the choices you make.

We have 7 funds that give you:

- The potential for higher but more variable returns over the term of your policy; or
- More stable returns with lower long-term potential.

Your investment will buy units in any of the 7 funds designed to meet your risk approach.

All units in a particular fund are identical.



You can choose from all or any of the following 7 funds:

FUND+	DETAILS	ASSET CLASS / FUND COMPOSITION: Money Market++	Bank Deposits+++	Govt. Securities & Bonds	Equity	RISK & RETURN RATING
Liquid Fund	• Extremely low capital risk • Very stable returns	100%		--	–	Low
Stable Managed Fund	• Low capital risk due to exposure only to short-term bonds (Max. 2 years) • Higher potential return than Liquid Fund over a long period of time	0 to 30%	70% to 100%		--	Low
Secure Managed Fund	• More capital stability than equity funds • Higher potential return than Liquid Fund	0% to 5%	0% to 20%	75% to 100%	--	Low - Moderate
Defensive Managed Fund	• Access to better long-term returns through equities • Significant bond exposure keeps risk down as compared to equities.	0% to 5%	0% to 15%	50% to 85%	15% to 30%	Moderate
Balanced Managed Fund	• Increased equity exposure gives better long-term return • Bond exposure provides some stability as compared to equities	0% to 5%	0% to 15%	20% to 70%	30% to 60%	High
Equity Managed Fund	• Further increased exposure to equities to give a greater long-term return • A smaller bond holding will aid diversification and provide a little stability	0% to 5%	0% to 10%	0% to 40%	60% to 100%	Very High
Growth Fund	• For those who wish to maximise their returns • 100% investment in high quality Indian equities	0% to 5%	--	--	95% to 100 %	Very High

+Notes on the Funds available: We will manage the investment in each fund so that the proportion of each Asset Class is ALWAYS within the ranges given. ++ " Money Market Instruments" include Liquid Mutual Funds, commercial papers, commercial bills, treasury bills, Government securities having an unexpired maturity up to one year, call or notice money, certificate of deposits, usance bills, and any other like instruments as specified by the Reserve Bank of India from time to time. +++ Bank deposits means deposits issued by any Primary dealer or Non-Banking and Banking Financial Company approved by the Reserve Bank of India or any other Public Financial Institutions or by Housing Finance Companies approved by the National Housing Bank. • Your investment choices must follow IRDA regulations. This means that some investment choices will not be permitted; in particular we do not allow more than 10% of any unit allocation to be in the Liquid Fund. • The past performance of any of the funds is not necessarily an indication of future performance. Unit prices can go up and down. No fund offers an assured return. The names of the funds we offer under this plan do not, in any way, indicates the quality of the plan, its future prospects or returns. • None of the funds participate in the profits of HDFC Standard Life Insurance Company Limited. • Investment professionals regard money market instruments as unsuitable investments for the long term and are generally used for the short term. This is because money market instruments have relatively stable returns and offer high degree of capital safety. However, they tend to offer lower returns over the long term compared to other investments.

STEP 4: SIGN THE DECLARATION OF HEALTH

You need to sign the "Declaration of Health" statement in the proposal form.

FLEXIBLE OPTIONS FOR YOUR AND YOUR FAMILY'S NEEDS

We have designed the plan to meet your and your family's needs. You can use these facilities to improve the investment returns you will receive

FLEXIBLE OPTIONS	BENEFITS
Single Premium Top-Up	Once we have issued your policy, you can invest more than your regular premiums at any time, subject to the following conditions: • You have paid all your regular premiums to date • Your total Single Premium Top-Ups# at any time is not more than 25% of your total regular premiums paid to date • Each Single Premium Top-Up amount is at least Rs. 5,000
Changing your Investment Decisions	You can change your investment fund choices in two ways: **Switching:** You can move your accumulated funds from one fund to another anytime **Premium Redirection:** You can pay your future premiums into a different selection of funds, as per your need
Premium Payments	You can pay your regular premiums upto 15 days after the due date to fit in with your cash flows. Premiums are expected for entire policy term. If you stop your regular premiums^ after at least 3 full years regular premium are paid, your policy will become paid up. Life cover will continue as long as the policy maintains the minimum fund value* . All applicable charges will continue to be levied. You may restart your regular premium within a specified revival period.

We will count only Single Premium Top-Up amounts which did not attract any additional life cover

^ Stopping of premiums affects fund value, hence is not advisable in the interest of the policyholder.

* Your fund must have a value above one annualised premium chosen at inception

ELIGIBILITY

You can take this product if you are between 18 and 50 years old.

You can chose any policy term between 10 and 30 years provided the following conditions are satisfied:

- Your age at maturity is not more than 65 years
- Your Sum Assured is inside the minimum and maximum limits

ACCESSING YOUR MONEY

a) On Maturity

Your policy matures at the end of the policy term you have chosen and your death cover ceases. You may redeem your balance units at the then prevailing unit price and take the fund value with you.

However, you also have the option to take your fund in periodical instalments over the period which may extend to 5 years. This is called the "Settlement Option".

Your money will remain invested in the funds chosen by you. During such period, we will continue to deduct charges other than the mortality charges (please see the "Charges" section below).

At the end of this 5-year period, we will redeem the balance units at the then prevailing unit price and pay the fund value to you.

Your policy will terminate the moment the balance of your units in all the funds reaches zero.

b) On Death

In case of your unfortunate demise before the end of policy term, we will pay^ the greater of your Sum Assured (less any withdrawals made during the two year period immediately preceding the intimation of death) and your total fund value to your family.

Your policy will terminate thereafter.

^ Only if the death has occurred not due to accident and not within 90 days from the date of commencement or date of issue or date of revival of the Policy, whichever is later.

c) On Surrender or Partial Withdrawal

In the first three years

Insurance plans are long-term investments with significant tax advantages. Neither the IRDA nor us view them as short-term plans.

Therefore, for the first three years of your plan, you may not surrender the plan or withdraw any portion of your funds from it.

If you stop your regular premium commitment before three years have passed, your life cover will cease and funds will be held in suspense after deduction of surrender charges. These funds will be paid out to you only at the end of the third year or the end of the revival period of 2 years, whichever is later.

Please see the "Charges" section for details of surrender charges.

From the fourth year onwards

You can choose to surrender the policy at any time and the surrender value will be the value of the units in the fund. We will enforce surrender only if you have stopped paying regular premiums and your fund value is less than your original annual regular premium amount.

You can make lump sum partial withdrawals from your funds at any time within the policy term chosen provided:

- The minimum withdrawal amount is Rs. 10,000.
- After the withdrawal, the fund does not fall below your original annual regular premium amount.
- After the withdrawal, the fund does not fall below the sum of single premium top-ups paid to date.

LOYALTY UNITS

At the end of **every policy year** we will increase the number of units in each of your funds by **0.10%** as long as your policy is in force or paid-up.

The compounding effect of these regular additions is expected to boost your final maturity value.

CHARGES

The charges under this policy are deducted to provide for the cost of benefits and the administration provided by us. Our charges, when taken together, are structured to give you better returns and value for money over the long term.

PREMIUM ALLOCATION CHARGE

This is a premium-based charge. After deducting this charge from your premiums, the remainder is invested to buy units. The tables given below will help show how percentage of your premium is used to buy units. This percentage is called the **Allocation Rate.** The Allocation rates are guaranteed for the entire duration of the policy term.

PREMIUM PAID DURING YEAR (Rs.)	ALLOCATION RATE	
	1st Year	2nd year onwards
Regular Premiums	40%	99%
Single Premium Top-Up(s)	97.50%	99%

FUND MANAGEMENT CHARGE (FMC)

In the long term, the key to build great maturity values is a low FMC. The daily unit price already includes our low fund management charge of only 0.80% per annum of the fund's value.

SURRENDER CHARGE

This is the charge we will apply when the policy is surrendered. It is equal to 60% of the difference between the regular premiums expected and received in the first year of the contract.

OTHER CHARGES

The following is the set of other charges that we will take from your policy:

CHARGES	EXPLANATION
Policy Administration Charge	A charge of Rs. 20 per month is charged to cover regular administration costs. We take the charge by cancelling units proportionately from each of the funds you have chosen.
Mortality Charges	Every month we make a charge for providing you with the death cover in your policy. The amount of the charge taken each month depends on your age. We take the charge by cancelling units proportionately from each of the funds you have chosen.
Switching Charge	24 switches will be given free in a policy year and any additional switch will be charged at Rs. 100 per switch.
Partial Withdrawal Charge	6 partial withdrawal requests will be free in a policy year and any additional partial withdrawal request will be charged at Rs. 250 per request.
Revival Charge	A charge of Rs. 250 is charged for revival to cover for administrative expenses.
Miscellaneous Charge	This is a charge levied for any alterations within the contract like premium redirection or adhoc policy servicing. 12 premium redirection requests will be free in a policy year and any additional premium redirection request will be charged at Rs. 250 per request. 6 policy servicing requests will be free in a policy year and any additional policy servicing request will be charged at Rs. 250 per request.

ALTERATION TO CHARGES

We cannot change our current charges without prior approval from IRDA.

- The fund management charge will not exceed 2% per annum;
- The surrender charge can be increased subject to a maximum of 100% of the fund, applicable for the first 3 years;
- The policy administration charge can increase in line with inflation subject to a maximum of 5% per annum over the period since inception;
- The mortality charge rates are guaranteed for the full duration of your policy term;
- The maximum switching charge allowed is Rs. 100 per switch increased in line with inflation subject to a maximum of 5% per annum over the period since inception;
- We can charge up to Rs. 250 per request for partial withdrawal, premium redirection or other adhoc policy servicing requests. We can increase this amount in line with inflation subject to a maximum of 5% per annum over the period since inception.

TAX BENEFITS (Based on current tax laws)

You will be eligible for tax benefits under Section 80C and Section 10(10D) of the Income Tax Act, 1961.

- Under Section 80C, you can save up to Rs. 33,990 from your tax each year (calculated on the highest tax bracket) as premiums up to Rs. 1,00,000 are allowed as a deduction from your taxable income.
- Under Section 10(10D), the benefits you receive from this policy are exempted, subject to the conditions contained therein.

The above-mentioned tax benefits are subject to changes in the tax laws.

BENEFICIARIES

If you have not assigned the policy,

- You will receive the benefits due on maturity at the end of the policy term
- In the event of your unfortunate demise, your nominee will receive the benefits due.

TERMS & CONDITIONS

We recommend that you read this brochure & benefit illustration and understand what the product is, how it works, the risks involved before you purchase a policy. We have appointed Certified Financial Consultants, duly licensed by IRDA, who will explain our plans to you and advise you on the correct insurance solution that will meet your needs.

A) Unit Prices: We set the unit price of a fund by dividing the value of the assets in the fund at the valuation time by the number of units created in the fund. We round the resulting price to the nearest Re. 0.0001. The value of the assets is the Market or Fair Value of the fund's Investments plus Current Assets (including accrued income) less Current Liabilities and Provisions (including accrued expenses). This price will be published on our website and leading national newspapers.

B) Exclusions: No death benefit will be paid if the death has occurred directly or indirectly as a result of suicide within one year of the date of commencement or the date of issue or date of revival of the policy, whichever is later. However, in such circumstances, the value of the units held on the date of intimation of death will be paid out and the policy will terminate.

C) Cancellation in the Free - Look period : In case you are not agreeable to the general policy terms and conditions, you have the option of returning the policy to us stating the reasons thereof, within 15 days from the date of receipt of the policy. On receipt of your letter along with the original policy documents, we shall arrange to refund the premium paid by you, adjusted for any decrease in the value of units allocated to your policy, and subject to deduction of the proportionate risk premium for the period on cover and stamp duty. A policy once returned shall not be revived, reinstated or restored at any point of time and a new proposal will have to be made for a new policy.

D) Prohibition of Rebates: Section 41 of the Insurance Act, 1938 states:

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:

Provided that acceptance by an insurance agent of commission in connection with a policy of life insurance taken out by himself on his own life shall not be deemed to be acceptance of a rebate of premium within the meaning of this sub-section if at the time of such acceptance the insurance agent satisfies the prescribed conditions establishing that he is a bona fide insurance agent employed by the insurer.

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

E) Non-Disclosure: Section 45 of the Insurance Act, 1938 states:

Under the provisions of section 45 of the Insurance Act, 1938, the company is entitled to repudiate a policy on the ground that a statement made in the proposal or in any report of a medical officer or referee or friend of the insured or any other document leading to issue of the policy was inaccurate or false, before the expiry of 2 years from the effective date of the policy, and thereafter that if such false or inaccurate statement was on a material matter or suppressed facts were material to disclose and it was fraudulently made and the policy holder knew that the statement was false or 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 policy are adjucted on subsequent proof that the age of the life insured was incorrectly stated in the proposal.

F) Service Tax & other duties: As per the Service Tax Laws, service tax is applicable on the life insurance premium with effect from 10/09/2004 and also on the charges from 16/05/2008, which is subject to change in tax laws. Any other indirect tax or statutory duty becoming applicable in future may become payable by you.

If Service Tax Laws are amended to subject any additional services or charges to Service Tax in the future, we may take the Service Tax and Education Cess by any method we deem appropriate including by levying of an additional monetary amount in addition to the premium; cancellation of units or from the unit fund.

Ensure a life of respect and dignity for you and your family.
Contact your nearest Financial Advisor / Relationship Manager.

HDFC STANDARD LIFE

Sar Utha Ke Jiyo

Registered Office: HDFC Standard Life Insurance Company Ltd., Ramon House, 169 Backbay Reclamation, Mumbai - 400 020.

Visit us at www.hdfcinsurance.com

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