



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

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Plus**  
A Non-Participating  
Unit-Linked Life Insurance  
Individual Savings Product



 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



3 Plan Options:  
Maximizer | Rising Star |  
Retire Rich – Cover Till 99 Years



Boost Retirement Income along with  
Income Booster



No Premium Allocation  
Charge



Infuse Yearly Additions into  
your fund



Return Of Mortality Charges



Provides Flexibility To Choose From  
Two Investment Strategies



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

## Plan Benefits – Option 1 : Maximizer provided all premiums are paid upto date

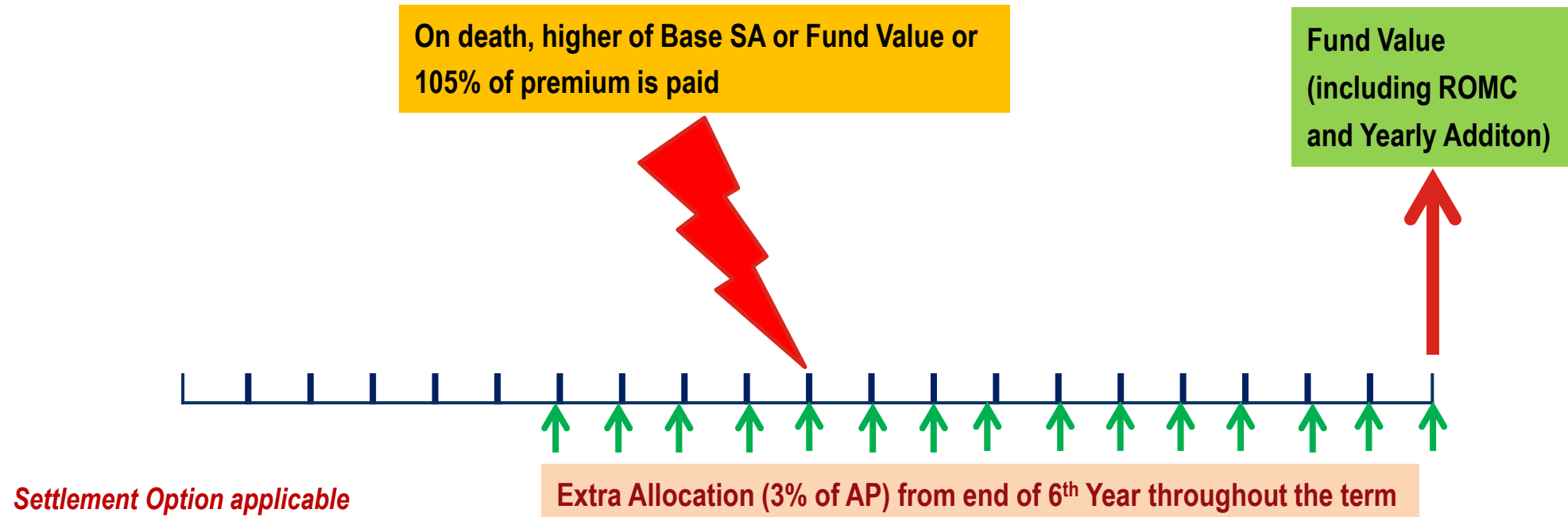
**Maturity Benefit :** On Survival of the Life Insured to the end of the policy term, if all premiums are paid up to date and the policy is in force, Fund Value as on the date of Maturity (inclusive of ROMC and Yearly Additions if any) shall be payable.

**Death Benefit :** Highest of:

- Basic Sum Assured less applicable partial withdrawals (if any), Or
- Fund Value (inclusive of Yearly Additions and ROMC, if any), Or
- 105% of total premiums paid<sup>^</sup> till date of death less applicable partial withdrawal (if any)

The death benefit shall be payable in lumpsum and the policy terminates thereafter.

## Plan Benefits – Option 1 : Maximizer provided all premiums are paid upto date



## Plan Benefits – Option 2 : Rising Star provided all premiums are paid upto date

**Maturity Benefit :** Fund Value as on the date of Maturity (inclusive of Yearly Additions) is payable.

In case of Rising Star, Maturity Benefit [i.e. fund Value as on the date of Maturity (inclusive of Yearly Additions)] is paid irrespective of survival of the Life Insured if the due premiums have been paid till date of death. In the other plan options, Maturity Benefit is paid subject to survival of Life Insured till Maturity.

Maturity Benefit under Rising Star is paid as lump sum only while in case of Maximizer plan options, you can opt to take your Fund Value as a lump sum and terminate your policy OR you can select the Settlement Option.

### **Death Benefit :**

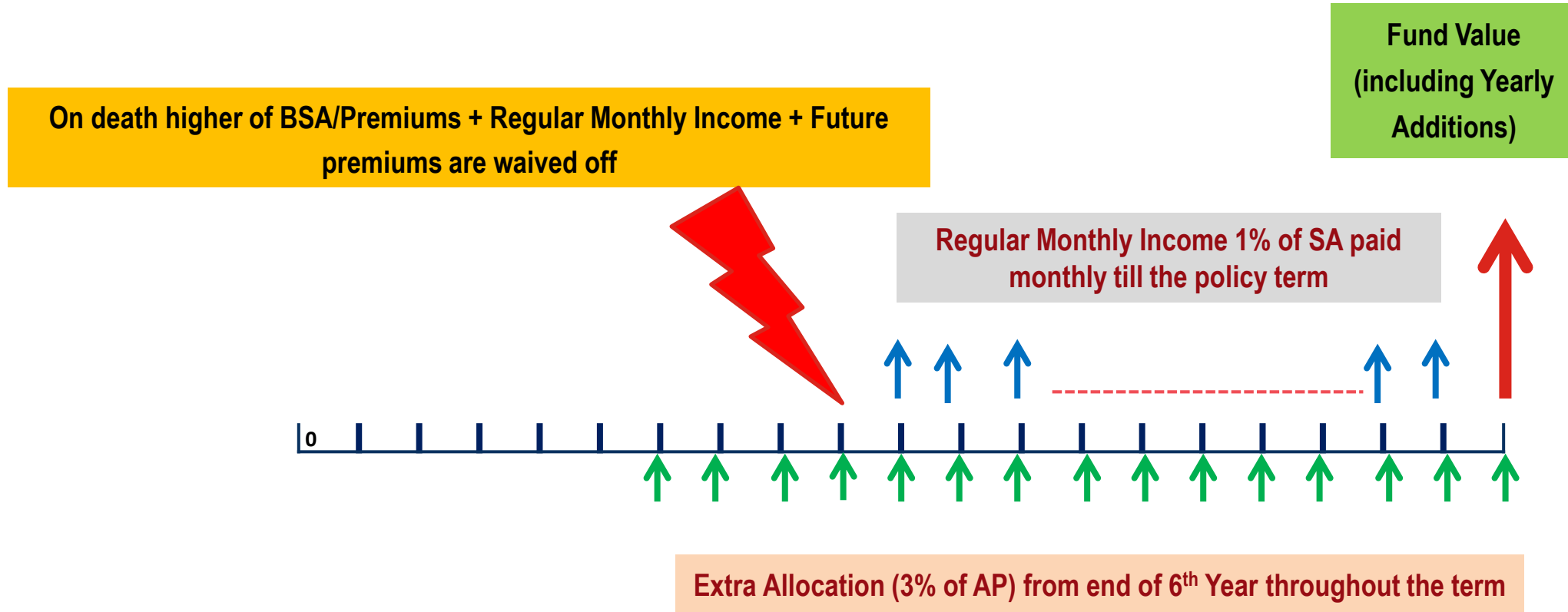
**In case of death of Life Insured during the term of the policy, following benefits are applicable:-**

1. Higher of (Basic Sum Assured or 105% of Total premiums paid<sup>^</sup> till date of death of Life Insured) less Applicable partial withdrawals is paid as lump sum PLUS
2. Regular Monthly Income (as mentioned below) over outstanding policy term (subject to minimum 36 installments and maximum 120 installments).
3. The policy remains in force, without any death benefit, by waiving of all the future premiums. Future Premiums are infused into the Fund as on the date of Claim settlement.

**Regular Monthly Income starts from the next month after Lumpsum payment and is paid as below:**

- 1% of Basic Sum Assured is paid monthly to the beneficiary starting from the policy month-versary following the date of death of the Life Insured, for outstanding policy term (subject to minimum 36 installments and maximum 120 installments).
- The Beneficiary (Nominee/Appointee) has an option to avail future Monthly Income as lump sum, discounted at 5% p.a. The discount rate might change in future based on the Company's decision subject to prior approval from IRDAI.

## Plan Benefits – Option 2 : Rising Star provided all premiums are paid upto date Contd.



*Settlement Option Not applicable for Rising Star*

## Plan Benefits – Option 3 : Retire Rich provided all premiums are paid upto date

**Maturity Benefit :** On Survival of the Life Insured to the end of the policy term, if all premiums are paid up to date and the policy is in force, Fund Value as on the date of Maturity (inclusive of ROMC and Yearly Additions if any) shall be payable.

The maturity proceeds in case Retire Rich will be paid as lumpsum only, Please note settlement option is not available for Retire Rich option.

**Death Benefit :** Highest of:

- Basic Sum Assured less applicable partial withdrawals (if any), Or
- Fund Value (inclusive of Yearly Additions and ROMC, if any), Or
- 105% of total premiums paid<sup>^</sup> till date of death less applicable partial withdrawal (if any)

The death benefit shall be payable in lumpsum and the policy terminates thereafter.

<sup>^</sup>Total Premiums paid means the total of all the Premiums received excluding Rider premium(s), if any.

***Settlement Option Not applicable for Retire Rich***

## Illustration

Given below is an illustration of the benefits payable to Mr. Ram who is a 35-year old businessman who lives with his wife and two children, for a policy term of 20 years and premium payment term of 7 years with the annual premium of Rs. 50,000 and a Basic Sum Assured of Rs. 5,00,000. He has selected Maximizer Option and Self - Managed Investment Strategy with 100% in Classic Opportunities Fund

End Of Policy Year	Age (in yrs)	Cumulative Premium (Rs.)	Benefits at 4%# p.a.			Benefits at 8%# p.a.		
			Cumulative Additions to the Fund	Fund Value (Rs.)	Death Benefit (Rs.)	Cumulative Additions to the Fund	Fund Value (Rs.)	Death Benefit (Rs.)
10	45	3,50,000	7,500	4,09,829	5,00,000	7,500	537,121	537,121
15	50	3,50,000	15,000	4,64,286	5,00,000	15,000	734,121	734,121
20	55	3,50,000	32,141	5,35,986	-	27,954	1,006,724	-

**Note:** The above illustration is an extract of a separate, more detailed benefit illustration. For full details, please refer to the Benefit Illustration. Cumulative additions to the fund are inclusive of Yearly Additions. The above figures are net of Goods and Services Tax and Cess, as applicable. Goods and Services Tax and Cess rates are subject to change from time to time as per the prevailing tax laws and/or any other laws. The above illustration is for a healthy individual. #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 upper and lower limit of returns, they have been shown for illustrative purpose only.



## Return of Mortality Charges (ROMC)

- ❑ **For Plan Options: Maximizer -** On the maturity date, a percentage of the total amount of mortality charges deducted in respect of life cover provided throughout the policy term will be added back to the Fund Value based on the Policy Term chosen.

Policy Term	ROMC as % of Sum of mortality charges		
	Age at Entry ≤ 50 years	Age at Entry 51 - 55 years	Age at Entry > 55 years
10 years	150%	50%	25%
12 years	160%	50%	25%
15 years	175%	50%	25%
20 years	200%	50%	25%

- ❑ **For Retire Rich -** At the end of policy year following 60<sup>th</sup> birthday of Life Insured, a % of total amount of mortality charges deducted in respect of life cover till then will be added back to the Fund Value. Such percentages vary based duration elapsed as at the end of policy year coinciding or immediately following 60<sup>th</sup> birthday of Life Insured.

No. of years elapsed as on date of ROMC infusion	ROMC %
10 -11 years	150%
12 -14 years	160%
15 -19 years	175%
20 years & above	200%

**For Rising Star:** ROMC is not applicable in Rising Star.

## Fund Options – Self Managed Strategy

This strategy offers you the flexibility to choose from a wide range of segregated fund options that will help to maximize your earnings potential. The available fund options will allow you to balance your risk profile with the tenure of your investment.

### Self Managed Strategy

- Classic Opportunities Fund (ULIF-033-16/12/09-CLAOPPFND-107)
- Frontline Equity Fund (ULIF-034-17/12/09-FRLEQUFND-107)
- Kotak Mid Cap Advantage Fund (ULIF054150923MIDCAPFUND107)
- Kotak Nifty 500 Multicap Momentum Quality 50 Index Fund (ULIF058210425MOMQUA50IL107)
- 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)

*Money Market Fund (ULIF-041-05/01/10-MNMKKFND-107) is the Default Fund in case of closure or modification of any fund offered under this product unless a specific fund is opted for by the Policyholder.*

## Fund Options – Age Based Strategy

**Age Based Strategy** - Depending on your age and life stage. This strategy will help you to create an ideal balance between equity and debt, based on your age and risk appetite

- Percentage of funds are allocated in Classic Opportunities Fund & Dynamic Bond Fund depending on your age and the Risk Appetite selected as below

AGGRESSIVE		
Age of Life Insured (years)	Classic Opportunities Fund	Dynamic Bond Fund
0-25	80%	20%
26-35	70%	30%
36-45	60%	40%
46-50	50%	50%
51 onwards	40%	60%

MODERATE		
Age of Life Insured (years)	Classic Opportunities Fund	Dynamic Bond Fund
0-25	70%	30%
26-35	60%	40%
36-45	50%	50%
46-50	40%	60%
51 onwards	30%	70%

CONSERVATIVE		
Age of Life Insured (years)	Classic Opportunities Fund	Dynamic Bond Fund
0-25	60%	40%
26-35	50%	50%
36-45	40%	60%
46-50	30%	70%
51 onwards	20%	80%

**In case of Rising Start option:** Upon death of Life Insured during the policy term the age based strategy will be converted to self-managed strategy by default. The confirmation on the funds to be invested in to be provided by the Nominee/Appointee (in case nominee is a minor)

## Fund Options – Age Based Strategy Contd.

### Monthly rebalancing:

On a monthly basis, units shall be rebalanced as necessary to achieve the above proportions of the Fund Value in the identified funds. The rebalancing of units shall be done on the month-versary (monthly policy anniversary). The above proportions shall apply until the last 12 Policy months are remaining.

### 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 in the manner as mentioned below:

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

The Policyholder shall also have the option to switch to Self-Managed Strategy.

## Charges

Premium Allocation	NIL. The rates of this charge shall be guaranteed for the Policy Term.	
Policy Administration	₹ 400 per annum through monthly cancellation of units. This charge is applicable until the end of the policy term. The rates of this charge shall be guaranteed for the Policy Term.	
Fund Management (FMC)	Segregated Fund Name	Charge
	Classic Opportunities Fund	1.35% per annum
	Frontline Equity Fund	1.35% per annum
	Kotak Mid Cap Advantage Fund	1.35% per annum
	Kotak Nifty 500 Multicap Momentum Quality 50 Index Fund	1.35% per annum
	Balanced Fund	1.35% per annum
	Dynamic Bond Fund	1.20% per annum
	Dynamic Floating Rate Fund	1.20% per annum
	Dynamic Gilt Fund	1.00% per annum
	Money Market Fund	0.60% per annum
	Discontinued Policy Fund	0.50% per annum
	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 – Contd.

Switching	<p>The first twelve switches in a policy year are free. For every additional switch thereafter, Rs. 250 will be charged.</p> <p>There is no charge for selecting and switching Investment Strategies but the Fund Management Charge of the underlying funds shall be applicable.</p> <p>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 Rs. 500 per transaction.</p>
Partial Withdrawal	<p>The first four Partial Withdrawals are free in this Plan. For each Partial Withdrawal thereafter, Rs. 250 will be charged. Partial Withdrawal charges is not applicable for systematic withdrawal feature under Retirement Income option.</p> <p>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 Rs. 500 per transaction.</p>
Miscellaneous Charges	<p>The charges for Policy alterations including issue of duplicate policy document shall be as per the prevailing policy servicing manual of the Company. 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 Rs. 500 per transaction..</p>

## Charges - Discontinuance Charges

### For annualized premium up to and Rs. 50,000:-

Year during which policy is discontinued	1	2	3	4	5+
For All Regular / Limited Premium Levels	Lowest of <ul style="list-style-type: none"> <li>▪ 20% of AP</li> <li>▪ 20% of FV</li> <li>▪ Rs.3,000</li> </ul>	Lowest of <ul style="list-style-type: none"> <li>▪ 15% of AP</li> <li>▪ 15% of FV</li> <li>▪ Rs.2,000</li> </ul>	Lowest of <ul style="list-style-type: none"> <li>▪ 10% of AP</li> <li>▪ 10% of FV</li> <li>▪ Rs.1,500</li> </ul>	Lowest of <ul style="list-style-type: none"> <li>▪ 5% of AP</li> <li>▪ 5% of FV</li> <li>▪ Rs.1,000</li> </ul>	Nil

### For annualized premium above Rs. 50,000:-

Year during which policy is discontinued	1	2	3	4	5+
For All Regular / Limited Premium Levels	Lowest of <ul style="list-style-type: none"> <li>▪ 6% of AP</li> <li>▪ 6% of FV</li> <li>▪ Rs.6,000</li> </ul>	Lowest of <ul style="list-style-type: none"> <li>▪ 4% of AP</li> <li>▪ 4% of FV</li> <li>▪ Rs.5,000</li> </ul>	Lowest of <ul style="list-style-type: none"> <li>▪ 3% of AP</li> <li>▪ 3% of FV</li> <li>▪ Rs.4,000</li> </ul>	Lowest of <ul style="list-style-type: none"> <li>▪ 2% of AP</li> <li>▪ 2% of FV</li> <li>▪ Rs.2,000</li> </ul>	Nil

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

AP is the Annualized Premium selected by the policyholder at the inception of the policy excluding the taxes, rider premiums and underwriting extra premium on rider (if any). The rate of this charge shall be guaranteed throughout the Policy Term.

## Charges - Mortality

**Mortality** is the number of deaths that occur in a population.

Here the cost of life cover, which will be levied by cancellation of units on a monthly basis. Given below are the charges per thousand Sum at Risk<sup>~</sup> for a healthy individual.

The mortality rates vary by attained age. Sample rates are given below:

Age(in years)	20	30	40	50
Mortality Charge	0.924	0.977	1.680	4.436

<sup>~</sup>Sum at risk for Plan Options except Rising Star: Death Benefit (as derived ) – Fund Value

Sum at risk for Rising Star: as derived by Death Benefit

Under this plan option the sum at risk for waiver of premium benefit is sum of future premium.

The sum at risk, during the period the policy is in reduced paid up status, shall be calculated based on reduced paid up sum assured.

The rates of this charge shall be guaranteed for the Policy Term.



## Eligibility

Parameter	Plan Option	Eligibility Criteria	
		Minimum	Maximum
Entry Age <sup>\$</sup>	Maximizer	3 years	55 years
	Rising Star	18 years	45* years
	Retire Rich	3 years	50 years
Maturity Age <sup>\$</sup>	Maximizer	18 years	75 years
	Rising Star	28 years	60 years
	Retire Rich	Fixed at 99 years age of Life Insured	
Policy Term (PT)	Plan Option	Policy Term	
	Maximizer	10 years / 12 years / 15 years / 20 years	
	Rising Star		
	Retire Rich	99 minus Entry Age of Life Insured	
	Note: 1. For Maximizer and Retire Rich, the minimum policy term will be equal to the smallest available term to ensure that the Life Insured is a Major at the time of maturity. For example if the Life Insured's age is 7, minimum policy term available would be 12 years 2. For Rising Star option, where the beneficiary is a minor, minimum policy term will be greater of 10 years and 18 minus age last birthday of the Beneficiary on the date of commencement, to ensure that the policy matures when the beneficiary has attained the age of majority. In case where 18 minus age last birthday on the date of commencement lies between two available policy terms, the next higher policy term will be offered. 3. For Rising star option, where the beneficiary is an adult, minimum policy term will be 10 years		

Premium Payment Term Options (PPT)	Category	Premium Payment Term Option (PPT)	Policy Term
Maximizer	Regular	Regular	10 / 12 / 15 / 20 years
	Limited	5, 7 years	10 / 12 / 15 / 20 years
		10 years	12/ 15 / 20 years
Rising Star	Regular	Regular	10 / 12 / 15 / 20 years
	Limited	5 years	10 /12 /15 / 20 years
		7 years	10 /12 /15 /20 years
		10 years	12/ 15 / 20 years
Retire Rich	Limited	10 to 60 minus Age at Entry of Life Insured.	99 minus Entry Age of Life Insured

Premium Level	Plan Option	Minimum				Maximum
		Yearly	Half Yearly	Quarterly	Monthly	
	Maximizer	9,000/-	4,500/-	2,250/-	750/-	No Limit
	Rising Star	PPT 5 & 7: 18,000/- PPT 10 & Regular Pay : 9,000/-	PPT 5 & 7: 9,000/- PPT 10 & Regular Pay : 4,500/-	PPT 5 & 7: 4,500/- PPT 10 & Regular Pay : 2,250/-	PPT 5 & 7: 1,500/- PPT 10 & Regular Pay: 750/-	No Limit
Basic Sum Assured	Retire Rich	9,000/-	4,500/-	2,250/-	750/-	No Limit
	Maximizer / Rising Star / Retire Rich - Fixed : 10 times of Annualized Premium					
Mode	Maximizer / Rising Star / Retire Rich - Yearly, Half-Yearly, Quarterly, Monthly					

\*For Rising Star option, Under PT-PPT 20-5 option, max entry age is 40

\$Age above will be Age as on the last birthday

## Free Look

- 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

- Linked Insurance products are different from the traditional insurance products and are subject to the risk factors.
- The premium paid in linked insurance policies are subject to investment risks associated with capital markets. 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 Life Insurance Company and Kotak e-Invest Plus is only the name of the linked 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.
- Please know the associated risks and the applicable charges, from your insurance agent or intermediary or policy document issued by the insurance company.

## 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](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](http://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](http://www.kotak.com)

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Kotak e-Invest Plus; UIN - 107L137V02.

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