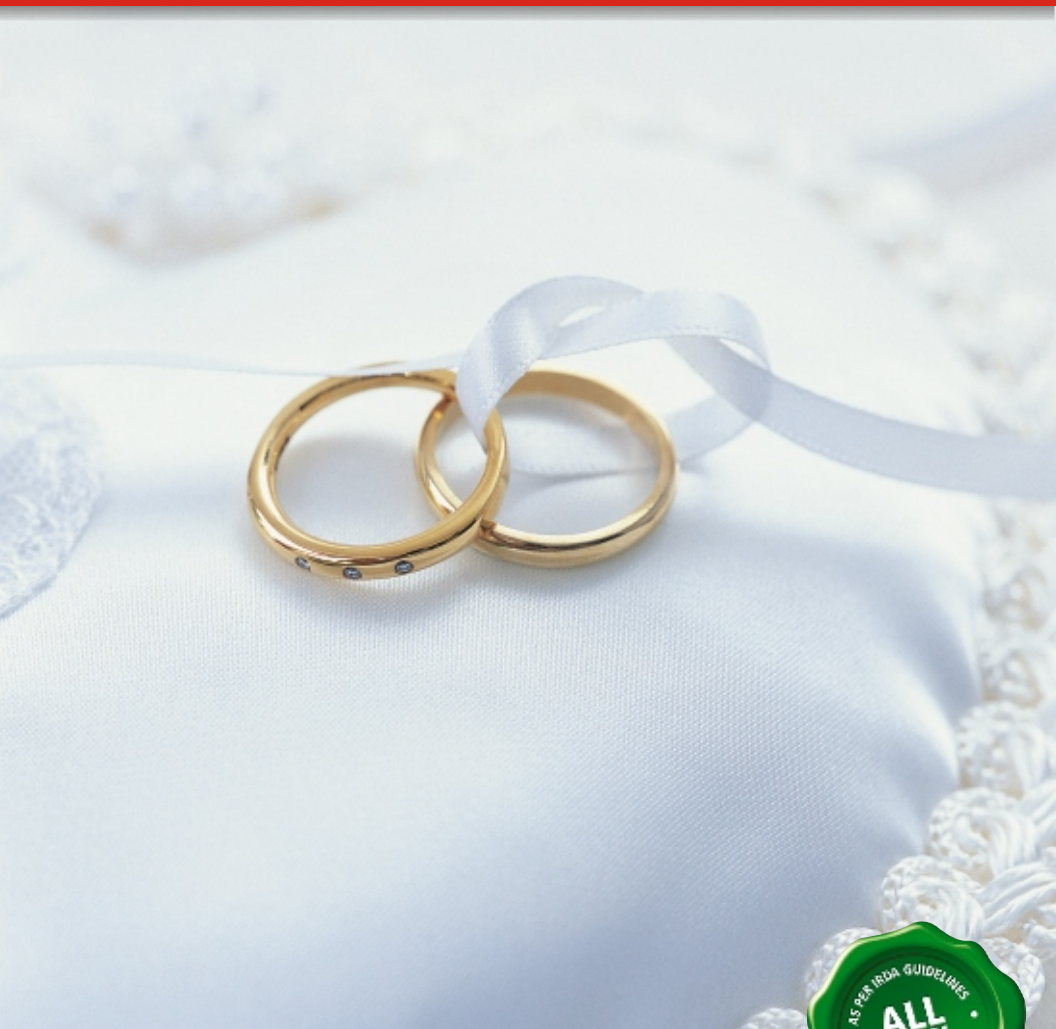


# Kotak

## Long Life Wealth Plus



An investment for a lifetime



A JOINT VENTURE WITH  OLD MUTUAL

Faidey ka Insurance

## AT A GLANCE - BENEFITS FOR YOU AND YOUR LOVED ONES

On maturity – Fund Value will be paid



Withdraw any amount on maturity



The balance, if any, can be taken in periodic installments -yearly, half-yearly, quarterly or monthly, for 5 years after maturity



Convenience of ATM to access the proceeds, if Kotak Bank Account opted for

On Death of life insured<sup>1</sup>



Higher of Sum Assured or Fund Value payable as a lump sum

To boost protection you have a choice of riders (additional premiums levied)



Portion of Sum Assured (max 75%) payable on admission of a claim on a critical illness (Kotak Critical Illness benefit - CIB)



Installments on admission of a claim on becoming disabled (Kotak Permanent Disability Benefit – PDB)



Lump sum benefit paid on accidental death (Kotak Accidental Death Benefit - ADB)

*The table above gives you a snapshot of the benefits. The ones that are available with the plan are marked as  and the benefits that are optional are marked as*

*You are requested to refer the rider brochure for more details on the riders.*



Faidey ka Insurance

## KOTAK LONG LIFE WEALTH PLUS

Life has several shades. Some known, some unknown; some planned, some unplanned. Life may not always be the way you want it to be.

Think about this. Do you have a safety net in place? Are you and your family cushioned against the rising costs of living? Are you suitably prepared to age with the comfort and self-esteem you deserve? A bit of planning today will go a long way in securing your financial independence and enjoying a better tomorrow.

Kotak Life Insurance has introduced a unit-linked plan that's designed to assure you of a joyful and fulfilling future. Kotak Long Life Wealth Plus is an intelligent investment plan that helps you build your future net worth with power-packed features that:

- Actively monitor and manage your investment growth
- Boost your savings through loyalty rewards

In short, it is a plan that will help **maximize your wealth** to pursue your dreams.

### Note

"IN THIS POLICY, THE INVESTMENT RISK IN INVESTMENT PORTFOLIO IS BORNE BY THE POLICYHOLDER."

# Investments That Empower

## Investments That Grow Safely

Consider the following table:

Year	Cost of a litre of milk
1998	Rs. 12
2008	Rs. 22
2018	Rs. 48

As you can see, costs for even the simplest of things in life will only increase with time. This makes it a challenge for you to maintain your family's current standard of living as the years go by and you may be faced with the problem that most investors come across:



This is where Kotak Life Insurance steps in. Kotak Long Life Wealth Plus offers you a fund option that allows you to maximize growth through equity exposure, but without the hassles associated with market volatility and timing. The **Dynamic Floor Fund II** uses expert advice to actively manage your investment on your behalf and saves you from the complexity of keeping a constant eye on the market.

## Investments That Suit Your Risk Appetite

If you are one of those who would like to manage your investment portfolio on your own, Kotak Long Life Wealth Plus offers you a **wide range of funds** to invest in. You can choose from these, depending on your risk appetite. Each fund is designed to grow your wealth optimally, based on the kind of investor you want to be.

Your Fund Options	Your Investment Objective	Your Risk-Return Profile	Equity	Debt (Including Money Market Instruments*)
Classic Opportunities Fund	Aims to maximize opportunity for long term capital growth, by holding a significant portion in a diversified and flexible mix of large / medium sized company equities.	Aggressive	75%-100%	0%-25%
Frontline Equity Fund	Aims for a high level of capital growth for you, by holding a significant portion in large sized company equities.	Aggressive	60%-100%	0%-40%
Balanced Fund	Aims for moderate growth for you by holding a diversified mix of equities and fixed interest instruments.	Moderate	30%- 60%	40%-70%
Dynamic Floor Fund II	Aims to provide you with stable long-term inflation beating growth over medium to long-term and defend your capital against short-term capital shocks.	Cautious	0%-75%	25%-100%
Bond Fund	Aims to preserve your capital and minimize your downside risk, with investment in debt and government instruments.	Conservative	-	100%
Floating Rate Fund				
Gilt Fund				
Money Market Fund	Aims to protect your capital and not have downside risks.	Secure	-	100%

\* Investments in Money Market Instruments will not exceed 40%, except for Money Market Fund

## Investments That Are Boosted

What better way to thank you for your loyalty than to add to your accumulated wealth. Kotak Long Life Wealth Plus actually boosts your funds through Survival Units to reward you for long term investments. Survival Units will be equal to 3% of your average Fund Value in the last 3 policy anniversaries. These units will be paid out on maturity and provided all premiums are paid up to date.

## Investments That Are Accessible

When faced with an unexpected expense, many investors find themselves in a situation where a large withdrawal may not always be feasible, or even possible, due to various limitations. Kotak Long Life Wealth Plus is structured to prevent this from happening to you. You can access your investment after completion of the 3rd policy year by way of partial withdrawals or surrender.

On maturity you can avail of the full Fund Value and the policy terminates OR can select the Settlement Option<sup>8</sup>. Through this option you can elect to receive a percentage of the maturity proceeds in cash and the balance by way of periodic installments, for up to 5 years after maturity (settlement period). All insurance cover will cease on the maturity date of the policy.

## Optimized Protection

While your family is well taken care of today, our plan enables you to ensure your family's long-term financial well-being in the event of your unfortunate demise. In the event of death<sup>1</sup>, your family would receive higher of the Sum Assured or the Fund Value in the Main Account plus Fund Value in the Top-Up Account.

You can also opt for additional rider benefits that would protect you and your family in the event of accidental death or disability. Should a critical illness befall you, a portion of the Sum Assured will immediately be made available on opting for the Kotak Critical Illness benefit (CIB) rider. These benefits will be charged for by way of extra premiums and are only applicable during the rider term.

**Tax Benefit:**

You can avail of tax benefits under Section 80C and Section 10 (10D) of Income Tax Act, 1961. Premiums paid for Kotak Critical Illness benefit (CIB) qualify for a deduction under Section 80D. Tax benefits are subject to change in the tax laws. You are advised to consult your Tax Advisor for details.

## Enhancing Your Options

To allow your investment plan to keep pace with the changing times and varying needs of your family, you can opt for some of our additional benefits.

Additional Features	Benefits
<b>Optional Riders</b>	Choose from any of the rider benefits given below, to enhance protection for your loved ones: <ul style="list-style-type: none"> <li>• Kotak Critical Illness benefit (allowed only up to 75% of the Sum Assured) (CIB) – Portion of Sum Assured payable on diagnosis of any of the critical illnesses covered</li> <li>• Kotak Permanent Disability Benefit (PDB) - Installments payable on becoming permanently disabled due to an accident.</li> <li>• Kotak Accidental Death Benefit (ADB) - Lump sum benefit paid on accidental death.</li> </ul> Benefits available during rider premium paying term only. For details, please ask for the Rider Brochure
<b>Top-Up Premiums<sup>2</sup></b>	Increase your investment contribution as and when you have surplus money.
<b>Switching</b>	Switch or change of future premium allocation between fund options as per your needs and investment objectives to maximize your returns.
<b>Partial Withdrawals<sup>3</sup></b>	Be able to meet any sudden or unforeseen expenses, from year 4 onwards.
<b>Automatic Cover Maintenance (ACM)<sup>6</sup></b>	Ensures that whilst you have adequate funds in the policy, your insurance cover remains in force even if you have missed your premium payment.
<b>Convenient premium payment modes</b>	Pay your premiums annually, half-yearly, quarterly or monthly. You may change the payment mode on policy anniversaries.
<b>Free Look Period</b>	Offers the option of returning your policy document within 15 days from the date of receipt of the policy if you are not satisfied with the terms and conditions of the plan. The amount refunded would be the premium paid after adjustments for expenses for medical examination, stamp duty and proportionate risk premium for the period of cover.

## Eligibility – A Ready Reckoner

This simple eligibility table will help you plan your family's future needs.

Entry Age	Min: 0 years, Max: 65 years
Maturity Age	Min: 18 years, Max: 75 years
Policy Term	10 / 15 / 20 / 25 / 30 years For minors, minimum term – 10 years or 18 less entry age (as on last birthday), whichever is higher, rounded to the next higher policy term available.
Limited Premium Payment (LPP) Term	3 and 5 years, available with 10 year policy term
Regular Premium	Min: Rs. 15,000 p.a.
Limited Premium Payment	For 3 year LPP Min: Rs. 1,00,000 p.a. For 5 year LPP Min : Rs 50,000 p.a.
Basic Sum Assured	5 x Annual Premium

## Illustration

Dr. Chopra is a 35 year old well-respected specialist who lives comfortably with his wife and children. He is providing well for his family and likes to travel the world. He is looking for ways to optimally invest his growing wealth in order to provide adequately for his family's future security and financial independence. He is keen to invest in equity but is unable to put in the time or the effort towards it. He has found the solution in **Kotak Long Life Wealth Plus**, which gives him the perfect combination of growth and protection.

Given below is an illustration of the benefits payable to Dr. Chopra in different scenarios with the annual premium of Rs. 50,000 and a Sum Assured of Rs. 250,000:

End of Year	Age (in years)	Cumulative Premium (Rs.)	Non-Guaranteed Benefits at 6%		Non-Guaranteed Benefits at 10%	
			Fund Value (Rs.)	Death Benefit (Rs.)	Fund Value (Rs.)	Death Benefit (Rs.)
10	45	500,000	583,789	583,789	723,817	723,817
15	50	750,000	1,000,756	1,000,756	1,391,480	1,391,480
20	55	1,000,000	1,560,674	-	2,453,966	-

Net yield at 10% investment return: 8.17%

**Please note:** that the above illustration is an extract of a separate, more detailed benefit illustration. For full details please refer to the Benefit Illustration.

# Charges

## Premium Allocation Charge

It is charged as a percentage of the annualized premium. The net premium is then allocated at the Net Asset Value (NAV)<sup>9</sup> prevailing on the date of receipt of premiums. The charges applicable are:

Regular Pay	Policy Year			
	1	2	3	4+
Annual Premium below Rs.50,000	30%	14%	7%	Nil
Annual Premium of Rs.50,000 & above	25%	10%	5%	Nil
Limited Pay	18%	6%	4%	Nil

The allocation charge for Top-Up premiums is 1%.

## Fund Management Charge (FMC)

To manage your money efficiently, an annual charge is levied as a percentage of the fund value and is adjusted in the Net Asset Value (NAV)<sup>11</sup>. The annual FMC of 1.35% is applicable for all the funds.

## Policy Administration Charge

The administration charge is a percentage of the first year's annualized premium paid and will be recovered through monthly cancellation of units throughout the term of the policy.

The charge will be 0.25% per month of the annual premium for premium amount up to Rs. 50,000. For the portion of premium above Rs. 50,000, the administration charge is 0.10% per month.

## Switching Charge

The first four switches in a year are free. For every additional switch thereafter, Rs. 500 will be charged.

## Surrender Charge

The Surrender Charge as a percentage of the Fund Value is as follows:

Policy Year*	4	5	6 Onwards
Charge	10%	5%	Nil

This charge does not apply to your Top-Up Accounts.

\*if the policy is surrendered during the first three policy years, the Surrender Charge applicable will be as per the Lapse section under Terms and Conditions (Item No. 5.)

## Partial Withdrawal Charge

The Partial Withdrawal Charge as a percentage of the Fund Value withdrawn is as follows:

Policy Year	4	5	6 Onwards
Charge	10%	5%	Nil

This charge does not apply to your Top-Up Accounts.

For the third and subsequent Partial Withdrawals from the Main Account in any policy year an additional Rs.500 per withdrawal will be charged.

## **Mortality Charge**

This is the cost of life cover, which will be levied by cancellation of units on a monthly basis. Given below are the charges per thousand Sum at Risk (Sum Assured - Fund Value) for a healthy individual.

<b>Age (In Years)</b>	20	30	40	50
<b>Mortality Charge</b>	0.89%	1.30%	2.09%	4.71%

## **Rider Charge**

For providing the additional rider benefits, charges will be recovered by way of additional premiums, paid in addition to the basic and extra regular premiums throughout the rider term.

## **Miscellaneous Charges**

The charges for alteration in the policy contract and revival<sup>7</sup> are Rs. 500 per request. For premium redirection a fee of Rs. 100 will be charged.

# Terms and Conditions

## 1. Death Benefit in case of minor

In case the life insured is a minor, if death occurs within five years from the date of commencement and the life insured has not attained age 18, the death benefit would be greater of all the premiums paid (excluding rider premiums) or the Fund Value in Main Account plus Top-Up Account Fund Value.

## 2. Top-Up Premiums

Top-Up Premiums will be invested in separate Top-Up Accounts, each with a lock-in of 3 years from the date of Top-Up, except during the last 3 policy years. Minimum Top-Up Premium is Rs. 10,000. In Top-Up Accounts, you can invest up to a maximum of 25% of the cumulative premiums paid up to that date.

## 3. Partial Withdrawals

Partial Withdrawals will be allowed after completion of three policy years and provided three full years premiums are paid. Minimum amount for Partial Withdrawal is Rs. 10,000. Partial Withdrawals should be in multiples of Rs. 1,000.

Partial Withdrawals must be made first from the qualifying Top-Up Accounts. Minimum balance of one annualized premium should be maintained in the Main Account after partial withdrawal.

Partial Withdrawals will have the following effect on your Sum Assured: (1) Up to the age of 60 years, Sum Assured payable on death is reduced to the extent of Partial Withdrawals made in the preceding two years (2) After the age of 60 years, Sum Assured payable on death is reduced to the extent of all Partial Withdrawals made from age 58 years onwards.

## 4. Grace Period

There is a grace period of 30 days from the due date for payment of premium for the yearly, half-yearly and quarterly mode, and 15 days for the monthly mode.

## 5. Lapse

If during the first three policy years, any premiums due are not paid in full within the grace period, the policy will lapse. Once the policy has lapsed, any insurance cover ceases, although the funds continue to remain invested. In case of death of the life insured during this period, Fund Value is payable. If a lapsed policy is not revived within two years of the first unpaid premium, the contract shall be terminated and the surrender value shall be paid out at the end of the third policy anniversary or at the end of the revival period whichever is later. The charge used in determining the surrender value at the payment date will be the charge applicable at the due date of the first unpaid premium as mentioned below:

Policy Year	1	2	3
Surrender Charge	100%	80%	70%

## 6. Automatic Cover Maintenance

You can avail of the Automatic Cover Maintenance (ACM) facility only after payment of first three years' premiums in full and provided, the policy has completed 3 years. While availing this facility, the Death Benefit to the life insured will remain intact until the Fund Value in the Main Account is sufficient to cover applicable Policy Charges. During this period, applicable Policy Charges continue to be deducted from the fund. The rider benefits cease to apply. The ACM facility is available until the end of two years from the due date of the first unpaid premium. After two years from the due date of the first unpaid premium, the policy will be terminated by paying the applicable surrender value, unless the policyholder expresses in writing to continue the policy in ACM mode. If he/she chooses to continue in ACM mode, future premium payments will not be allowed. While the policy is in ACM mode, if at any point of time the Surrender Value reduces to a level equal to one year's premium after deduction of applicable policy charges, the policy terminates on payment of at least one year's annualized premium.

## 7. Policy Revival

A Lapsed policy or policy in ACM mode can be revived within 2 years from the date of first unpaid premium. Revivals can be done without proof of good health on payment of the outstanding premiums if the payment is made within six months. Thereafter to revive the policy, proof of good health would be required and payment of outstanding revised premium. All benefits will be reinstated on revival.

## 8. Settlement Option

On selecting the Settlement Option on maturity, the value of the payments will depend on the number of units and the respective fund NAVs as on the date of each payment. Partial withdrawals and switches are not allowed during this period. During the settlement period, the investment risk in the investment portfolio is borne by the policyholder. The Fund Management Charge (FMC) will be recovered by adjustment in the Net Asset Value (NAV). Other charges will not be applicable during this period. Life cover and other benefits are not provided during the settlement period.

You can elect to receive a percentage of the maturity proceeds in cash and the balance by way of pre-selected periodic installments, for up to 5 years after maturity

The choice of Settlement Option must be informed to the company within 3 months prior to maturity of the policy.

## 9. Fund NAV's

The NAVs of your fund are calculated and published in financial newspapers on a daily basis. Net Asset Value (NAV) = (Market Value of investment held by the fund +/- the expenses incurred in the purchase/sale of assets + value of Current Assets + any accrued income net of fund management charges – value of Current Liabilities – Provisions) divided by Number of outstanding units in the Fund.

The basis used for unit pricing would be appropriation price or the expropriation price, whichever prevails on the valuation date. The Appropriation price shall be the basis used for determining unit price when the Company is required to purchase assets to allocate the units at the valuation date. The Expropriation price shall be the basis in a situation when the Company is required to sell assets to redeem the units at the valuation date.

Where premiums are paid by outstation cheques, the NAV of the clearance date or due date, whichever is later, will be used for allocation of the premium. Transaction requests (including renewal premiums by way of local cheques, demand draft, switches, etc.) received before the cutoff time will be allocated to the same day's NAV and the ones received after the cutoff time will be allocated to the next day's NAV. The current cutoff time is 3:00 p.m. which may vary from time to time as per IRDA guidelines.

Premiums received in advance will be allocated on the scheduled due dates. No interest will be paid on such premiums.

#### 10. Loans

No loan facility is available

#### 11. Cap on Charges

Kotak Life Insurance reserves its right to impose charges not beyond the level mentioned below (Subject to IRDA approval):

- The miscellaneous, switching and withdrawal charges may be increased to a maximum of Rs. 1,000.
- Mortality charges are guaranteed for the term of the policy.

#### 12. Free Look Provision

The policyholder is offered 15 days free look period, from the date of receipt of the policy wherein the Policyholder may choose to return the policy within 15 days of receipt if he is not agreeable with any of the terms and conditions of the plan. Should he choose to return the policy, he/she shall be entitled to refund of the premium paid after adjustment for stamp duty and administration expenses. Alterations are allowed during the free look period.

#### 13. General Exclusions

In case the life insured commits suicide within one year of date of issue of the policy or date of revival, the beneficiary would receive the Fund Value in the Main and the Top-Up Account.

#### 14. Service Tax and Education Cess

Service Tax and education cess shall be levied on all applicable charges as per the prevailing tax laws and/or any other laws. In case of any statutory levies, cess, duties etc., as may be levied by the Government of India from time to time, the Company reserves its right to recover such statutory charges from the policyholder(s) either by increasing the premium and / or by reducing the benefits payable under the plan.

## Wealth Plus In 5 Easy Steps

Now that you are aware of the Kotak Long Life Wealth Plus details, here's how you can plan for your future wealth in 5 easy steps:

- Step 1:** Decide how much you will need to save to secure your family's financial independence.
- Step 2:** Decide the **term of the policy** depending on when you wish to avail of this freedom and the corresponding **amount you will need to save regularly** over this term to meet your requirements.
- Step 3:** Choose your **life cover** – the Sum Assured, depending on your existing insurance cover and needs.
- Step 4:** Choose your **fund options**.
- Step 5:** Choose the **optional rider benefits** to customize your plan.

While you save systematically and enjoy returns, we work to create a substantial corpus of wealth that will sustain all your hopes and dreams for the future.

If you need any further information on how you can secure your family's future, our **Life Insurance Advisor** will be happy to hear from you.

**Here's looking forward to a bright tomorrow - today!**

## Risk factors

- Unit Linked Life Insurance products are different from the traditional insurance products and are subject to the risk factors.
- The premium paid in Unit Linked Life Insurance policies are subject to investment risks associated with capital markets and the NAVs of the units 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.
- Kotak Mahindra Old Mutual Life Insurance Ltd. is only the name of the Insurance Company and Kotak Long Life Wealth Plus is only the name of the unit linked life insurance contract and does not in any way indicate the quality of the contract, its future prospects or returns. 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.
- Please know the associated risks and the applicable charges, from your Insurance Agent or Corporate Agent/ Insurance Broker or policy document of the insurer.

### Section 41 and 45

#### Section 41 of the Insurance Act, 1938 :

- (1) No person shall allow or offer to allow, either directly or indirectly, as an inducement to any person to take 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.
- (2) Any person making default in complying with the provisions of this section shall be punishable with fine which may extend to five hundred rupees.

#### Section 45 of the Insurance Act, 1938 states:

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 insured, or in any other document leading to the issue of the policy, was inaccurate or false, unless the insurer shows that such statement was on a material matter or suppressed facts which it was material to disclose and that it was fraudulently made by the policy holder and that the policy holder knew at the time of making it that the statement was false or that it suppressed facts which it was material to disclose:

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

# About Us

**Kotak Mahindra Old Mutual Life Insurance**  
[www.kotaklifeinsurance.com](http://www.kotaklifeinsurance.com)

Kotak Mahindra Old Mutual Life Insurance Ltd. is a 74:26 joint venture between Kotak Mahindra Bank Ltd., its affiliates and Old Mutual plc. A Company that combines its international strengths and local advantages to offer its customers a wide range of innovative life insurance products, helping them take important financial decisions at every stage in life and stay financially independent. The Company is one of the fastest growing insurance companies in India and has shown remarkable growth since its inception in 2000. Kotak Life Insurance employs around 5,593 people in its various businesses and has 203 branches pan India.

**The Kotak Mahindra Group**  
[www.kotak.com](http://www.kotak.com)

The Kotak Mahindra Group is one of India's leading banking and financial services organizations, with offerings across personal financial services; commercial banking; corporate and investment banking and markets; stock broking; asset management and life insurance. The Kotak Group has a net worth of Rs. 6,799 cr and has a distribution network through branches, franchisees, representative offices and satellite offices across cities and towns in India and offices in London, New York, San Francisco, Singapore, Dubai and Mauritius, servicing around 6.4 million customer accounts.

**Old Mutual plc**  
[www.oldmutual.com](http://www.oldmutual.com)

Old Mutual plc is an international savings and wealth management company based in the UK. Originating in South Africa in 1845, Old Mutual is a Global 500 and FTSE 100 company, listed in UK, South Africa and other 3 African exchanges. The group has a balanced portfolio of businesses offering Asset Management, Life Assurance, Banking and General Insurance Services in over 40 countries, with a focus on South Africa, Europe and the United States, and a growing presence in Asia Pacific.

\*Numbers as on 30th June, 2009



A JOINT VENTURE WITH  OLD MUTUAL

**Kotak Long Life Wealth Plus** UIN – 107L045V02, Form ID - L045, CIB-107C004V02 Form No. C004, PDB-107C002V01 Form No. C002, ADB-107C001V01 Form No. C001. Ref No: KLI/09-10/E-PB/186.

Kotak Mahindra Old Mutual Life Insurance Ltd. Regn. No.:107, Regd. Office: 9th floor, Godrej Coliseum, Behind Everard Nagar, Sion (East), Mumbai – 400 022. Website: [www.kotaklifeinsurance.com](http://www.kotaklifeinsurance.com) Email: [lifeexpert@kotak.com](mailto:lifeexpert@kotak.com)

Insurance is the subject matter of the solicitation. This is a unit linked non-participating endowment plan. This document is not a contract of insurance and must be read in conjunction with the Benefit Illustration and Policy Document.

## Faidey ka Insurance