In this policy, the investment risk in Investment portfolio is borne by the policyholder.

Live the dreams you always desired

make the right choice with

Canara HSBC Oriental Bank of Commerce Life Insurance

Insure Smart Plan

- Pay Premium for 5 years
- Life Insurance Cover for 10 years
- Loyalty Additions

**For more information,
Ask your Bank Branch Staff.**

Canara HSBC OBC Life Insurance

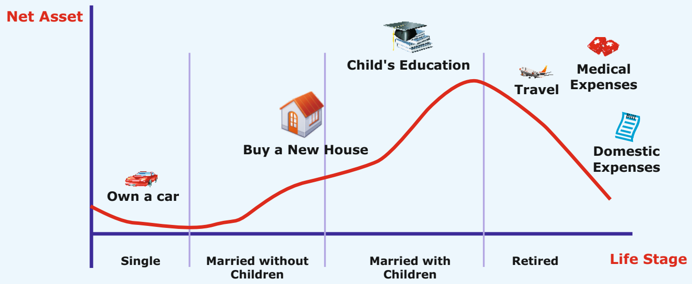
Purchase of any insurance products by a bank's customer is purely voluntary and is not linked to availment of any other facility from the bank.

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

PLANNING FOR YOUR FINANCIAL GOALS

We all want to be financially comfortable and ensure that we have adequate funds in place to enjoy our life. Our living expenses and financial goals are different for different stages of life, whether saving for retirement, raising a child or simply having the financial freedom to do as we want.

Financial Goals in Different Life Stages



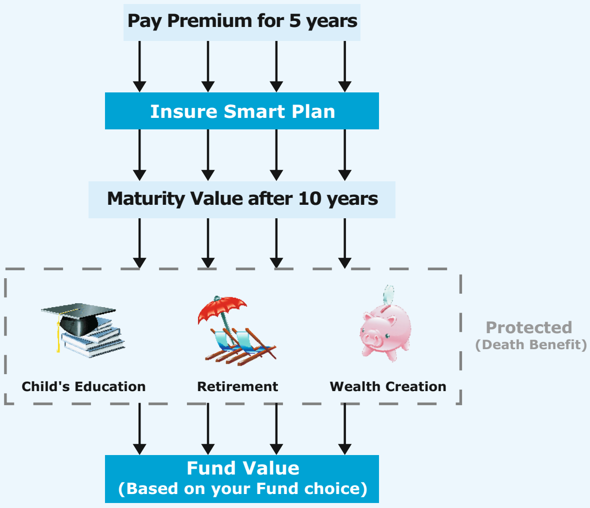
Now, with the Canara HSBC Oriental Bank of Commerce Life Insurance **Insure Smart Plan,** you can ensure that your financial goals are fulfilled with the advantages of securing your family's financial future in your absence.

WHAT IS INSURE SMART PLAN?

What is more fulfilling than to see your dreams turn real in a short span of time? Which is why our Insure Smart Plan is designed to give you flexibility to pay premiums for a shorter duration and its Fund Value at the end of 10 years will help you achieve the specific milestones in your life. You get the added advantage of a life cover for 10 years for an uncompromised financial future for your family in your absence.

WHY INSURE SMART PLAN?

Our Insure Smart Plan gives you the freedom to invest in 5 funds as per your investment needs. A Unit Linked Insurance Plan, it helps you save for your specific dreams with the flexibility of paying premiums for 5 years and getting life cover for 10 years.



3 EASY STEPS TO OWN YOUR INSURE SMART PLAN

- **Step 1: Choose your annual premium[1]:**

  The minimum annual premium in this plan is ₹ 50,000 while there is no maximum limit. You will have to pay premiums 'throughout the premium payment term of 5 years.

- **Step 2: Choose your Life Cover (Sum Assured):**

  The minimum life cover that you can choose depends upon the current age of the life assured:
  - 10 x annual premium, for ages below 45
  - 7 x annual premium, for ages 45 and above

  Subject to underwriting, the maximum sum assured shall be 35 times of annual premium.

- **Step 3: Choose your investment fund/s:**

  You can choose any of the following 5 funds at policy inception stage as per your risk appetite.

Fund Name	Fund Objective	Asset Allocation		Risk Profile
Equity II Fund	To generate long-term capital appreciation from active management of a portfolio invested in diversified equities.	Equity	60%-100%	High
		Debt Securities	-	
		Money Market	0%-40%	
Growth Plus Fund	To achieve capital appreciation by investing predominantly in equities, with limited investment in fixed income securities.	Equity	50%-90%	Medium to High
		Debt Securities	10%-50%	
		Money Market	0%-40%	
Balanced Plus Fund	To generate capital appreciation and current income, through a judicious mix of investments in equities and fixed income securities.	Equity	30%-70%	Medium
		Debt Securities	30%-70%	
		Money Market	0%-40%	
Debt Plus Fund	To earn regular income by investing in high quality debt securities.	Equity	-	Low to Medium
		Debt Securities	60%-100%	
		Money Market	0%-40%	
Liquid Fund	To generate reasonable returns commensurate with low risk and a high degree of liquidity.	Equity	-	Low
		Debt Securities*	0%-60%*	
		Money Market	40%-100%	

*Debt Securities under Liquid Fund will comprise only of short-term securities.

You can own this plan provided you (the policyholder) are at least 18 years old and the life assured (whose life is insured under the plan) is between age 8 and 70 years.

HOW IS MY FAMILY PROTECTED IN CASE OF AN UNFORTUNATE EVENT?

In case of death of the life assured, the nominee (the person nominated to receive the benefits under the plan) will receive the higher of the fund value and the sum assured (less applicable2 partial withdrawals). In case of death of life assured when he/she is a minor, the death benefit would be paid to the policyholder. This death benefit, under all circumstances, will not be less than 105% of the total premiums paid excluding Goods and Services Tax & applicable cess (es)/levy , if anys

Death benefit will be equivalent to the Proceeds of Discontinuance Policy Fund (DPF) in case your policy monies are moved to DPF due to Discontinuance (For more details on Discontinuance, please refer section 5 of Key Terms & Conditions).

WHAT ARE THE OTHER ADVANTAGES OF INSURE SMART PLAN?

The plan offers many additional features and flexibilities as explained below:

- **Loyalty Addition:** You will get a loyalty addition of 1% of your total fund value at maturity.
- **Partial Withdrawal:** You can make partial withdrawals for any unforeseen contingency, from the 6th policy year. In case the life assured is a minor, partial withdrawal will be allowed once he/she attains age 18. The minimum amount that you can withdraw is ₹10,000 and the maximum is such that the fund value after withdrawal does not fall below 120% of the annual premium.

  For example, if your annual premium is ₹10 lacs and the fund value at the time of withdrawal is ₹50 lacs, you can withdraw up to ₹38 lacs. The policy will continue with the remaining fund value.
- **Fund Switching:** You can switch some or all of your investments from one fund to another, any number of times. The minimum amount that you can switch is ₹ 10,000.
- **Premium Redirection:** You can modify the allocation of future premiums once in a policy year. The revised allocation proportion will apply to your subsequent premiums.
- **Change in Sum Assured[3]:** You can increase or decrease your sum assured from the 6th policy year, provided all due premiums are paid. This facility is available once every year subject to maximum of 3 times during the policy term.
- **Tax Benefit[4]:** You may be entitled for tax benefits under Section 80C and Section 10(10D), as per the Income Tax Act,1961.

WHAT WILL I RECEIVE AT MATURITY?

Your policy will mature at the end of 10 years. You will receive the fund value based on the prevailing NAVs at maturity. Moreover, loyalty addition will also be payable.

WHAT HAPPENS IN CASE PREMIUMS ARE NOT PAID OR THE POLICY IS SURRENDERED?

Insurance plans are long-term by nature. Therefore you are expected to continue paying regular premiums for the premium paying term as chosen by you.

If the policy is surrendered within the first 5 policy years, the surrender value (fund value less applicable surrender charges) will be transferred to the discontinued policy fund and will earn at least a minimum guaranteed interest rate of 4% or as decided by IRDAI from time to time. The proceeds of the discontinuance policy will be paid to you only after completion of the 5th policy year.

If the policy is surrendered after completion of 5 policy years, the fund value will be paid immediately and the policy will be terminated and life cover ceases immediately upon surrender of the policy.

In case you are unable to continue paying premiums on your policy the treatment of such policy shall be as per section 5 of the Key Terms & Conditions given below.

The investment and risk profile of discontinued policy fund will be as follows:

Fund Name	Fund Philosophy	Asset Allocation		Risk Profile
UL Discontinued Policy Fund^	To generate reasonable returns on funds from discontinued policies determined in accordance with the Regulations	Equity*	-	Low
		Govt. Securities*	60%-100%*	
		Money Market*	0%-40%*	

^ Only available in case of discontinuance of a policy during the first five policy years.

** These are subject to revision as guided by Regulator from time to time*

Surrender/discontinuance charge will be as shown in the 'Charges' section below. There will be no surrender/discontinuance charge if surrender request is received or policy is discontinued after completion of at least 5 policy years and the fund value will be paid immediately.

WHAT ARE THE CHARGES UNDER INSURE SMART PLAN?

a) **Premium Allocation Charge** will be deducted upfront as a percentage of annual premium and will be levied through reduced premium allocation to the fund. It is 8.4% in year 1, 6.4% in year 2 and 3, 5.4% in year 4 and 5.

   There is a discount on this charge if you pay renewal premiums through ECS (Electronic Clearing System)/SI (Standing Instruction) mode. In this case, the allocation charges would be 8.25% in year 1, 6.30% in year 2 and 3, 5.30% in year 4 and 5.

b) **Fund Management Charge** of 1.35% p.a. will be charged on all funds except Liquid fund where the FMC will be 0.80% p.a., and Discontinued Policy Fund where the FMC will be 0.50% p.a. FMC for the Liquid Fund may be revised up to 1.35% p.a., with prior approval of IRDAI. It will be deducted on daily basis from the Fund before calculation of the NAV.

c) **Policy Administration Charge** will be deducted at monthly policy anniversary during the policy term and will be a percentage of your annual premium. The charge is 0.05% per month in year 1-5 and 0.06% in year 6-10, subject to a maximum of ₹500 per month.

d) **Switching Charge** will be ₹250 per switch. However, first 6 switches in a policy year are free of charge. This charge can be revised to maximum ₹ 500, with prior approval of IRDAI.

e) **Partial Withdrawal Charge** will be ₹250 per withdrawal. However, first 4 withdrawals in a policy year are free of charge. This charge can be revised to maximum ₹500, with prior approval of IRDAI.

f) **Mortality Charge** will be deducted every month by cancellation of units. The amount of the charge taken each month depends on life assured age and life cover. Sample mortality rates applicable (₹ per annum Per 1,000 of Sum at Risk[7]) in this plan are as follows:

Age	30	40	50	60
Male	1.170	2.053	5.244	13.073
Female	1.159	1.593	3.816	10.294

g) **Miscellaneous Charge** will be recovered on account of medical expenses in case of increase of sum assured, subject to a maximum of ₹ 3,000. This charge

Tax Benefits under the policy will be as per the prevailing Income Tax laws and are subject to amendments from time to time. For tax related queries, contact your independent tax advisor can be revised to maximum ₹ 5,000 with prior approval of IRDAI.

h) Sur

Surrendered/Discontinuance during the policy year	Surrender/Discontinuance charges
1	Lower of 6% * (AP or FV) subject to maximum of ₹6,000/-
2	Lower of 4% * (AP or FV) subject to maximum of ₹5,000/-
3	Lower of 3% * (AP or FV) subject to maximum of ₹4,000/-
4	Lower of 2% * (AP or FV) subject to maximum of ₹2,000/-
5 and onwards	Nil

(AP – Annual Premium; FV – Fund Value)

I) Taxes: All charges are exclusive of Goods and Services Tax & applicable cess (es)/levy, if any as applicable and amended from time to time which will be borne by the policyholder.

The Premium Allocation Charges, Policy Administration Charges and Mortality Charges mentioned above are guaranteed during the term of the plan. Also all charges mentioned above except premium allocation & Fund Management charge will be deducted through cancellation of units.

ABOUT US

Canara HSBC Oriental Bank of Commerce Life Insurance Company Limited is a company formed jointly by three leading financial organizations - Canara Bank and Oriental Bank of Commerce, which are two of India's largest nationalized banks in terms of aggregate business, along with HSBC Insurance (Asia Pacific) Holdings Limited.

The shareholding pattern of the Joint Venture is – Canara Bank: 51%, HSBC Insurance (Asia Pacific) Holdings Limited: 26% and Oriental Bank of Commerce: 23%.

Our aim is to provide you with a transparent range of life insurance products backed by excellent customer service and thereby, making your life simpler.

KEY TERMS AND CONDITIONS

1. In this plan, only annual premium payment mode is allowed. Top-up premiums are not allowed in this plan.
2. In case of death of Life Assured before age 60, partial withdrawal made in the preceding 2 years would be deducted from the death benefit. If the death of Life Assured happens on or after age 60, all partial withdrawals made post attaining age 58 would be deducted from the death benefit.
3. Request for any alteration in Sum Assured should be given at least 2 months prior to policy anniversary and will be effective only from the policy anniversary following the date on which you have made your request. Option to increase the Sum Assured is not available for minors or persons above 50 years of age. Increase/decrease in Sum Assured will not result in any change in the contractual premium and is subject to underwriting acceptance.
4. Tax Benefit: Tax Benefits under the policy will be as per the prevailing Income Tax laws and are subject to amendments from time to time. For tax related queries, contact your independent tax advisor.
5. Discontinuance:

   Date of discontinuance of the policy: The date on which insurer receives the intimation from the insured or the policyholder about discontinuance of the policy or surrender of the policy or on the expiry of the notice period, whichever is earlier.

   Minimum Guaranteed Interest Rate: This means the rate applicable to the Discontinued Policy Fund as declared by the Authority from time to time. The current minimum guaranteed rate of interest applicable to the Discontinued Policy Fund shall be 4 percent per annum.

   Proceeds of the discontinued policy: This means the Discontinued Policy Fund value on the date the policy has discontinued, after addition of interest computed at the minimum guaranteed interest rate. The excess income earned in the Discontinued Policy Fund over and above the minimum guaranteed interest rate shall also be apportioned to the Discontinued Policy Fund value in arriving at the proceeds of the discontinued policies and shall not be made available to the shareholders.

   If the due installment of premium has not been paid by the premium due date, a grace period of 30 days would be given to you. In case the premium due is not received within the grace period, the Company shall send a notice within a period of 15 days from the date of expiry of grace period to you to exercise the following options within a period of 30 days of receipt of the notice, hereby referred to as the notice period.

A. Discontinuance of premium during the lock-in period:

In this case you shall exercise one of the following options:

i. Revival of policy within a period of two years from the date of discontinuance of the policy

ii. Complete withdrawal from the policy without any risk cover.

Till you exercise your option or up to the expiry of notice period, whichever is earlier the policy is deemed to be in force with risk cover

On the date of discontinuance of the policy, the Fund Value less applicable discontinuance charge shall be transferred to the Discontinued Policy Fund and life cover ceases.

If you exercise option A (ii) within the notice period, the policy will be treated as surrendered and the surrender provisions as elaborated earlier will be applicable. If you do not exercise any of the options within the notice period of thirty days, treatment of such policy shall be in accordance with A (ii) above

A1. <u>If you exercise option A (i) and your policy completes two years of revival period at the end of the lock-in period</u>: Provided that where the policy is not revived, the proceeds of the discontinued policy shall be refunded at the end of the lock-in period.

A2. <u>If you exercise option A (i) and your policy does not complete two years of revival period at the end of the lock-in period:</u> The company shall send you a notice 45 days before the end of the lock-in period to exercise one of the below options within a period of thirty days of receipt of such notice:

i. Revive the policy immediately;

ii. Revive the policy within the two year revival period (from the date of discontinuance of the policy)

iii. Payout the proceeds at the end of the lock-in-period

iv. Payout the proceeds at the end of the revival period

If you do not exercise any of the options within the notice period of thirty days, the treatment of such policy shall be, by default, in accordance with A2(iii) above.

If you exercise option A 2(ii) then Fund Value shall continue to remain in the discontinued policy fund till the policy is revived or up to the end of the revival period whichever is earlier. If the policy is not revived within the revival period, the proceeds of the discontinued policy shall be paid out to you at the expiry of revival period.

6. Revival: The revival period means a period of 2 consecutive years during which period the policy can be revived by you.

   The policy shall be revived subject to the conditions mentioned below:

   - A policy can be revived any time before the maturity date, if any, within the revival period of 2 years

- Revival shall be subject to the underwriting as per Company's board approved underwriting guidelines.
- The revival of the policy will be effective after company's approval is communicated.

Revival of a discontinued policy during the lock-in period:

If you choose to revive the discontinued policy, the policy can be revived by restoring the risk cover along with the investments made in the segregated funds as chosen by you, out of the Discontinued Policy Fund, less the applicable charges.

At the time of revival, the company:

- shall collect all due and unpaid premiums without charging any interest or fee.
- may levy policy administration charge and premium allocation charge as applicable during the discontinuance period. No other charges shall be levied.
- shall add back to the fund, the discontinuance charges deducted at the time of discontinuance of the policy.
- shall reinstate all the policy benefits.

7. The Sum at Risk (SAR) on a given date for calculation of mortality charges is calculated as follows: i) SAR for Life Assured from the age of 8 years to less than 60 years is (higher of Sum Assured less Partial Withdrawals in the preceding 2 years) less Fund Value as on that date or 105% of total premium paid excludingGoods and Services Tax & applicable cess (es)/levy, if any ii) SAR for Life Assured for the age of 60 years and above is (higher of Sum Assured less Partial Withdrawals post attaining age of 58) less Fund Value as on that date or 105% of total premium paid excluding Goods and Services Tax & applicable cess (es)/levy, if any
8. The definition of age used is age last birthday.
9. Unused free partial withdrawals and switches cannot be carried forward to the next policy year.
10. Risk commencement date under this plan will be the later of (i) date of acceptance of risk by the Company and (ii) date of realisation of proposal deposit by the Company.
11. Net Asset Value calculation: NAV shall be calculated on all Business Days in accordance with the Authority's guidelines in force from time to time. As per the present guidelines in force, NAV is computed as follows:

    {(Market Value of investment held by the fund + Value of Current Assets) - Value of Current Liabilities & provisions, if any}/Number of Units existing on Valuation Date (before creation/redemption of Units)
12. First premium will be allocated at the NAV of the date of commencement of the policy. In case of premium received by outstation cheques, the NAV of the realisation date or due date, whichever is later, will be allocated.
13. Transaction requests (including renewal premiums, switches, partial withdrawals etc) received before the cut off time of 3.00 P.M. will be allocated the same business day's NAV and the ones received after the cut off time of 3.00 P.M. will be allocated next business day's NAV. The cut off time will be as per IRDAI guidelines from time to time.
14. Collection of advance premium shall be allowed within the same financial year for the premium due in that financial year. However, where the premium due in a financial year is being collected in previous financial year, the premium may be collected for a maximum period of three months in advance of the due date of the premium. The premium so collected in advance shall only be adjusted on the due date of the premium. Such advance premium, if any, paid by the policyholder shall not carry any interest.
15. Assignment and Nomination are permitted under this policy as per Section 38 and Section 39 respectively of the Insurance Act, 1938 as amended from time to time.
16. Suicide exclusion: No benefit is payable except fund value as on the date of death along with any charges recovered subsequent to date of death if death of Life Assured occurs due to suicide or attempted suicide within 12 months of the date of inception or date of revival of the policy.
17. Free look period: The policyholder has the right to cancel the policy within 15 days from the date of receipt of the policy document, in case he/she does not agree with the terms and conditions of the policy. If the policyholder cancels the policy during free look period, the Company will refund the Fund Value on the date of cancellation plus the un-allocated premium (if any) plus any charge deducted by cancellation of units, after deducting proportionate risk charges and expenses incurred on medicals and stamp duty.
18. The term 'NAV' in this Sales Literature refers to Unit Price.
19. Auto termination: At any time after the policy completes five policy years, in case the Fund Value becomes equivalent to or falls below one year's regular premium due to poor market performance, the policy will automatically terminate and the Fund Value will be payable to the policyholder. There will be no surrender charge levied in case of auto termination of policy.

Section 41 of the Insurance Act, 1938 (as amended from time to time): (1) No person shall allow or offer to allow, either directly or indirectly, as an inducement to any person to take out 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:

Provided that acceptance by an insurance agent of commission in connection with a policy of life insurance taken out by himself on his own life shall not be deemed to be acceptance of a rebate of premium within the meaning of this sub-section if at the time of such acceptance the insurance agent satisfies the prescribed conditions establishing that he is a bona fide insurance agent employed by 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.

Section 45 of the Insurance Act, 1938 as amended from time to time will be applicable. For full text of the provisions of this Section, please contact the Insurance Company or refer to the policy contract of this product on our website www.canarahsbclife.com

DISCLOSURES AND 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 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. Past performance of the investment funds do not indicate the future performance of the same. Investors in the Scheme are not being offered any guaranteed/assured returns. Canara HSBC Oriental Bank of Commerce Life Insurance Company Limited is only the name of the insurance company and Canara HSBC Oriental Bank of Commerce Life Insurance Insure Smart Plan 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. The SFIN (Segregated Fund Index Number) for: Equity II Fund is ULIF00607/01/10EQUTYIIFND136, Growth Plus Fund is ULIF00913/09/10GROWTPLFND136, Balanced Plus Fund is ULIF01013/09/10BLNCDPLFND136, Debt Plus Fund is ULIF01115/09/10DEBTPLFUND136, Liquid Fund is ULIF00514/07/08LIQUIDFUND136, & Discontinued Policy Fund is ULIF01319/09/ 11POLDISCFND136. Please know the associated risks and the applicable charges, from your insurance agent or the intermediary or policy document issued by the insurance company.

The policyholder can know the value of policy wise units as per the FORM D02 through a secured login on the Canara HSBC Oriental Bank of Commerce Life Insurance Company's website: www.canarahsbclife.com

Canara HSBC Oriental Bank of Commerce Life Insurance Insure Smart Plan is a Non-Participating Unit Linked Plan.

Canara HSBC
OBC
Life Insurance

Canara HSBC Oriental Bank of Commerce
Life Insurance Company Limited (IRDAI Regn.No.136)
Registered Office:
Unit No. 208, 2nd Floor, Kanchenjunga Building, 18 Barakhamba Road,
New Delhi - 110001, India
Corporate Office:
2nd Floor, Orchid Business Park, Sector-48, Sohna Road,
Gurugram-122018, Haryana, India
Corporate Identity No.: U66010DL2007PLC248825
Website: www.canarahsbclife.com
Call: 1800-103-0003/1800-180-0003(BSNL/MTNL), **Missed Call:** 0124-6156600
SMS: 9779030003
Email: customerservice@canarahsbclife.in

BEWARE OF SPURIOUS PHONE CALLS AND FICTITIOUS/FRAUDULENT OFFERS. IRDAI clarifies to public that:
- **IRDAI or its officials do not involve in activities like sale of any kind of insurance or financial products nor invest premiums.**
- **IRDAI does not announce any bonus.**

Public receiving such phone calls are requested to lodge a police complaint along with details of phone call, number.