



Works like a Term plan. Earns like a ULIP

Winner Life Insurance - ULIP Category
Survey of over 2255 people by NielsenIQ across categories

 Hum hain... hamesha

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 or withdraw the monies invested in Linked Insurance Products completely or partially till the end of the fifth year

Key Benefits



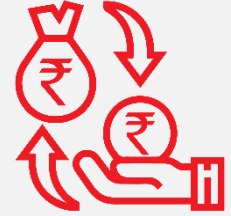
High Sum Assured
multiple



2X return of premium
allocation charge



Loyalty additions at
maturity



Up to 3x Return of
Mortality Charges



Riders to enhance your
protection



Flexible Premium
Payment Terms



2 Portfolio Strategies to
choose from

Return of Premium Allocation Charge

- Get 2X return of Premium Allocation Charges from the end of 10th policy year onwards.
- At the end of 10th, 11th, 12th and 13th policy years, 2X of Premium Allocation Charges (excluding taxes) deducted 10 years prior (i.e. 1st, 2nd, 3rd and 4th policy years respectively) shall be added to the Fund Value in the form of addition of units.
- Premium allocation charge will be refunded in the same mode as deducted during the policy term. Eg. For annual mode policy, premium allocation charge will be deducted annually and refunded annually and for monthly mode policy premium allocation charge will be deducted monthly and refunded monthly.
- Return of Premium Allocation Charge will exclude premium allocation charges deducted from Top-Up Premium.
- Return of Premium Allocation Charges will be payable only if all due premiums have been paid in full and the policy is in force and will not be applicable for Reduced Paid Up and Discontinued Policy.

Return of Mortality Charges

- Get return multiple of Mortality charges starting from 11th policy year onwards.
- At the end of each month starting from 11th policy year, multiple of Mortality Charges (excluding taxes and underwriting extra charge) deducted in 1st policy month shall be added to the Fund Value in the form of addition of units. It shall be allocated to the fund the same proportion of the Fund Value as available on the due date of Return of Mortality Charges.
- E.g. 1st policy month's mortality charge shall be added back in the 121st month, 2nd policy month's mortality charge shall be added back in the 122nd month, 3rd month's mortality charge shall be added back in 123rd month and so on until the end of the policy term
- Return of mortality charges will exclude mortality charges deducted from the Top-Up Account.
- Return of Mortality Charges will be payable only if all due premiums have been paid in full and the policy is in force and will not be applicable for Reduced Paid Up and Discontinued Policy.
- The multiple of Mortality charges would vary depending upon the policy years:-

Policy Year	Return of Mortality Charge
1 to 10 years	Nil
11 to 20 years	1X of Mortality charges collected during 1st to 10th policy year shall be added back to the Fund Value
21 to 30 years	2X of Mortality charges collected during 11th to 20th policy year shall be added back to the Fund Value
31 to 40 years	3X of Mortality charges collected during 21st to 30th policy year shall be added back to the Fund Value

Loyalty Additions

- Get Loyalty Additions as percentage of the average Fund value at Maturity, provided all due premiums have been paid in full and the policy is in force.
- Loyalty Additions shall be added to the Policy as % of average Fund Value (excluding Top-up Fund Value) of the three years preceding maturity date, depending upon the Policy Term and Premium Payment Term opted by the Policyholder.
- Loyalty Additions will be allocated among the funds in the same proportion as the value of total units held in each fund at the time of allocation.
- Loyalty Additions will not be credited for Reduced Paid Up policies and Discontinued policies.
- % of Loyalty Additions will be as follows :-

Premium Payment Term	Policy Term		
	30 to 34 years	35 to 39 years	40 years
Limited Pay – Less than 10 years	14%	14%	14%
Limited Pay - 10 years and above	26%	28%	30%
Regular Pay	22%	24%	26%

Choice of Investment Strategy



SELF-MANAGED STRATEGY

This strategy offers the flexibility to choose from a range of 9 power-packed segregated 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

Self Managed Strategy

This strategy enables you to manage your investments as per your requirements. It offers flexibility to choose from a range of 9 segregated fund options:

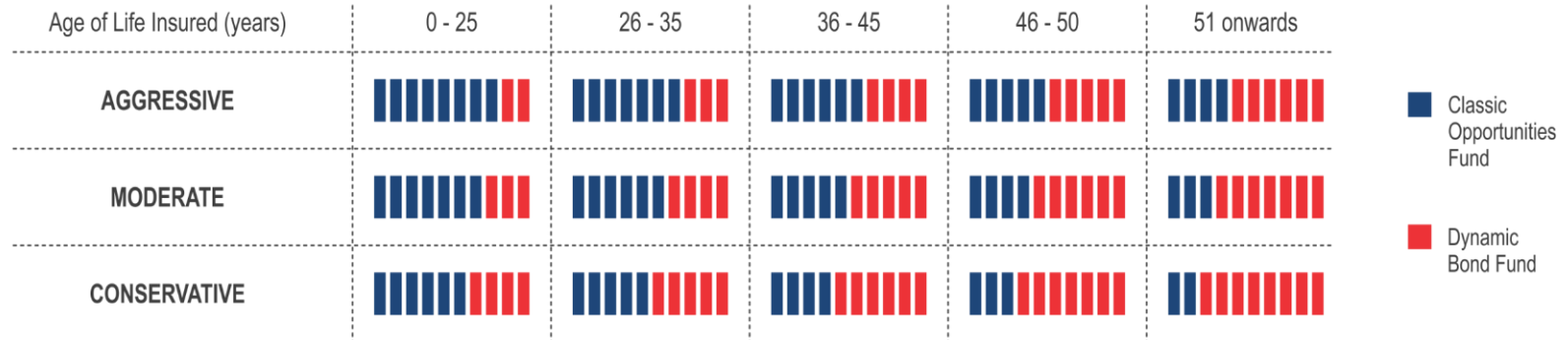


- Frontline Equity Fund (*ULIF-034-17/12/09- FRLEQUFND-107*)
- Classic Opportunities Fund (*ULIF-033-16/12/09- CLAOPPFND-107*)
- Kotak Mid Cap Advantage Fund (*ULIF054150923MIDCAPFUND107*)
- Kotak Manufacturing Fund (*ULIF055191124MANUFACFND107*)
- Dynamic Bond Fund (*ULIF-015-15/04/04- DYBNDFND-107*)
- Dynamic Floating Rate Fund (*ULIF-020-07/12/04-DYFLTRFND-107*)
- Dynamic Gilt Fund (*ULIF-006-27/06/03-DYGLTFND-107*)
- Balanced Fund (*ULIF-037-21/12/09- BALKFND-107*)
- Money Market Fund (*ULIF-041-05/01/10- MNMKKFND-107*)

Age Based Strategy



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



We offer a choice of 2 riders to enhance your protection:

1. **Kotak Accidental Death Protection Rider (Linked) UIN – 107A021V02:** 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*.
2. **Kotak Critical Illness Benefit Rider (Linked) UIN – 107A022V02:** In case of Life Insured is diagnosed with any of the listed 37 critical illness, the Rider Sum Assured is payable and the base policy continues.

*Accident is defined as “a sudden, unforeseen and involuntary event caused by external, visible and violent means”.

Policyholder will have to pay rider premium with applicable GST in addition to the base premium.

Plan Benefits



Maturity Benefit

On survival of Life Insured till the end of the policy term provided all the premiums are paid up to date and the policy is in force, Fund Value (Main Account + Top up Account, if any) inclusive of Loyalty Additions shall be payable.



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. You are advised to take an independent view from your tax consultant.



Death Benefit

Under an in-force policy, In case of death of Life Insured, your family will receive highest of: Basic Sum Assured less applicable partial withdrawal amount from Main Account (if any), OR Fund Value in the Main Account which will include Loyalty Additions, if any, OR 105% of the total Premiums paid up to the date of death less applicable partial withdrawal amount from the Main Account, if any

Plus

in respect of each Top-Up Premium paid (if any), highest of: Top-Up Sum Assured, OR Fund Value of Top-Up Account, OR 105% of the total Top-Up Premiums paid



Additional 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. Switching & Premium Redirection
3. Decrease in Basic Sum Assured
4. Top-Up Premiums

Premium Allocation Charge –

This charge is a percentage of the premium & are applicable until the end of premium payment term.

Policy Year	Charge as % of Annual Premium
Year 1	12%
Year 2	6%
Year 3	3%
Year 4	3%
Year 5 onwards	Nil

The allocation charge for Top-Up premiums is 2%.

The rate of this charge shall be guaranteed throughout the Policy Term.

Policy Administration Charge –

- This charge will be **Nil** during first four years and will be applicable from 5th policy year onwards till the end of the policy term.
- The policy administration charge shall be Rs. 500 per month deducted monthly by cancellation of units from the Fund value.
- The rate of this charge shall be guaranteed throughout the Policy Term.

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

Segregated Fund Name	Charge
Classic Opportunities Fund	1.35% p.a.
Frontline Equity Fund	1.35% p.a.
Kotak Mid Cap Advantage Fund	1.35% p.a.
Kotak Manufacturing 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.

We reserve the right to change this charge for any segregated fund at any time; subject to a maximum of 1.35% per annum, with prior IRDAI approval. Provided that such maximum charge in the case of Discontinued Policy Fund shall be 0.50% per annum.

Charges

Partial Withdrawal Charge - First 12 partial withdrawals in a policy year are free thereafter Rs. 250 will be charged.

We reserve the right to change this charge for any segregated fund at any time. This shall be done with prior IRDAI approval; subject to a maximum of ₹ 500 per transaction.

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

We reserve the right to change this charge for any segregated fund at any time. This shall be done with prior IRDAI approval; subject to a maximum of ₹ 500 per transaction.

Premium Redirection Charge – Premium Redirection can be done any number of times under this Policy under the Self-Managed Strategy and is chargeable at ₹ 100 per request.

We reserve the right to change this charge for any segregated fund at any time. This shall be done with prior IRDAI approval; subject to a maximum of ₹500 per transaction.

Charges

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
For All Regular / Limited Premium Levels	Lowest of: • 6% of AP • 6% of FV • ₹6,000	Lowest of: • 4% of AP • 4% of FV • ₹5,000	Lowest of : • 3% of AP • 3% of FV • ₹4,000	Lowest of : • 2% of AP • 2% of FV • ₹2,000	Nil

AP= Annualized Premium; FV= Fund Value

AP is the Annualized Premium selected by the policyholder at the inception of the policy excluding the taxes, rider premiums and underwriting extra charge

Such discontinuance charges shall not exceed the charges, stipulated under Regulation 2(A)(vi)(c)(V) of Schedule - I of the Insurance Regulatory and Development Authority of India (Insurance Products) Regulations, 2024.

The rate of this charge shall be guaranteed throughout the Policy Term.

Charges

Mortality Charge –

- Mortality charges are calculated on Sum at Risk and deducted from the Fund Value on a monthly basis by cancellation of units. These charges are calculated by multiplying the Sum at Risk by mortality rate.
- These charges (based on the age last birthday of the Life Insured) are collected monthly from the fund by cancellation of units and are guaranteed for the term of the contract.
- The rate of this charge shall be guaranteed throughout the Policy Term.

Eligibility

Eligibility	Criteria	
Entry Age (last birthday)	Min: 18 years	Max: 60 years
Maturity Age (last birthday)	Min: 48 years	Max: 100 years
Policy Term (Fixed)	30 to 40 years	
Premium Payment Term	Limited Pay: 6 / 7 / 8 / 9 / 10 / 12 / 15 years Regular Pay: Same as Policy Term	
Premium Payment Mode	Yearly, Half-yearly, Quarterly and Monthly	
Premium	Min: 1,00,000 p.a.(Annual Mode); 1,20,000 p.a. (other modes)	
Basic Sum Assured	Min : 7 times of Annual Premium	Max : No Limit, as per BAUP
Top-Up Premium	Min – 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

Free Look Period

- The Policyholder is offered a 30 days' free look period to review the terms and conditions of the Policy (except for policies having a policy term of less than a year) beginning from the date of receiving the Policy Document in electronic form. In case the Policyholder is not agreeable to any terms and conditions of the Policy or otherwise; then subject to no claims having been made hereunder, the Policyholder may choose to return the Policy to the Insurer for cancellation, stating the reasons thereof within the aforesaid free look period.
- Should the Policyholder choose to return the Policy, the Policyholder shall be entitled to a refund of the Fund Value on the date of cancellation plus the non-allocated premium (if any) plus any charges levied by cancellation of Units; after deducting the proportionate risk Premium for the period of cover, stamp duty charges and expenses of medical examination (if any). A Policy once returned shall not be revived, reinstated or restored at any point of time and a new proposal will have to be made for a new Policy. Where Rider(s) are available under the base Policy and so opted by the Policyholder, the same would also stand cancelled when the free look provision of the base Policy is exercised.

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 T.U.L.I.P 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.

Section 41 & 45

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, Misstatement 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 Ltd. (Kotak) which provides 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 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, life 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 or its officials do not involve 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 T.U.L.I.P UIN No.:107L131V03, **Kotak Accidental Death Protection Rider (Linked)** UIN No.:107A021V02, **Kotak Critical Illness Benefit Rider (Linked)** UIN No.:107A022V02.

This is a non-participating unit linked life insurance individual savings product. 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.

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/24-25/E-PPT/1392

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