

HDFC Standard Life Launches Unit Linked Wealth Multiplier

- *Ideal investment plan for HNIs with best-in-class allocation rates*
- *Limited premium payment term of 3 years only*
- *Flexibility to invest across all market segments (Large-Cap Funds, Mid-Cap Funds and Bond Opportunity Funds).*
- *Offers Manager's Fund, first of its kind of fund in the Indian life insurance industry*

Mumbai, June 2, 2009: HDFC Standard Life, one of India's leading private life insurance companies, today launched HDFC Unit Linked Wealth Multiplier, a first of its kind of life insurance plan in the company's portfolio, ideal for High Networth Individuals (HNIs), with limited premium paying term of 3 years for a fixed tenure of 10 years.

Commenting on the launch of the product, Mr. Paresh Parasnis, Principal Officer and Executive Director, HDFC Standard Life said, "This product is an outstanding investment opportunity as it not only provides the flexibility to choose premium, but also the choice of funds. As the name itself suggests, our Unit Linked Wealth Multiplier lends an opportunity to policyholders to multiply their wealth for long-term by paying premium for a limited period only, supported by a balanced mix of attractive investment options across the Bond Opportunity Fund, Large and Mid-cap Funds. Policyholders can capture growth opportunities through thoroughly researched and selected investments and garner better returns over the long term."

Key features of Unit Linked Wealth Multiplier:

- Minimum premium of Rs. 2.5 lakh per annum and no limit on the maximum premium; Mode of premium is annual and half-yearly,
- Sum assured is 5 times of the chosen annualised premium. Minimum age at entry is 18 years and maximum age is 55 years with maximum age at maturity at 65 years,
- Availability of 5 different funds:

Money Plus Fund - Low capital risk due to exposure only to short-term bonds leading to very stable returns

Bond Opportunities Fund - Higher potential returns than Money Plus due to higher credit exposure leading to more capital stability

Large-Cap Fund - 100% exposure to large cap equities and equity-related securities

Mid-Cap Fund - 100% exposure to mid-cap equities and equity-related securities

Manager's Fund - Dynamic exposure between equity funds and debt funds; policyholders can choose this fund if he/she would like the company's investment manager to take decisions regarding reallocation between equity and debt funds when market condition changes. Investment limits in the funds available through HDFC Unit Linked Wealth Multiplier.

- **Money Plus** – 0% to 5%
 - **Bond Opportunities Fund** – 10% to 60%
 - **Large-Cap Fund** – 15% to 45%
 - **Mid-Cap Fund** – 15% to 45%
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- Option to switch accumulated funds from one fund to another, free for 24 times during a policy year,
 - Premium allocation rates of 90% in the first year, 92% in the second year, and 94% in the third year,
 - In case of the life assured's unfortunate death before the end of the policy term, the company will pay the Sum Assured or the total fund value, whichever is higher,
 - At the end of the policy term, policyholder can redeem the units at the then prevailing unit price.

The charges include administration charges of Rs. 60 per month, fund management charges of 1.75% per annum charged daily of the fund's value, and premium allocation charge of 10% of premium in the 1st year, 8% in 2nd year and 6% in the 3rd year.

Unit linked Wealth Multiplier product is eligible for tax benefits under Section 80C and Section 10(10D) of the Income Tax Act, 1961 subject to the provisions contained therein.

About HDFC Standard Life: HDFC Standard Life, one of India's leading private life insurance companies, offers a range of individual and group insurance solutions. It is a joint venture between Housing Development Finance Corporation Limited (HDFC), India's leading housing finance institution and Standard Life plc, the leading provider of financial services in the United Kingdom.

HDFC Standard Life's Product portfolio comprises solutions, which meet various customer needs such as Protection, Pension, Savings, Investment, and Health. Customers have the added advantage of customizing the Plans, by adding optional benefits called riders, at a nominal price. The company currently has 25 retail and 4 group products in its portfolio, along with five optional rider benefits catering to the savings, investment, protection and retirement needs of customers.

HDFC Standard Life continues to have one of the widest reaches among new insurance companies through a network of 595 offices serving over 700 cities and towns across the country. The company has also increased its depth in existing markets with a strong base of more than 2,00,000 Financial Consultants.