

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

Kotak

Platinum

Individual, Unit-linked, Non-par, Endowment
Life Insurance Plan



POWER TO PRIVILEGED FEW

The Unit 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 Unit Linked Insurance Products completely or partially till the end of the fifth year from inception.

Key Benefits



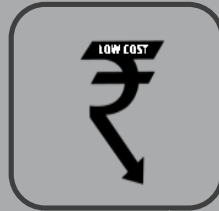
3 Investment Strategies
to choose from



Enhance your long term
savings through Survival
Units



Enjoy liquidity through
partial withdrawal



Maximize your wealth
through a plan with
low charges



Choice of Riders to
enhance protection

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 & Risk Appetite. Based on the Risk Appetite of the customer 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



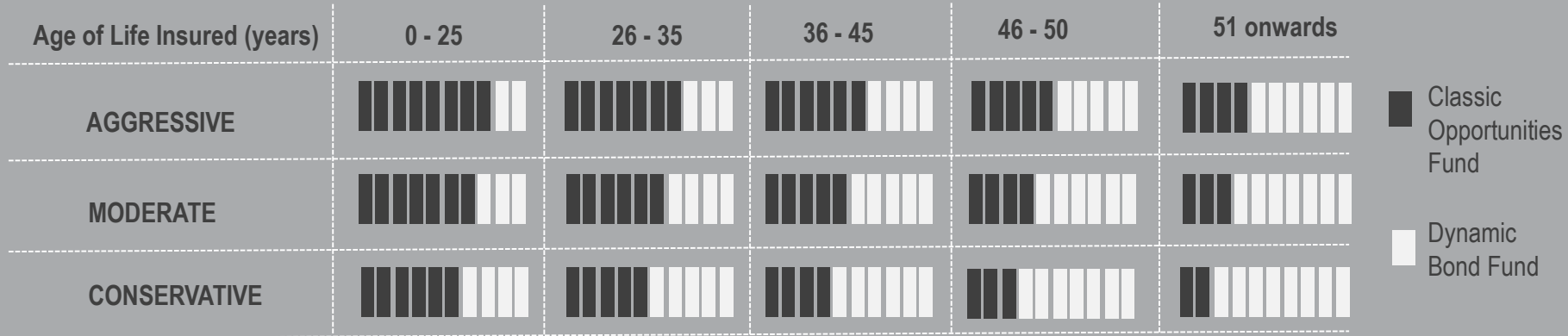
- Enables you to manage your investments as per your requirements.
- The flexibility to choose from a range of 7 fund options:

Name of the Fund	Risk Profile	SFIN No
Frontline Equity Fund	Aggressive	ULIF-034-17/12/09-FRLEQUFND-107
Classic Opportunities Fund	Aggressive	ULIF-033-16/12/09-CLAOPPFND-107
Dynamic Bond Fund	Conservative	ULIF-015-15/04/04-DYBNDFND-107
Dynamic Floating Rate Fund	Conservative	ULIF-020-07/12/04-DYFLTRFND-107
Dynamic Gilt Fund	Conservative	ULIF-006-27/06/03-DYGLTFND-107
Balanced Fund	Moderate	ULIF-037-21/12/09-BALKFND-107
Money Market Fund	Secure	ULIF-041-05/01/10-MNMKKFND-107

Age Based Strategy



- In this investment strategy, allocation is done basis Age & Risk Appetite.
- Option to change the Risk Appetite during the policy term 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

Survival Units



Survival Units equal to 2% of the average Fund Value will be added

Survival Units will be added every 5 years starting from the end of 10th policy year

Survival Units will be added every 5 years starting from the end of 10th policy year (subject to policy being in force i.e. not in the Discontinued state). The Survival Units in this plan are equal to 2% of the average Fund Value (in the Main Account) in the immediately preceding three years.



Maturity Benefit

You can opt to take your Fund Value inclusive of all Survival Units (including Top-Up Fund Value, if any) as a lump sum and terminate your policy, or you can select the Settlement Option.



Tax Benefit

Tax benefits are subject to conditions specified under the Income-tax Act, 1961. Tax laws are subject to amendments from time to time. Customer is advised to take an independent view from tax consultant



Death Benefit

Highest of:

- Basic Sum Assured less applicable partial withdrawal amount from Main Account (if any), or
- Fund Value which will include any Survival Units infused in Main Account, or
- 105% of the total Premiums paid till the time of death less applicable partial withdrawal amount from the Main Account, if any

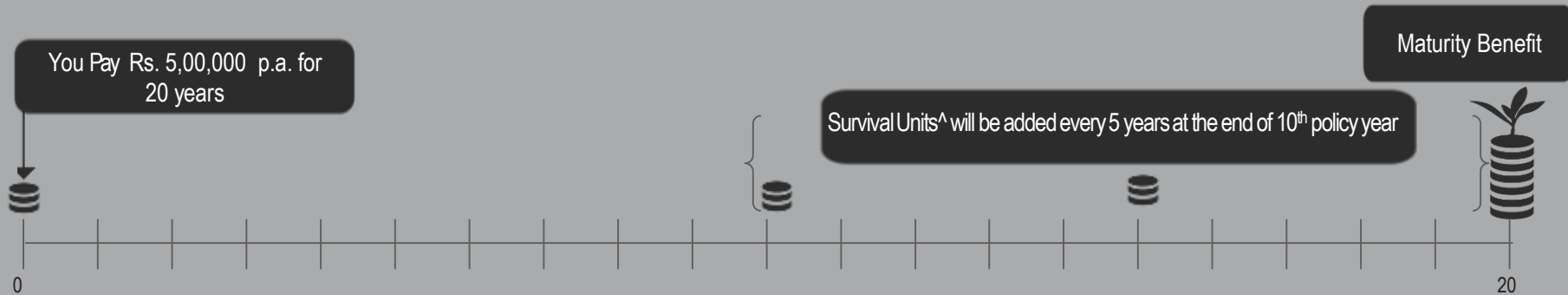


Enhanced Benefit

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.

1. Partial Withdrawal
2. Optional Riders
3. Switching & Premium Redirection
4. Alteration in Basic Sum Assured

Sample Illustration



			Benefits @8%# p.a.		Benefits @4%# p.a.	
End of year	Age (in years)	Cumulative Premium (Rs.)	Fund Value (Rs.)	Death Benefit (Rs.)	Fund Value (Rs.)	Death Benefit (Rs.)
10	45	5,000,000	68,87,502	68,87,502	55,25,835	55,25,835
15	50	7,500,000	1,25,28,262	1,25,28,262	89,98,047	89,98,047
20	55	10,000,000	2,04,58,417	-	1,30,55,764	-

Given below is an illustration for a 35 years healthy male in different scenarios for a 20 year (PPT/ PT) with an Annual Premium of Rs. 5,00,000 and a Sum Assured of Rs. 50,00,000 under Age Based Strategy with Aggressive Risk Appetite and has sourced the policy through an Individual Agent. 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. ^Survival Units will be added every 5 years starting from the end of 10th policy year (subject to policy being in force i.e. not in the Discontinued state). The Survival Units in this plan are equal to 2% of the average Fund Value (in the Main Account) in the immediately preceding three years.



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 lock-in period of five policy years and provided five full years premiums are paid.
- Minimum amount of Partial Withdrawal is Rs. 10,000. Partial Withdrawals should be in multiples of Rs.1,000.
- 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.
- If the Fund Value in the Main Account (after Partial Withdrawal) falls below 50% of the total premiums paid till the date of Partial Withdrawal, either because of a charge or due to a fall in NAV, the policy will continue till Fund Value in the Main Account remains positive.
- Partial Withdrawals must be made first from the qualifying Top-Up Account. Partial Withdrawals from the 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 periods.
- Partial withdrawal will be allowed only if the Life insured is a major.
- Partial withdrawals shall be allowed when policy is in Reduced Paid-Up status.

For more details on 'Partial Withdrawal', please read the Product Brochure available on the website.

Settlement Option

- The Policyholder will have the option of taking maturity proceeds either as lump sum or through pre-selected periodic instalments (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 at the point of pre-settlement notification
 - **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 instalments i.e. 20% of Maturity Benefit will be payable over a period of five years
 - In case of non-annual modes, the yearly instalments for each year shall be further divided equally as per mode chosen.
- 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 of the policy during lock-in period

- Upon expiry of the grace period, in case of discontinuance of policy due to non-payment of premium, the fund value after deducting the applicable discontinuance charges, shall be credited to the discontinued policy fund and the risk cover and rider cover, if any, shall cease.
- Such discontinuance charges shall not exceed the charges, stipulated in Regulation 27 (e) of IRDAI (Unit Linked Insurance Products) Regulations, 2019. All such discontinued policies shall be provided a revival period of three years from date of first unpaid premium.
- On such discontinuance, Insurer shall communicate the status of the policy, within three months of the first unpaid premium, to the policyholder and provide the option to revive the policy within the revival period of three years.
- The minimum guaranteed interest rate applicable to the discontinued fund shall be declared by the Authority from time to time. The current minimum guaranteed interest rate applicable to the discontinued fund is 4% per annum.
- Investment Strategies will not be available if the policy is in the Discontinuance

For more details on 'Discontinuance & Revival', please read the Product Brochure available on the website.

Revival of a Discontinued Policy during lock-in Period

- The policy shall be revived restoring the risk cover, along with the investments made in the segregated funds as chosen by the policyholder, out of the discontinued fund, less the applicable charges as given 11 (b) of IRDAI (Unit Linked Insurance Products) Regulations, 2019 in accordance with the terms and conditions of the policy.
- The insurer, at the time of revival:
 - i. Shall collect all due and unpaid premiums without charging any interest or fee.
 - ii. May levy policy administration charge and premium allocation charge as applicable during the discontinuance period. Guarantee charges, if applicable during the discontinuance period, may be deducted provided the guarantee continues to be applicable. No other charges shall be levied.
 - iii. Shall add back to the fund, the discontinuance charges deducted at the time of discontinuance of the policy

For more details on 'Discontinuance & Revival', please read the Product Brochure available on the website.

Discontinuance of Policy after the lock-in-Period

- Upon expiry of the grace period, in case of discontinuance of policy due to non-payment of premium after lock-in period, the policy shall be converted into a Reduced Paid Up policy with the Reduced Paid Up sum assured.
 - *Reduced Paid Up sum assured: original sum assured multiplied by the total number of premiums paid to the original number of premiums payable as per the terms and conditions of the policy.*
- The policy shall continue to be in Reduced Paid Up status without rider cover, if any.
- On such discontinuance, Insurer shall communicate the status of the policy, within three months of the first unpaid premium, to the policyholder and provide the following options:
 - i. To revive the policy within the revival period of three years, or
 - ii. Complete withdrawal of the policy.
- Investment Strategies will be available if the policy is in Reduced Paid Up status.

For more details on 'Discontinuance & Revival', please read the Product Brochure available on the website.

Revival of a discontinued Policy after lock-in Period

- The policyholder can revive the policy, in accordance with sub-regulation (u) of Regulation 3 of IRDAI (Unit Linked Insurance Products) Regulations, 2019. Where the policyholder revives the policy, the policy shall be revived restoring the original risk cover in accordance with the terms and conditions of the policy.
- The insurer, at the time of revival:
 - i. Shall collect all due and unpaid premiums under base plan without charging any interest or fee. The rider may also be revived at the option of the policyholders.
 - ii. May levy premium allocation charge as applicable. The guarantee charges may be deducted, if guarantee continues to be applicable.
 - iii. No other charges shall be levied.

For more details on 'Discontinuance & Revival', please read the Product Brochure available on the website.

Charges

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

For all channels except Direct Marketing Channel:

Annualised Premium (Rs.)	Year 1	Year 2 to 5	Year 6 onwards
99,000 to 4,99,999	5%	3%	1.5%
5,00,000 to 24,99,999	4%	3%	1.5%
25,00,000 and above	2%	2%	1.5%

Allocation charge for Top-Up premiums is 2%.

Charges

(contd...)



Policy Administration Charge - This charge is a percentage of the first years' annualized premium paid and will be recovered through monthly cancellation of units.

Annualised Premium Bands (Rs.)	Charge*
30,000 to 4,99,999	0.20 p.m.
5,00,000 to 9,99,999	0.10 p.m.
10,00,000 and above	Nil

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

Partial Withdrawal Charge

- First 12 partial withdrawals in a policy year are free, thereafter Rs. 250 for each partial withdrawal.
- Partial Withdrawals from the Top-Up Accounts will not attract a Partial Withdrawal charge.

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.

Switching Charge - The first 12 switches in a year are free. Rs. 250 for every additional switch thereafter.

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

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 (60 years for limited pay)
Maturity Age (last birthday)	Min: 18 years	Max: 75 years
Policy Term	Premium Payment Type	Policy Term
	Regular Pay	10 to 30 years
	Limited 5 Pay	10 years
	Limited 7 Pay	10 years and 15 to 30 years
	Limited 10 Pay	15 to 30 years
	The minimum policy term for minors will be greater of 10 or 18 minus age as on the date of commencement	
Premium Payment Term	Regular: Equal to Policy Term	Limited: 5 & 7 years with 10 years Policy Term 7 & 10 years with 15 to 30 years Policy Term
Mode	Annual, Half yearly, Quarterly, Monthly	
Top-Up Premium	Min: Rs. 10,000	Max: The total Top-Up premium paid shall not exceed the sum of all the Annualised premiums paid at that point of time
Top-Up Sum Assured	1.25 X Top-Up Premium	

Eligibility

(contd.)



Eligibility	Criteria					
Premium Regular & Limited Pay	Mode			Minimum Premium	Maximum Premium	
				Other Channels		
	Yearly			Rs. 99,000	No Limit	
	Half Yearly			Rs. 49,500		
	Quarterly			Rs. 24,750		
Monthly			Rs. 8,250			
Basic Sum Assured	Regular Pay			Limited Pay		
	Age Band	Minimum	Maximum	Age Band/ Limited Pay	Maximum	
					5 Pay	7 & 10 Pay
	Less than or equal to 45 years	7 times AP	25 times AP	Less than or equal to 45 years	15 times AP	15 times AP
	46 – 55 years	7 times AP	15 times AP	46 – 50 years	10 times AP	15 times AP
	56 – 65 years	7 times AP	10 times AP	51 – 60 years	10 times AP	10 times AP
<i>Note: AP refers to one Annualized Premium</i>						

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.

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 Platinum 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.
- All benefits payable under the Policy are subject to the Tax Laws and other financial enactments, as they exist from time to time.

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 Platinum - UIN No.: 107L067V07, Form No.: L067. 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 an individual, Unit-linked, Non-par, Endowment Life Insurance 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/928

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