



## PRESS RELEASE

# Canara HSBC Oriental Bank of Commerce Life Insurance launches Smart Stage Money Back Plan

- *New foray into money back space*
- *A traditional participating plan that provides*
  - *3 guaranteed money back payouts of 15% of the sum assured each at the end of 4<sup>th</sup>, 8<sup>th</sup> and 12<sup>th</sup> policy year*
  - *Guaranteed maturity benefit equal to 55% of the sum assured at the end of the policy term*
  - *Family protection through life cover for 15 years*
  - *Limited payment term of 11 years to suit your finances and preference*
  - *Lump sum at maturity through annual and final bonus*

### For immediate release

**New Delhi, 7 January 2014:** Canara HSBC Oriental Bank of Commerce Life Insurance today announced the launch of its Smart Stage Money Back Plan, a traditional participating product, which provides regular guaranteed money back, guaranteed maturity benefit plus all added bonuses to the customer during the term of the policy along with financial protection to the family by way of life cover.

The Smart Stage Money Back is an ideal plan to be financially ready for a child's education and other related needs or fulfilling one's aspirational needs like purchasing a house or a family vacation.

The plan provides three guaranteed money back payouts of 15% of the sum assured each at the end of 4<sup>th</sup>, 8<sup>th</sup> and 12<sup>th</sup> policy year and a guaranteed maturity benefit equal to 55% of the sum assured at the end of the policy term. All benefits in this plan are tax free as per prevailing income tax laws. The product also provides family protection for 15 years through payout of death benefit and offers limited payment term of 11 years.

Speaking at the launch, **Mr. John Holden, Chief Executive Officer, Canara HSBC Oriental Bank of Commerce Life Insurance**, said, "We are pleased to offer Smart Stage Money Back Plan, our entry into guaranteed money back space, for the customers of our banks at an affordable premium starting as low as Rs 11,080 annually at the minimum eligible entry age and sum assured. Based on consumer insights, the product was designed to meet their lifestyle and life stage requirements and provide multiple survival benefits to the customer in the form of guaranteed money back at regular intervals. The plan also provides family protection by way of life cover and maturity benefit making it a smart plan for the customers.

**Mr. Holden further added**, "Another important aspect of this plan is that it creates an element of trust and gratification by payout of guaranteed benefits at regular intervals starting as early as end of 4<sup>th</sup> policy year and hence offers liquidity to customer unlike in traditional endowment plans

With the launch of Canara HSBC Oriental Bank of Commerce Life Insurance Smart Stage Money Back Plan, the Company has further strengthened its product suite to provide the right solution for protecting one's family and saving for future financial needs.

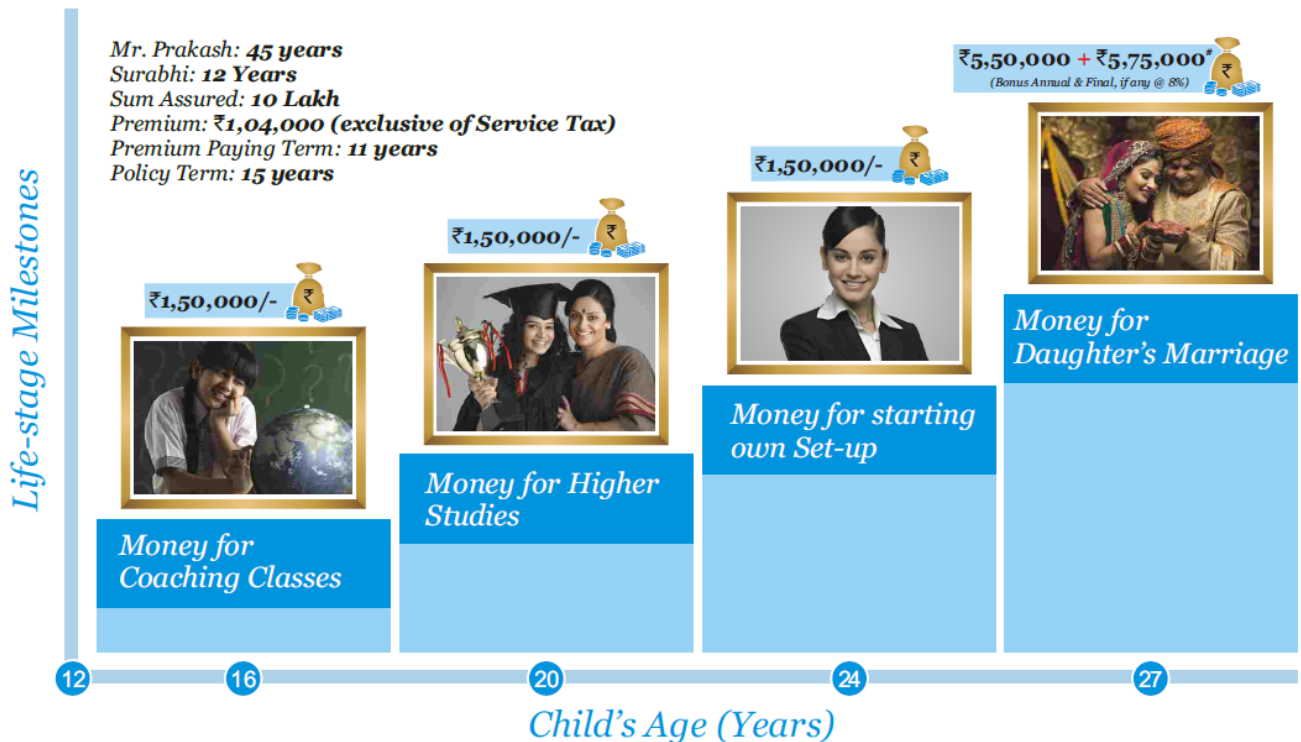
## Key Information

Parameter	Description														
<b>Entry Age</b>	8 years – 55 years														
<b>Max Maturity Age</b>	70 years														
<b>Policy Term</b>	15 years														
<b>Premium Payment Term</b>	11 years														
<b>Premium Mode</b>	Annual and Monthly (Monthly Mode is available through SI/ECS only)														
<b>Min/ Max Premium</b>	Min: Depends on minimum entry age and minimum Sum Assured Max: No Limit														
<b>Sum Assured</b>	Min: Rs 1,00,000 Max: Subject to underwriting														
<b>Premium Mode</b>	Annual and Monthly (Monthly Mode is available through SI/ECS only)														
<b>Death Benefit</b>	Death benefit Sum Assured is higher of <ol style="list-style-type: none"> <li>Sum Assured or</li> <li>10 times Annualised Premium - Higher of [{ Higher of (SA, 10*Annualised Premium Excluding Service Tax ) + Accrued Bonus}, 105% of total Premium Paid]</li> </ol>														
<b>Maturity Benefit</b>	<ol style="list-style-type: none"> <li>55% of the Sum Assured</li> <li>Accumulated Annual Bonuses (for all 15 years in the policy) along with Final Bonus, if any will be paid</li> </ol>														
<b>Guaranteed Money Back</b>	Guaranteed Money Back (% of Sum Assured) payouts at the end of the 4 <sup>th</sup> , 8 <sup>th</sup> , 12 <sup>th</sup> and 15 <sup>th</sup> policy year														
<b>High Sum Assured Rebate</b>	Rebates on tabular premium rate per thousand Sum Assured are given as follows: <table border="1" data-bbox="535 1438 1339 1707"> <thead> <tr> <th>Sum Assured ( ) Rs</th> <th>Rebate on Premium % (per ` 1000 of Sum assured)</th> </tr> </thead> <tbody> <tr> <td>Less than 1,50,000</td> <td>0</td> </tr> <tr> <td>1,50,000 up to 1,99,999</td> <td>5</td> </tr> <tr> <td>2,00,000 up to 2,99,999</td> <td>7.5</td> </tr> <tr> <td>3,00,000 up to 4,99,999</td> <td>10</td> </tr> <tr> <td>5,00,000 up to 9,99,999</td> <td>12</td> </tr> <tr> <td>10,00,000 and above</td> <td>13</td> </tr> </tbody> </table>	Sum Assured ( ) Rs	Rebate on Premium % (per ` 1000 of Sum assured)	Less than 1,50,000	0	1,50,000 up to 1,99,999	5	2,00,000 up to 2,99,999	7.5	3,00,000 up to 4,99,999	10	5,00,000 up to 9,99,999	12	10,00,000 and above	13
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- **Bonuses:** Annual and Final bonuses if any are payable in case of death or maturity
- **Tax Benefit:** Tax Benefits under the plan will be as per the prevailing Income Tax laws and are subject to amendments from time to time

Illustration:

## Plan smart with guaranteed money back payouts at periodic intervals.



*Like every father, Prakash wants his daughter - Surabhi to focus on her dream career and at the same time, provide for periodic cash flows to ensure that she realises her dreams without any financial strains. Prakash would also like to provide his family financial protection, in case of an unfortunate event.*

In the above scenario, **Prakash** takes a **Smart Stage Money Back Plan** when **Surabhi** is 12 years old, he gets ₹1.5 lakh when **Surabhi** is 16 years, thus providing money for coaching classes to get admission in college. **Prakash** also gets another ₹1.5 lakh when **Surabhi** finishes her graduation and prepares for higher studies, at the age of 20. Another, ₹1.5 lakh while **Surabhi** is starting her own set-up. Thus, **Prakash** ensures all the survival benefits take care of **Surabhi's** education and support her start-up venture in life. At the end, when **Surabhi** turns 27, **Prakash** gets approximately ₹11.25 lakh which can be used for **Surabhi's** marriage expenses. Above money received is the money back payout from the Smart Stage Money Back Plan.

\*Final and Annual Bonuses, if any, are not guaranteed.

\*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. All premiums are exclusive of service tax and cess applicable as per the prevailing tax laws and amended from time to time.



## **About Canara HSBC Oriental Bank of Commerce Life Insurance Company Limited**

([www.canarahsbclife.com](http://www.canarahsbclife.com))

Canara HSBC Oriental Bank of Commerce Life Insurance Company Limited was launched in June 2008 and is jointly owned by two of India's largest public sector banks – Canara Bank (holding 51%) and Oriental Bank of Commerce (23%) – and HSBC Insurance (Asia Pacific) Holdings Limited (26%), the Asian insurance arm of one of the world's largest banking and financial services groups – HSBC. The Company has exclusive access to around 60 million customers and a pan-India network of over 6200 branches of Canara Bank, HSBC and Oriental Bank of Commerce.

The formidable distribution strength and in-depth local market knowledge of Canara Bank and Oriental Bank of Commerce coupled with the considerable insurance experience, product range and proven Bancassurance capabilities of HSBC make this an unparalleled union of financial strength, expertise and most importantly, trust.

To deliver affordable insurance solutions to address the needs of the rural population, the social sector and economically weaker sections of the society, especially those who have no or very little access to organised financial services, the Company has also tied up with two Rural Regional Banks (RRBs) – Pragati Krishna Gramin Bank in Karnataka and Kerala Gramin Bank (formerly known as South Malabar Gramin Bank) in Kerala that have a network of over 600 branches and reach out to more than 6 million customers.

Canara HSBC Oriental Bank of Commerce Life Insurance Company understands that today innovation is a key differentiator. Based on customer needs, the Company currently offers 14 products – 5 unit-linked and 9 traditional; 9 out of these are individual and 5 are group products.

The company achieved statutory break-even in 5th year of operations owing to its bancassurance business model, leading to a lean cost structure, strong persistency levels and superior underwriting process. Since launch on June 16, 2008 to December 31, 2013, the Company's business in terms of Gross Written Premium (GWP) stood at Rs 7702.5 crore and the number of policies sold are 4,24,705.

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