kotak life

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

Kotak Platinum

Unit Linked Life Insurance Plan

POWER TO PRIVILEGED FEW

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

Key Benefits

- 3 Investment Strategies to choose from
- Enjoy liquidity through partial withdrawal
- Enhance your long term savings through Survival Units
- Maximize your wealth through a plan with low charges
- Choice of Riders to enhance protection

Choice of Investment Strategy

kotak life

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

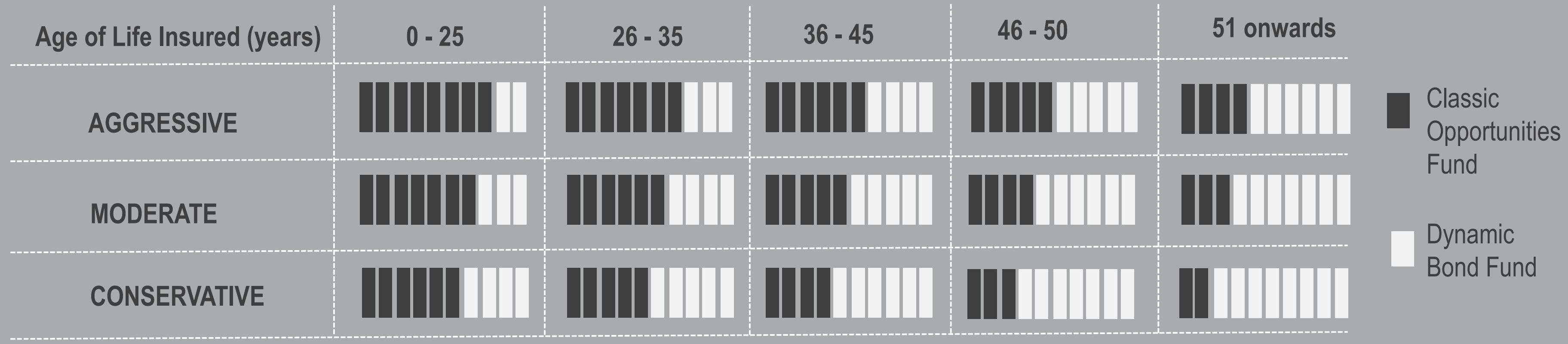
Self Managed Strategy

kotak life

- 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-033-16/12/09- CLAOPPFND-107)*
  - Frontline Equity Fund *(ULIF-034-17/12/09- FRLEQUFND-107)*
  - Balanced Fund *(ULIF-037-21/12/09- BALKFND-107)*
  - Dynamic Bond Fund *(ULIF-015-15/04/04- DYBNDFND-107)*
  - Dynamic Floating Rate Fund *(ULIF-020-07/12/04- DYFLTRFND-107)*
  - Dynamic Gilt Fund *(ULIF-006-27/06/03- DYGLTFND-107)*
  - Money Market Fund *(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)	(Premium Payment Frequency/(12 - (t x Premium Payment Frequency))) X 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.

Benefits

Maturity Benefit

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

Tax Benefit

Tax benefits may be available subject to conditions as 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

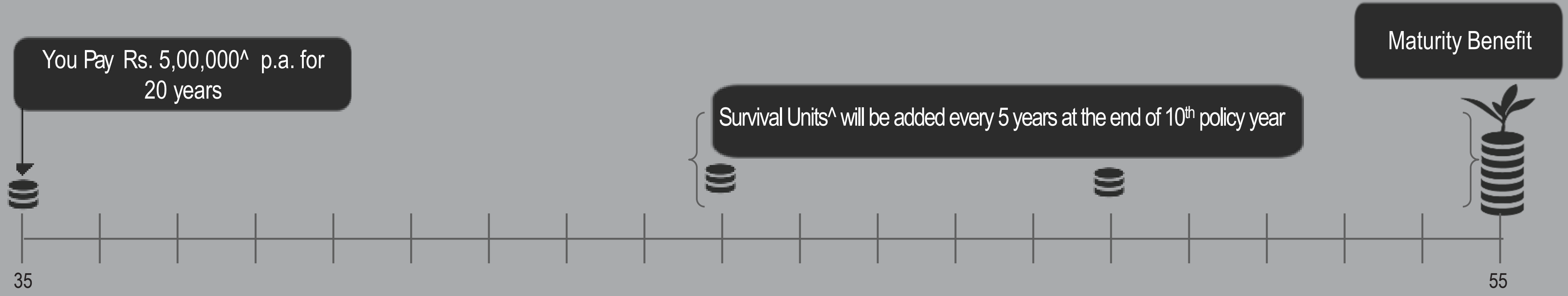
Your family would receive highest of Basic Sum Assured less applicable partial withdrawal amount (if any), or Fund Value or 105% of the total Premiums paid till the time of death.

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	Fund Value	Death Benefit	Fund Value	Death Benefit
10	45	5,00,000	68,67,760	68,67,760	55,08,767	55,08,767
15	50	7,50,000	1.25,00,868	1.25,00,868	89,78,424	89,78,424
20	55	10,00,000	2,04,20,212	-	1,30,33,087	-

Given below is an illustration of the benefits payable to Mr. Navin Shah, 35 years healthy male in different scenarios for a 20 year (PPT/ PT) with an Annual Premium of Rs. 5,000,000 and a Sum Assured of Rs. 50,00,000 under Age Based Strategy with Aggressive Risk Appetite. 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.

Riders

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

kotak life

- 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.
- 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, 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 withdrawal will be allowed only if the Life insured is a major.

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.

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%.

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

Annualised Premium Bands (Rs.)	Charge*
99,000 to 4,99,999	0.20 p.m.
5,00,000 to 24,99,999	0.10 p.m.
25,00,000 and above	Nil

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

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.

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

Charges (contd…)

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

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	10 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 years with 10 years Policy Term 10 years with 15 to 30 years Policy Term
Mode	Annual, Half yearly, Quarterly, Monthly	
Annual Premium	Regular Pay / Limited Pay Min: Annual Rs. 99,000; Half-yearly Rs. 49,500; Quarterly Rs. 24,750; Monthly Rs. 8,250 Max: No Limit	

Eligibility (contd.)

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 45 years = Min: Higher of 7 times AP or 0.25* Policy Term * AP; Max: 25 times AP 46 - 55 years = Min: Higher of 7 times AP or 0.25* Policy Term* AP; Max: 15 times AP 56 - 60 years = Min: Higher of 7 times AP or 0.25* Policy Term* AP; Max: 10 times AP 61 years and above = 7 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: 15 times AP 46 - 50 years = Min: Higher of 7 times AP or 0.25* Policy Term* AP; Max: 15 times AP except for 5 PPT which is 10 times AP 51 - 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
	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	

Revival

- 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).

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.

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 https://insurance.kotak.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/FRADULENT 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.: 107L067V05, 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. Ref. No.: KLI/19-20/E-PPT/313.

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: 2nd Floor, Plot # C- 12, G- Block, BKC, Bandra (E), Mumbai - 400 051. Website: https://insurance.kotak.com Email:clientservicedesk@kotak.com. Toll Free No. - 1800 209 8800