

⇒ No more wait!

Activate monthly income

immediate!



Introducing

kotak
GAIN

Get the GAINchanger Advantage



Secure your life & provide financial protection to your loved ones till 85 years

Life Cover



Flexibility to choose from **3 Plan Options**

- Early Income
- Paid-Up Addition
- Premium Saver

Multiple Plan Options



Income benefit starting as early as end of 1st policy month[§]

Early Income Payout



Comprehensive coverage for yourself & loved ones through 6 Riders

Optional Riders



Get Additional Benefit with the same premium for Female Life

Enhanced Benefits for Female Life



Get additional benefit in case premium is paid through ECS/Auto Debit option

Enhanced Benefit for ECS/Auto Debit



[§]Depending on the plan option and payout mode chosen

Under this Plan Option, you will receive **regular Income Benefits starting from the end of 1st policy month/1st policy year**, as opted by you, provided all due premiums are paid and the policy is in force.

The Income Benefit comprises of Guaranteed Income and Cash bonuses (if declared) and shall be payable basis the payout mode chosen by you.

The mode opted for Income Benefit payout shall be the same for Guaranteed Income and Cash Bonus.

Monthly Income Benefit payout will be calculated as **96% * (yearly income benefit payout) / 12**.

The Guaranteed Income is calculated as **1.25% p.a.** of the Sum Assured on Maturity.

EARLY INCOME – SAMPLE ILLUSTRATION

Maturity Benefit paid at the end of the Policy Term

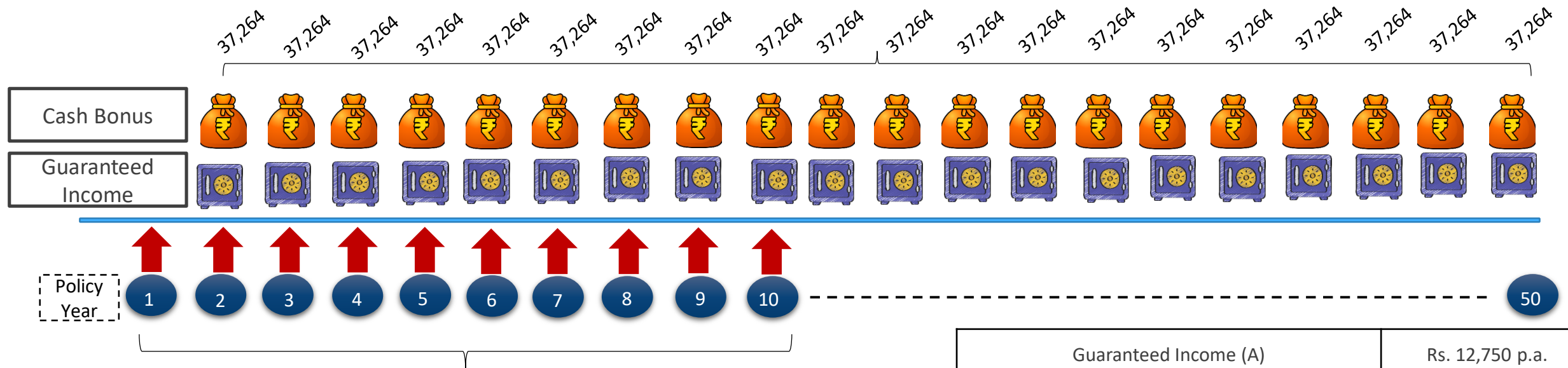
@8%: Rs. 18,98,764

@4%: Rs. 12,54,618



Male, Age: 35

Income Benefit is paid from end of First Year till the end of the Policy Term



Annualized Premium: Rs. 1,00,000

	Guaranteed Income (A)	Rs. 12,750 p.a.
Cash Bonus (B)	@4%	Rs. 7,668 p.a.
	@8%	Rs. 24,514 p.a.
Total Income Benefit (A + B)	@4%	Rs. 20,418 p.a.
	@8%	Rs. 37,264 p.a.

Premium Payment Term: 10 years | Policy Term: 50 years | ECS: Yes | Payout Mode: Yearly

Under this Plan Option, the **Income Benefits will be utilized to purchase additional Sum Assured in the form of Paid-Up Additions**, throughout the policy term. The Cash Bonus (if declared) for Sum Assured on Maturity and Paid-Up Additions will be declared separately which in turn will get utilized to purchase additional Sum Assured in the form of Paid-Up Addition at the end of the policy year. This process will continue till Death or Maturity, whichever is earlier. The declaration of Cash Bonus component of Income Benefit depends on the performance of the Participating fund.

Accrued Paid-Up Additions shall be payable on Death or Maturity, whichever is earlier **OR** you will have the flexibility of encashing the Cash Value of the Accrued Paid-Up Additions.

Paid-Up Addition will be calculated as: **[Paid-Up Addition Factor for the attained age X Income Benefit]**

The Income Benefit comprises of Guaranteed Income and Cash bonuses (if declared). The Guaranteed Income is calculated as **1.25% p.a.** of the Sum Assured on Maturity.

PAID-UP ADDITIONS - SAMPLE ILLUSTRATION

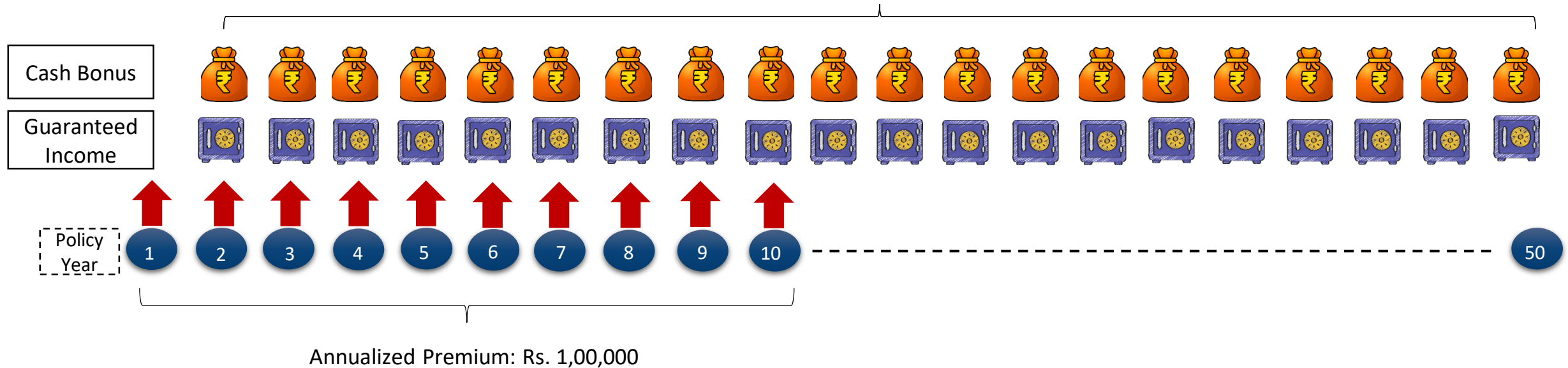
Maturity Benefit paid at the end of the Policy Term

@8%: Rs. 1,45,87,771
@4%: Rs. 32,44,976



Male, Age: 35

Income Benefit is accrued and utilized to purchase Paid-Up Addition



Premium Payment Term: 10 years | Policy Term: 50 years | ECS: Yes

Under this Plan Option, Cash bonuses (if declared) shall be payable starting from the end of premium payment term till the end of the policy term, provided the policy is inforce. Cash Bonuses (if declared) are paid at the end of the policy month / year, as opted by you.

In addition, we shall pay Guaranteed Loyalty Additions (GLAs) which is equal to 110% of Annualised premium during the last two years of premium payment term, subject to the policy being inforce and all due premiums are paid till date. The Guaranteed Loyalty Additions shall be payable at the beginning of the year, irrespective of the premium paying mode. You can utilise these GLAs to pay your due premiums.

The table below illustrates the timings of the Guaranteed Loyalty Additions payable depending on the Premium Payment Term

Premium Payment Term (in years)	Guaranteed Loyalty Additions payable at the start of Policy Year
8	7 th & 8 th
10	9 th & 10 th
12	11 th & 12 th

In case you choose to utilise the Guaranteed Loyalty Additions to pay your due premiums, please note:

- If the Guaranteed Loyalty Additions are less than the due premiums, then the balance amount will have to be payable by you.
- If the Guaranteed Loyalty Additions are more than the due premiums, the balance amount will be paid out to you.

PREMIUM SAVER-SAMPLE ILLUSTRATION

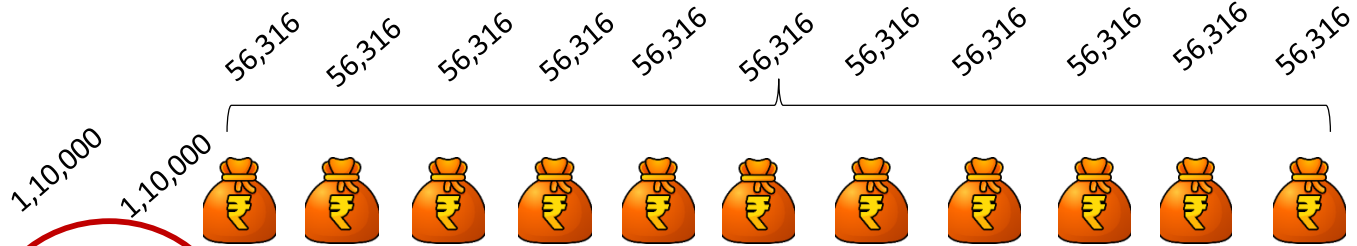
Maturity Benefit paid at the end of the Policy Term

@8%: Rs. 1,71,32,816



+

Regular Income paid from end of PPT till the end of the Policy Term



Female, Age: 10

Policy Year



Annualized Premium: Rs. 1,00,000



Cash Bonus

Premium Paid by Kotak Life
(through GLA = 110% of annualized premium)

Guaranteed Loyalty Addition	-	Rs. 1,10,000 p.a.
Cash Bonus	@4%	Rs. 19,150 p.a.
	@8%	Rs. 56,316 p.a.
Maturity Benefit	@4%	Rs. 22,12,650
	@8%	Rs. 1,71,32,816

Premium Payment Term: 10 years | Policy Term: 75 years | ECS: Yes, Payout Mode: Yearly

If all due premiums have been paid under a policy, in the event of the Life Insured's demise, during the policy term, the death benefit payable shall be as mentioned below:

Plan Option A & C: Early Income and Premium Saver :	Plan Option B: Paid up Addition :
Sum Assured on death# PLUS	Sum Assured on death# PLUS
Interim Bonus (if declared) PLUS	Accrued Paid-Up Additions (if available) PLUS
Terminal Bonus (if declared)	Interim Bonus (if declared) PLUS
	Terminal Bonus (if declared)

#Where Sum Assured on death is HIGHEST of:

- 1) 'X' times of Annualised Premium¹ (including extra premium, if any) OR
- 2) Sum Assured on Maturity, which is the guaranteed maturity benefit payable on maturity OR
- 3) 105% of Total premiums paid (including extra premium, if any) till the date of death

'X' is a multiple which will depend on the entry age of the life insured. Please refer to Annexure 1 for age wise multiple.

¹Annualised Premium is the premium payable in a policy year, excluding Goods and Services Tax, Cess, rider premium, underwriting extra premiums and loadings for modal premium, if any.

If the death occurs during grace period, the due unpaid premium (if any) till the date of death will be deducted from the aforesaid Death Benefit. For policies, where the Premium payment mode is not annual, the balance of the Premium for that Policy year will also be deducted from the Death Benefit.

On survival of Life Insured, till the end of the policy term, if all due premiums are paid, the following Maturity Benefit will be payable and policy will get terminated.

EARLY INCOME OPTION :

- Sum Assured on Maturity PLUS
- Income Benefit for last policy year PLUS
- Terminal bonus (if declared)

PAID-UP ADDITION OPTION :

- Sum Assured on Maturity PLUS
- Income Benefit for last policy year PLUS
- Accrued Paid-Up Additions (if available) PLUS
- Terminal bonus (if declared)

PREMIUM SAVER OPTION :

- Sum Assured on Maturity PLUS
- Cash Bonus (if any) for last policy year PLUS
- Terminal bonus (if declared)

Your policy is eligible for bonuses during the policy term. Bonuses are not guaranteed and are based on performance of the participating fund. Bonus rate is expressed as a percentage of Sum Assured on Maturity, and may be declared every Financial Year. This plan offers the following bonuses:

Cash bonus: At the end of each financial year throughout the policy term, the company may declare Cash Bonus Rates expressed as a percentage of Sum Assured on Maturity and Paid up Additions, provided all due premiums have been paid in full and the policy is inforce.

These Cash Bonuses will be applicable provided all due premiums have been paid in full. The Cash Bonus shall be payable, either on monthly or yearly basis, as opted by you. Cash Bonus shall be payable till end of policy term or till death or till surrender, whichever is earlier.

The Cash Bonuses, if declared are expressed as:

- percentage of Sum Assured on Maturity and
- percentage of Paid-Up Additions (if available), if attached to Paid-Up Additions

The Cash Bonus rate, if declared on Paid-Up Additions and Sum Assured on Maturity may be different.

Paid-Up Additions: At the end of each financial year throughout the policy term, the company may declare a Cash bonus rate expressed as a percentage of the Sum Assured on Maturity and Paid-Up Additions (if available). The Cash Bonus will be this percentage multiplied by the Sum Assured on Maturity or accrued Paid up Additions.

These Bonuses are not guaranteed. These Cash Bonuses will be applicable provided all due premiums have been paid in full. The Cash Bonus payable, will be utilized to purchase Paid-Up Additions. This will be done till the end of the policy term or death or surrender, whichever is earlier. These Paid-Up Additions shall also participate in the profits of the Company.

The Cash Bonus rate (if declared) on Paid–Up Additions and Sum Assured on Maturity may be different.

Once the policy has been made Reduced Paid-Up, Cash Bonuses are not declared in subsequent years for that policy unless the policy is revived

Interim Bonus: In the event of a death or surrender claim, an interim bonus (if declared) may be payable at such rate as may be decided by the Company. Interim bonus rate may be declared at the end of each Financial Year and shall be applicable for the in-force and premium paying policies exiting between two policy anniversaries due to death claim or surrenders. This interim bonus rate will be expressed as a percentage of Sum Assured on Maturity or Paid-Up Additions (if available), as the case may be. The Interim bonus will be proportionately calculated for the period starting from previous policy anniversary till the date of exit.

Terminal Bonus: The Company may decide to pay Terminal Bonus on exit of the Policy and shall be a percentage of Sum Assured on Maturity and Paid-Up Additions (if available), as the case may be. Terminal Bonus may or may not be payable on Death or on Surrender of the Policy. The Terminal Bonus rate on Paid-Up Additions and on Sum Assured on Maturity may be different. Terminal Bonus may be declared for policies exiting due to death or surrender provided at least one of following conditions is satisfied:

- Policy has completed 25 Policy years as on date of exit in case of death
- Policy has completed three policy years as on date of exit in case of Surrender

ENCASHMENT OF PAID-UP ADDITIONS

Under Paid-Up Additions options, you have the flexibility to encash the Paid-Up Additions as and when required by taking the Cash Value of Paid-Up Additions. The remaining Paid-Up Additions will continue to participate in future profits.

The flexibility to encash Paid-Up Additions will be available only from second policy year onwards till end of the policy term subject to availability of Paid-Up Additions. You can only encash for a maximum of 6 times in a policy year with minimum amount of Cash Value being Rs. 3,000.

Enhanced Booster on Female Life[^]:

Additional 1% on Sum Assured on Maturity will be offered only if the female life is the Life Insured.

Enhanced Booster on Auto Debit / ECS / Standing Instruction[^]:

In case Auto Debit / ECS / Standing Instruction has been opted at inception, additional 1% on Sum Assured on Maturity will be offered.

[^]From the above mentioned boosters, you shall be eligible for only one type of booster.

VALUE ADDED SERVICES

This product offers inbuilt Health & Wellbeing Management Services wherein Policyholder/Life Insured can avail health & wellbeing management services such as Telemedicine Consultation/Personal Medical Care & Lifestyle Management Programs, Emergency Response Service, Home Health care and Pharmacy access. There is no additional charge to the customer for availing these services.

These services are subject to:

- The availability of suitable service provider(s);
- Primary diagnosis (wherever applicable) has been done by a registered medical practitioner as may be authorized by a competent statutory authority
- Health & Wellbeing Management Service is available to be utilized throughout the policy term.
- In case of any change, the details will be displayed on Our website (www.kotaklife.com) or You may contact Our helpline number before using the services.
- Whenever the service is withdrawn, the same shall be communicated to all the policyholders. Prior to effecting any changes, we shall inform the same to IRDAI.

CASH BONUS / INCOME BENEFIT PAYOUT MODE

You can choose to receive Income Benefit (under Early Income option & Paid-Up Addition option) and Cash Bonus (under Premium Saver option) on a yearly or monthly basis.

In case Monthly Payout Option is opted:

For Early Income Option - The payout will start from the end of 1st policy month onwards

For Premium Saver Option – The payout will start from the end of 1st policy month post the end of premium payment term

In case of Yearly Payout Option is opted:

For Early Income Option: The payout will start at the end of 1st policy year onwards from the risk commencement date

For Premium Saver Option – The payout will start from the end of 1st policy year post the end of premium payment term.

Future payouts shall be payable on the same date thereafter, every month or year as applicable.

In case of Monthly Payout option, the payout is calculated as: **Monthly Payout = 96% * Yearly payout / 12**

CASH BONUS / INCOME BENEFIT PAYOUT MODE

You have the flexibility to change payout mode from Yearly Payout to Monthly Payout or vice-versa anytime during the policy term by submitting a request at least 30 days before the policy anniversary.

In case of payout mode changed from 'yearly payout' to 'monthly payout' (or vice versa), modal factors as applicable shall be applied [monthly payout mode = $96\% * (\text{yearly payout mode}/12)$].

For Paid-Up Addition Option, the accrual of Paid up Additions will start from the end of 1st policy year onwards.

The change in payout mode is not applicable for Interim bonus or Terminal bonus.

TAX BENEFIT

You may avail of tax benefits as specified under the Income Tax Act, 1961. Tax benefits are subject to change as per tax laws. You are advised to consult your Tax Advisor for details. Goods and Services Tax and Cess as applicable shall be levied over and above premium amount shown here as per applicable tax laws.

Kotak Term Benefit Rider (UIN: 107B003V03): Allows additional death cover on the life of Primary Life Insured over and above the base plan's Death Benefit

Kotak Accidental Death Benefit Rider (UIN:107B001V03): Lump sum benefit paid on accidental death of the Primary Life Insured in addition to Death Benefit under the base plan

Kotak Permanent Disability Benefit Rider (UIN:107B002V03): Instalments paid on admission of a claim on Primary Life Insured becoming disabled due to accident

Kotak Life Guardian Benefit (UIN: 107B012V02): On death of Policyholder, future premiums of the plan will get waived of and the base plan will continue as it is without any change in the plan benefits

Kotak Accidental Disability Guardian Benefit (UIN 107B011V02): On accidental disability of Policyholder, future premiums of the plan will get waived off and the base plan will continue as it is without any change in the plan benefits

Kotak Critical Illness Plus Benefit Rider (UIN: 107B020V01): Rider Sum Assured shall be payable on admission of a claim on any one of the 37 covered critical illness, with respect to Primary Life Insured, subject to terms and conditions, definitions and specific exclusions

For more details on riders and exclusions, please refer to the Individual Rider Brochure before concluding the purchase

	Age at entry	Policy Term	Premium Payment Term (PPT) – 8 years	PPT – 10 years/12 years
Entry Age ^{&} of Life Insured	Min	To Age 85 / 40 years	90 days	
	Max	To Age 85	50 years	55 years
		40 years	44 years	
Maturity Age ^{&} of Life Insured	Min: 40 years Max: 85 years			
Policy Term	85 years less Entry Age of Life Insured OR Fixed term of 40 years			

&Age is calculated as age last birthday

Sum Assured on Maturity (in Rs.)	Min: ₹ 4,00,000 Max: No limits, subject to Board Approved Underwriting Policy Sum Assured on Maturity shall depend on the Annualised Premium and Premium Payment Term chosen by you.
Premium Levels (Annual) (in Rs.)	Min: ₹ 50,000 Max: No Limits, subject to Board Approved Underwriting Policy
Premium Payment Term	8 / 10 / 12 years
Premium Payment Mode	Yearly, Half yearly, Quarterly and Monthly
Premium Modal Factor	Yearly – 100%, Half yearly – 51%, Quarterly – 26%, Monthly – 8.8%

&Age is calculated as age last birthday

HIGHER SUM ASSURED ON MATURITY FOR HIGHER PREMIUM BAND

You shall be eligible for a Higher Sum Assured on Maturity in case you pay higher premium under this plan. The same shall be calculated as mentioned below

Bands	Annualised Premium	As a % of Sum Assured on Maturity	
		Early Income and Paid up Addition Option	Premium Saver option
Band 1	Rs. 50,000 to Rs. 74,999	100%	100%
Band 2	Rs. 75,000 to Rs. 1,49,999	101%	101.5%
Band 3	Rs. 1,50,000 to Rs. 2,99,999	101.5%	103%
Band 4	Rs. 3,00,000 to Rs. 4,99,999	102%	104%
Band 5	Rs. 5,00,000 & above	102.5%	104.5%

The policy acquires a Surrender Value after payment of full premiums for first two consecutive policy years. Surrender Value payable will be higher of Guaranteed Surrender Value or Special Surrender value where **Guaranteed Surrender Value (GSV)** will be as follows:

Under Early Income option:

Higher of Percentage of Total Premiums paid* **LESS** Total Income Benefit already paid **OR** Zero

Under Paid-Up Addition option:

Higher of Percentage of Total Premiums paid* **PLUS** Cash Value of Paid-Up Additions, if available **LESS** Total Income Benefit applicable **OR** Zero

Under Premium Saver option:

Higher of Percentage of Total Premiums paid* **LESS** Total Cash Bonus already paid **LESS** Guaranteed Loyalty Additions already paid **OR** Zero

*Total Premiums paid shall include extra premiums paid and excludes GST and Rider Premium, if any

Total Income Benefit is defined as:

- Under Early Income Option: Guaranteed Income and Cash Bonus (if declared) including interim bonus, if any, paid till date
- Under Paid-Up Addition Option: Guaranteed Income and Cash Bonus (if declared) including interim bonus, if any, utilized to purchase Paid-Up Additions till date

Guaranteed Surrender Value cannot be less than zero. Guaranteed Surrender Value Factors as percentage of total premiums paid are mentioned below

Guaranteed Surrender Value Factors:

Year of Surrender	GSV Factors (as % of Premiums paid)
2nd	30%
3rd year	35%
4th to 7th year	50%
8th year onwards	$50\% + (\text{Year of surrender} - 7) \times (Y - 50\%) / (\text{Policy Term} - 8)$ Where, Y: 90%
Last 2 years of the Policy Term	90%

Cash Value of Paid-Up Addition (if available) is calculated as:

[Accrued Paid-Up Addition (if any) X 'Cash Value Factor for Paid-Up Addition']

Sample 'Cash Value Factor for Paid-Up Additions' for standard lives are given in the table below:

Age on Surrender/Encashment	Cash Value Factor for Paid-Up Additions (for Policy Term: To Age 85 yrs)
30	0.578958
40	0.610236
50	0.656069
60	0.715876
70	0.795298

Subject to the minimum Guaranteed Surrender Value, the company may consider paying a Special Surrender Value (SSV) calculated according to the basis and method in use from time to time after getting IRDAI's approval.

On Surrender, higher of SSV or GSV will be payable. The surrender value will be paid out as a lump sum benefit. After the Surrender benefit payout, all other benefits under the plan will fall away and the policy will get terminated.

The policyholder is offered 15 days' free look period for a policy sold through all channels (except in case of Electronic Policies and Policies obtained through Distance Marketing* Mode which shall have 30 days) from the date of receipt of the policy wherein the policyholder may choose to return the policy, stating the reasons thereof within 15 days / 30 days of receipt if s/he is not agreeable with any of the terms and conditions of the plan.

Should s/he choose to return the policy, s/he shall be entitled to a refund of the premium paid after adjustment for the expenses of medical examination, stamp duty and proportionate risk premium for the period of cover. A policy once returned shall not be revived, reinstated or restored at any point of time and a new proposal shall have to be made for a new policy.

*Distance Marketing includes every activity of solicitation (including lead generation) and sale of insurance products through the following modes: (i) Voice mode, which includes telephone calling (ii) Short Messaging service (SMS) (iii) Electronic mode which includes e-mail and interactive television (DTH) and (iv) Physical mode which includes direct postal mail and newspaper & magazine inserts and (v) Solicitation through any means of communication other than in person.

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 punishable with fine which may extend to ten lakhs rupees

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/section-38-39-45-of-insurance-act-1938.pdf

About Us

Kotak Mahindra Life Insurance Company Ltd is a 100% owned subsidiary of Kotak Mahindra Bank (Kotak) which provides world-class insurance products with high customer empathy. Its product suite leverages the combined prowess of protection and long term savings. Kotak Life Insurance is one of the growing insurance companies in India and has covered over several million lives.

For more information, please visit the company's website at www.kotaklife.com

Kotak Mahindra Group

Kotak Mahindra Group is one of India's leading banking and financial services organizations, offering a wide range of financial services that encompass every sphere of life. From commercial banking, to stock broking, mutual funds, insurance and investment banking, the Group caters to the diverse financial needs of individuals and the corporate sector

For more information, please visit the company's website at www.kotak.com

BEWARE OF SPURIOUS PHONE CALLS AND FICTITIOUS /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 Get Assured Income Now UIN: 107N141V01, Form No: N141, Kotak Term Benefit Rider, UIN: 107B003V03, Form No: B003; Kotak Accidental Death Benefit Rider, UIN: 107B001V03, Form No: B001; Kotak Permanent Disability Benefit Rider, UIN: 107B002V03, Form No: B002; Kotak Life Guardian Benefit, UIN: 107B012V02, Form No: B012; Kotak Accidental Disability Guardian Benefit, UIN: 107B011V02, Form No: B011, Kotak Critical Illness Plus Benefit Rider - 107B020V01, Form No.: B020

This is a savings-cum-protection oriented participating endowment plan. For more details on risk factors, terms and conditions please read sales brochure carefully before concluding a sale. For more details on riders please read the Rider Brochure.

The assumed non-guaranteed rates of return chosen in all above illustration are 4% p.a. and 8% p.a. These assumed rates of return are not guaranteed and they are not the upper or lower limits 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. The guaranteed and non-guaranteed benefits are applicable only if all due premiums are paid. Cash Bonus and Terminal Bonus have been calculated at the assumed non-guaranteed rates of return of 4% p.a. & 8% p.a. Please note that Bonuses are NOT guaranteed and may be as declared by the Company from time to time. The above premium figures are exclusive of Goods and Services Tax and Cess, as applicable. Goods and Services Tax and Cess thereon, shall be charged as per the prevalent tax laws over and above the said premiums.

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/1943

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