

**The golden plan
for wealth creation**



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

Kotak Ace Investment

Unit Linked Life Insurance Plan

"The Linked Insurance Products do not offer any liquidity during the first five years of the contract. The policyholder will not be able to surrender/withdraw the monies invested in Linked Insurance Products completely or partially till the end of the fifth year."

Key Benefits



Life insurance
cover



Option to choose from
multiple Investment
Strategies



Convenient premium
payment options



Enjoy liquidity through
partial withdrawal



Enhanced protection with
additional riders

Choice of Investment Strategy



SELF-MANAGED STRATEGY

This strategy offers the flexibility to choose from a range of 7 power-packed fund options that enable you to maximize your earnings potential



AGE BASED STRATEGY

This strategy, allocation is done basis Age of the Life Assured & Risk Appetite. Based on the Risk Appetite of the Policyholder i.e. Aggressive, Moderate and Conservative, allocation is done between Classic Opportunities Fund and Dynamic Bond Fund



SYSTEMATIC SWITCHING STRATEGY

This strategy allows to invest all or some part of the investment in Money Market Fund and transfer a pre-defined amount every month into, either Classic Opportunities Fund or Frontline Equity Fund based on selection

Self Managed Strategy

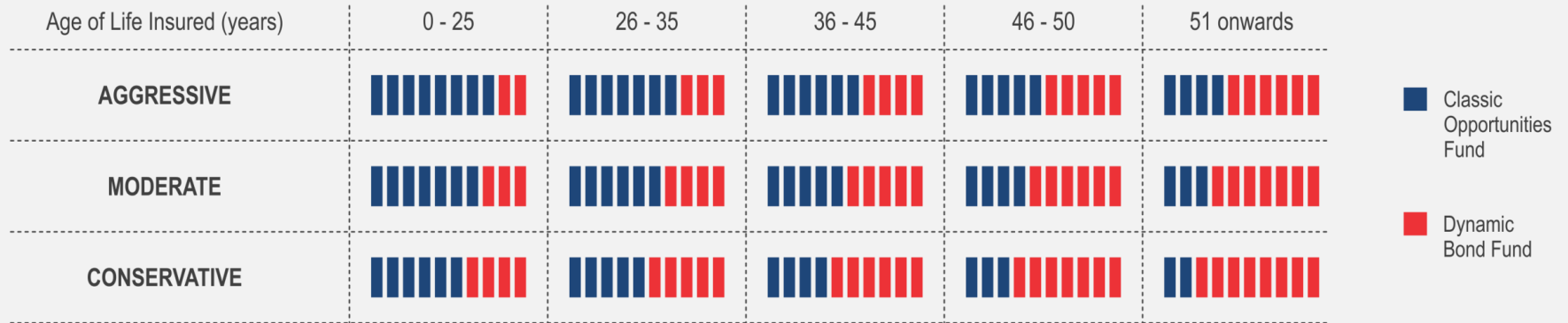


- Enables you to manage your investments as per your requirements.
- The flexibility to choose from a range of 7 fund options:
 - Classic Opportunities Fund (*ULIF-033-16/12/09CLAOPPFND-107*)
 - Frontline Equity Fund (*ULIF-034-17/12/09FRLEQUFND-107*)
 - Balanced Fund (*ULIF-037-21/12/09BALKFND-107*)
 - Dynamic Bond Fund (*ULIF-015-15/04/04DYBNDFND-107*)
 - Dynamic Floating Rate Fund (*ULIF-020-07/12/04DYFLTRFND-107*)
 - Dynamic Gilt Fund (*ULIF-006-27/06/03- DYGLTFND-107*)
 - Money Market Fund (*ULIF-041-05/01/10MNMKFFND-107*)

Age Based Strategy



- In this investment strategy, allocation is done basis Age of the Life Assured & Risk Appetite.
- Option to change the Risk Appetite during the policy term (except the last policy year) is available 4 times in a policy year free of cost.
- This strategy cannot be opted in the last policy year.



Age Based Strategy



- Monthly Rebalancing:** On a monthly basis, units shall be rebalanced as necessary to achieve the said proportions of the Fund Value in the identified funds. The re-balancing of units shall be done on the monthly policy anniversary.
- Safety on Maturity:** As the Policy approaches the Maturity date, to ensure that short-term market volatility does not affect the accumulated savings, the total corpus will be transferred from the above funds to the Money Market Fund during last 12 Policy months. It works as following:

Policy Month	1	2	3	4	5	6	7	8	9	10	11	12
Proportion of units transferred	1/12	1/11	1/10	1/9	1/8	1/7	1/6	1/5	1/4	1/3	1/2	1/1

Systematic Switching Strategy



- This option allows investing all or some part of the investment in Money Market Fund and transferring a pre-defined amount every month into, either Classic Opportunities Fund or Frontline Equity Fund (as per selection).
- Mechanism for Switching:** Units available in the Money Market Fund shall be switched automatically into the selected fund i.e. Classic Opportunities Fund or Frontline Equity Fund in the following manner:

Policy Month
(t+1)

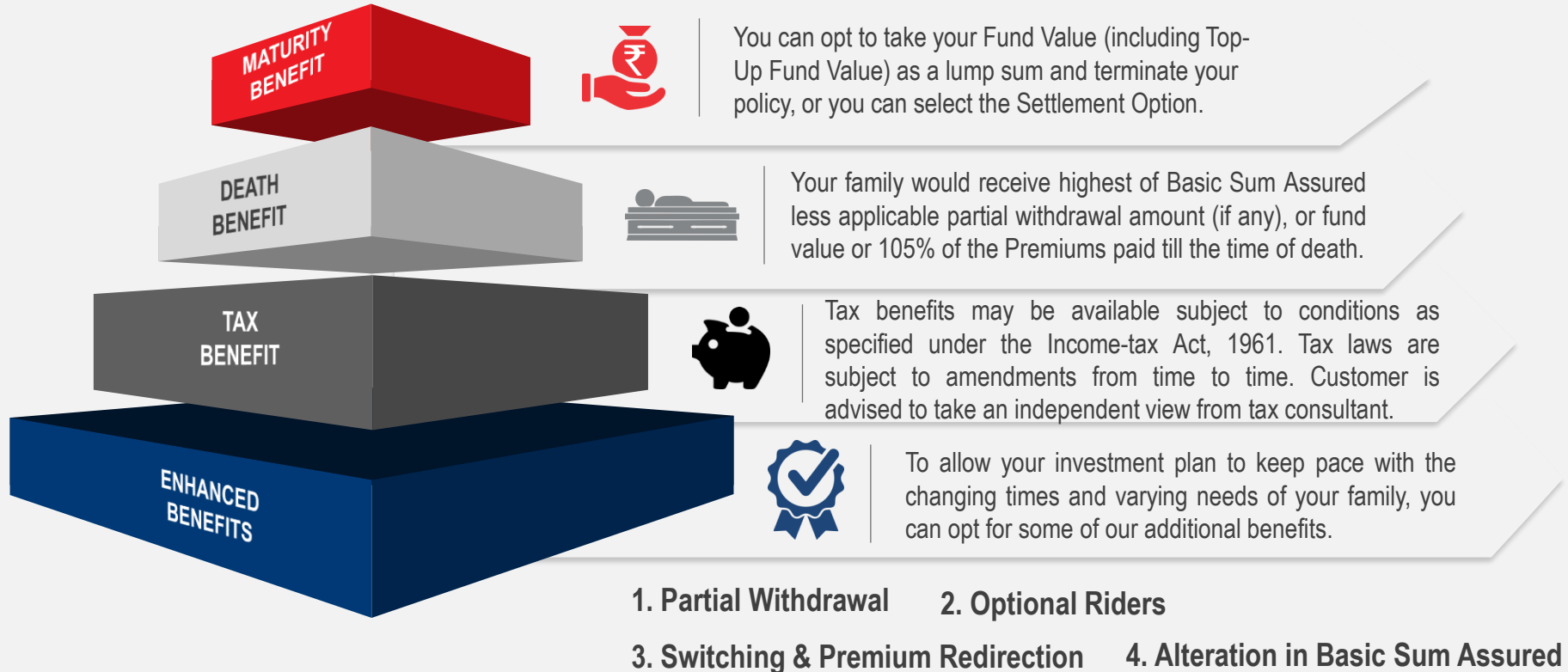
$(\text{Premium Payment Frequency} / (12 - (t \times \text{Premium Payment Frequency}))) \times \text{the units available at the beginning of Policy Month } t$

where,

(i) Premium Payment Frequency is number of times premium is payable in a policy year. (ii) t is number of complete months elapsed since last premium payment due date (iii) The above formula is applicable for both, Base Plan and Top-Up Account

- Systematic Exit Strategy (SES):** During the last policy year, the policyholder will have a choice to switch out of (Classic Opportunities Fund /Frontline Equity Fund) with the accumulated corpus to the Money Market Fund during the last 12 policy months. It works as following:

Policy Month	1	2	3	4	5	6	7	8	9	10	11	12
Proportion of units transferred	1/12	1/11	1/10	1/9	1/8	1/7	1/6	1/5	1/4	1/3	1/2	1/1



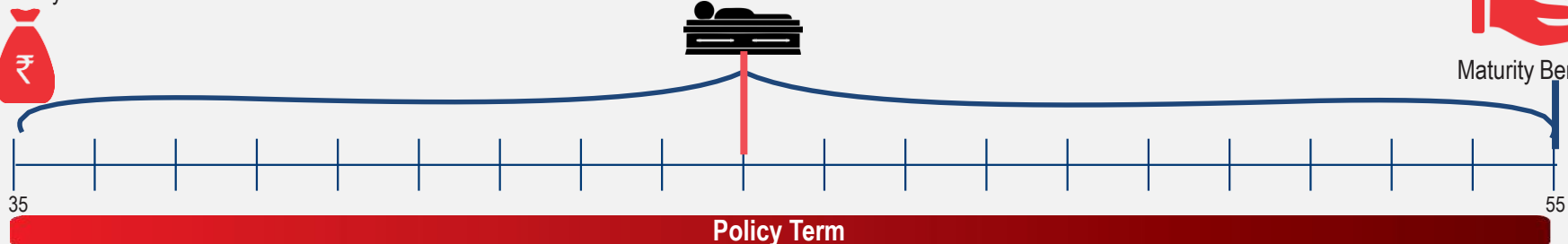
Sample Illustration

Pay Rs. 50,000[§] p.a.
for 20 years

Death Benefit will be paid
to nominee



Maturity Benefit



End of year	Age (in years)	Cumulative Premium	Benefits @8% [#] p.a.		Benefits @4% [#] p.a.	
			Fund Value	Death Benefit	Fund Value	Death Benefit
10	45	5,00,000	6,62,265	6,62,265	5,31,601	5,31,601
15	50	7,50,000	11,88,079	11,88,079	8,54,991	8,54,991
20	55	10,00,000	19,01,130	-	12,18,121	-

Given below is an illustration of the benefits payable to Dr. Kaul 35 years healthy male in different scenarios for a 20 year term (regular pay) with an Annual Premium of Rs. 50,000 and a Sum Assured of Rs. 5,00,000 under Self Managed Strategy with 100% investment in Classic Opportunities Fund (ULIF-033-16/12/09-CLAOPPFND-107). The illustration is an extract of a separate, more detailed benefit illustration. For full details, please refer to the Benefit Illustration. [§] The above figures are net of Goods and Services Tax and Cess, as applicable. Goods and Services Tax and Cess are subject to change from time to time as per the prevailing tax laws and/or #any other laws. [#] The values are based on assumed investment rate of return of 4% p.a. & 8% p.a. The values shown are not guaranteed and they are not the upper and lower limit of what you might get back as the value of your policy is dependent on a number of factors including future investment performance. The actual experience may be different from the illustrated.



Kotak Accidental Death Benefit Rider (Linked)

In addition to the death benefit as per the base plan the Rider Sum Assured is payable in case of an unfortunate demise of the life insured due to accident



Kotak Permanent Disability Benefit Rider (Linked)

In case of Total & Permanent disability of the life insured due to accident, the Rider Sum Assured is payable and the base policy continues.

Please refer to the respective Rider Brochures for more details.

Partial Withdrawal

- Allowed after completion of five policy years and provided five full years premiums are paid.
- Minimum amount of Partial Withdrawal is Rs. 10,000.
- Minimum amount required to be maintained in the Main Account after Partial Withdrawal is equal to 50% of the total Premiums paid till the date of Partial Withdrawal.
- Partial withdrawal from Main Account will be allowed only if there is insufficient amount in the Top-Up Accounts or the relevant Top-Up Accounts are still in their lock-in period of 5 year from the date of Top-Up Payment.
- Partial withdrawal will be allowed only if the Life insured is a major.
- Basic Sum Assured payable on death will be reduced, in case of Partial Withdrawal from the main account Fund value, by the amount of Partial Withdrawal made during the two year period immediately preceding the date of death of the life insured (the Applicable Partial Withdrawals).
- However, minimum death benefit will be subject to a floor of 105% of the premiums paid less amount of Partial Withdrawal made from the main account Fund value during the two year period immediately preceding the date of death of the life insured.

Settlement Option

- the Policyholder will have the option of taking maturity proceeds by way of pre-selected periodic installments (yearly, half-yearly and quarterly only).
- The Settlement Options available are:
 - **Option 1** - 50% of the maturity proceeds as a lump sum and balance 50% as periodic instalments, OR
 - **Option 2** - Whole of the maturity proceeds as equated periodic instalments
- The instalments can be taken over a maximum period of 5 years called the Settlement Period and the first instalment shall be paid immediately on maturity.
- Life Insured should specify mode of the periodic instalments i.e. quarterly / half -yearly / yearly
 - **In case of Option 1** above, after the payment of lump sum amount, 20% of the balance amount shall be payable each year over a period of 5 years.
 - **In case of Option 2**, the yearly installments i.e. 20% of Maturity Benefit will be payable over a period of five years
- At the end of Settlement Period, the balance of Fund Value, if any will be paid out as one lump sum and the policy will cease thereafter.

Increase /Decrease in Sum Assured

- Allowed only at policy anniversaries
 - Increase of basic Sum Assured is allowed without any increase in premium, subject to underwriting and maximum Sum Assured levels.
 - Decrease of basic Sum Assured is allowed without any decrease in premium, subject to minimum Basic Sum Assured
- Premium shall not be changed.

Discontinuance before the completion of five Policy years

- If premiums are not paid within the grace period, the Fund Value after deducting applicable discontinuance charges shall be credited to the Discontinued Policy Fund, the life cover and rider cover (if any) shall cease.
- This Discontinued Policy Fund will earn interest rate at least equal to the minimum guaranteed interest (currently 4% p.a.) as specified by IRDAI till the end of lock-in period (5 years from policy inception) or revival period as applicable.
- The Company shall communicate the status of the policy to the policyholder within 3 months of the first unpaid premium and provide the option to revive the policy within the revival period of 3 years or end of Lock-in period whichever is earlier.
- Investment Strategies will not be available if the policy is in the Discontinuance.

Discontinuance on or after the completion of five Policy years



- If premiums are not paid within the stipulated grace period, the policy shall be converted to Reduced Paid-Up policy and continue in such status until the end of revival period without any rider cover (if any).
- The Company shall communicate the status of the policy to the policyholder within 3 months of the first unpaid premium and provide the following options:
 - Option 1: Revive the policy within the revival period of 3 years
 - Option 2: Complete withdrawal of the policy
- In case, Maturity falls within the three-year revival period, the fund value shall be payable at the end of policy term.
- Investment Strategies will be available if the policy is in Discontinuance.

Charges

Premium Allocation Charge - This charge is a percentage of the premium.

All Premiums	Year 1 & 2	Years 3 to 5	Years 6 onwards
	6%	4%	2%

Policy Administration Charge - This charge is a percentage of the first years' annualized premium paid.

Annualised Premium Bands (in Rs.)	Charge*
Up to 9,99,999	0.10% p.m
10,00,000 & above	Nil

*Charge will not exceeds Rs. 500 p.m.

Switching Charge - The first two switches in a year are free. Rs. 250 for every additional switch thereafter.

Fund Management Charge - This charge is a percentage of the premium.

Fund Management Charge (FMC)	Charge
Classic Opportunities Fund	1.35% p.a.
Frontline Equity Fund	1.35% p.a.
Balanced Fund	1.35% p.a.
Dynamic Bond Fund	1.20% p.a.
Dynamic Floating Rate Fund	1.20% p.a.
Dynamic Gilt Fund	1.00% p.a.
Money Market Fund	0.60% p.a.
Discontinued Policy Fund	0.50% p.a.

Partial Withdrawal Charge - Rs. 250 for each partial withdrawal.

Discontinuance Charge - The Discontinuance Charges will be applicable on Main Account only and not on Top-Up Accounts.

For annualized premium up to Rs. 50,000

Year during which policy is discontinued	Year 1	Year 2	Year 3	Year 4	Year 5 & onwards
All Premiums	Lowest of: • 20% of AP • 20% of FV • Rs. 3,000/-	Lowest of: • 15% of AP • 15% of FV • Rs. 2,000/-	Lowest of : • 10% of AP • 10% of FV • Rs. 1,500/-	Lowest of : • 5% of AP • 5% of FV • Rs. 1,000/	Nil

For annualized premium above Rs. 50,000

Year during which policy is discontinued	Year 1	Year 2	Year 3	Year 4	Year 5 & onwards
All Premiums	Lowest of: • 6% of AP • 6% of FV • Rs. 6,000/	Lowest of: • 4% of AP • 4% of FV • Rs. 5,000/-	Lowest of : • 3% of AP • 3% of FV • Rs. 4,000/-	Lowest of : • 2% of AP • 2% of FV • Rs. 2,000/	Nil

AP= Annualized Premium; FV= Fund Value on the date of discontinuance

Eligibility

Eligibility	Criteria							
Entry Age (last birthday)	Min: 0 years				Max: 65 years			
Maturity Age (last birthday)	Min: 18 years				Max: 75 years			
Policy Term	10 15 20 25 30 years							
Premium Payment Term	Regular: Equal to Policy Term				Limited: 5 years with 10 years Policy Term 10 years with 15 20 25 30 years Policy Term			
Mode	Annual, Half yearly, Quarterly, Monthly							
Annual Premium	Regular Pay				Limited Pay			
	Min:				Min:			
	Annual Rs. 30,000 Max: No Limit	Half-yearly Rs. 18,000	Quarterly Rs. 9,000	Monthly Rs. 3,000	Annual Rs. 50,000 Max: No Limit	Half-yearly Rs. 30,000	Quarterly Rs. 15,000	Monthly Rs. 5,000

Eligibility	Criteria	
Basic Sum Assured	Regular Pay Less than 45 years = Min: Higher of 10 times AP or 0.5 * Policy Term * AP; Max: 25 times AP	Limited Pay Less than 45 years = Min: Higher of 10 times AP or 0.5 * Policy Term * AP; Max: 15 times AP
	45 years = Min: Higher of 7 times AP or 0.25 * Policy Term * AP; Max: 25 times AP	45 years = Min: Higher of 7 times AP or 0.25 * Policy Term * AP; Max: 15 times AP
	46 - 54 years = Min: Higher of 7 times AP or 0.25 * Policy Term * AP; Max: 15 times AP	46 - 54 years = Min: Higher of 7 times AP or 0.25 * Policy Term * AP; Max: 15 times AP except for 5 PPT which is 7 times AP
	55 - 60 years = Min: Higher of 7 times AP or 0.25 * Policy Term * AP; Max: 10 times AP	55 - 60 years = Min: Higher of 7 times AP or 0.25 * Policy Term * AP; Max: 10 times AP except for 5 PPT which is 7 times AP
	61 years and above = 7 times AP	61 years and above = 7 times AP
Note: AP refers to one Annualized Premium		
Top-Up Premium	Min: Rs. 10,000	Max: The total Top-Up premium paid shall not exceed the sum of all the regular premiums paid at that point of time
Top-Up Sum Assured	1.25 X Top-Up Premium	

- The Policyholder shall have the right to revive a discontinued policy within three years from the date of first unpaid premium (in case the Policyholder/Life Insured has chosen the option to revive the policy).
- Policy shall be revived restoring the risk cover (including the rider cover, if applicable) & Investment Strategy applicable prior to discontinuance.
- All benefits will be reinstated on revival, subject to underwriting.
- The outstanding premium paid less the applicable allocation & admin charges along with Discontinued Policy Fund value with discontinuance charge reversed will be used for purchasing the units of the segregated fund(s).

Section 41

Extract of Section 41 of the Insurance Act, 1938 as amended from time to time states:

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

Section 45

Extract of Section 45 of the Insurance Act, 1938 as amended from time to time states:

Fraud, Misrepresentation and Forfeiture would be dealt with in accordance with provisions of Section 45 of the Insurance Act, 1938 as amended from time to time. Please visit our website for more details:

https://www.kotaklife.com/assets/images/uploads/why_kotak/section38_39_45_of_insurance_act_1938.pdf

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 Life Insurance Company Ltd. is only the name of the Insurance Company and Kotak Ace Investment 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.
- The past performance of other Funds of the Company is not necessarily indicative of the future performance of the funds.
- Please know the associated risks and the applicable charges (along with the possibility of increase in charges), from your Insurance Agent or Corporate Agent / Insurance Broker or policy document of the insurer.

About Us

Kotak Mahindra Life Insurance Company Ltd. is a 100% owned subsidiary of Kotak Mahindra Bank Limited (Kotak). For more information, please visit the company's website at www.kotaklife.com

Kotak Mahindra Group Established in 1985, Kotak Mahindra Group is one of India's leading financial services conglomerate. The Group offers a wide range of financial services that encompass every sphere of life. For more information, please visit the company's website at www.kotak.com

BEWARE OF SPURIOUS PHONE CALLS AND FICTIOUS/FRAUDULENT OFFERS

IRDAI is not involved in activities like selling insurance policies, announcing bonus or investment of premiums. Public receiving such phone calls are requested to lodge a police complaint.

Kotak Ace Investment UIN No.: 107L064V06, Form No.: L064. **Kotak Accidental Death Benefit Rider (Linked) UIN No.:** 107A017V01 Form No.: A017. **Kotak Permanent Disability Benefit Rider (Linked) UIN No.:** 107A018V01 Form No.: A018.

This is a unit linked non-participating endowment plan. For more details on risk factors, terms and conditions please read sales brochure carefully before concluding a sale. For details on riders please read rider brochure.

Kotak Mahindra Life Insurance Company Ltd.; Regn. No.: 107, CIN: U66030MH2000PLC128503, Regd. Office: 8th Floor, Plot # C- 12, G- Block, BKC, Bandra (E), Mumbai - 400 051. Website: www.kotaklife.com | WhatsApp: 9321003007 | Toll Free No. - 1800 209 8800 | Ref. No.: KLI/23-24/E-PPT/1107

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