

Kotak

HEADSTART
CHILD ASSURE
Unit Linked Insurance Plan



Ab Chotu Jo Chahe Woh Banega



A JOINT VENTURE WITH  OLD MUTUAL

Faidey ka insurance



KOTAK HEADSTART CHILD ASSURE

Unit Linked Insurance Plan

Your child is your joy, your pride and your world. And you strive to give your little one the very best in life. You would like to provide your child with all the opportunities that could give the extra edge over others. For this, you would require an investment and protection package that is specially designed to help you plan wisely for a financially secure and comfortable tomorrow, no matter what the uncertainty of life.

Introducing Kotak Headstart Child Assure, a unit-linked dual benefit plan to help secure your child's future financial needs and ensure that plans do not go awry, given you may not always be there to help.

Note

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

Key Advantages

- Create wealth for your child's future financial needs
- Ensure financial security of your child through Triple Benefit
- Invest in a wide range of funds
- Get additional protection through riders

Enhanced Protection for Your Loved Ones

Life is uncertain and you would not want to take a chance when it comes to your child's future. In the event of the death of the Life Insured, there would be an irreplaceable void in the life of the child, but Kotak Headstart Child Assure can ensure that the financial loss is minimized.

On the unfortunate event of death¹ of the Life Insured, the beneficiary will get Triple Benefit as mentioned below:

- (i) Basic Sum Assured paid immediately
- (ii) Premium Waiver - Premium payment obligation ceases
All future premiums will be added to the Fund Value
- (iii) The policy will continue⁶ and the Fund Value will be paid at maturity

Your planned corpus will thus remain available to secure your child's future financial needs, be it studying abroad, an entrepreneurial start-up or marriage.

Maximize wealth for your child

Based on your risk taking capacity, you may want to invest in an aggressive fund with high equity exposure, or in a moderate fund, or in a safer debt fund with no equity exposure. You can choose the fund that balances your risk profile with the tenure of your investment for a meaningful amount for your child. A brief description of the funds along with their investment objectives is given below:

Fund Options	Investment Objective	Risk-Return Profile	Equity	Debt (Including Money Market Instruments*)
Classic Opportunities Fund	Aims to maximize opportunity for you through long-term capital growth, by holding a significant portion in a diversified and flexible mix of large / medium sized company equities	Aggressive	75%-100%	0%-25%
Frontline Equity Fund	Aims for a high level of capital growth for you, by holding a significant portion in large sized company equities	Aggressive	60%-100%	0%-40%
Balanced Fund	Aims for moderate growth for you by holding a diversified mix of equities and fixed interest instruments	Moderate	30%- 60%	40%-70%
Dynamic Floor Fund II	Aims to provide you with stable long-term inflation beating growth over medium to long-term and defend your capital against short-term capital shocks	Cautious	0%-75%	25%-100%
Bond Fund	Aims to preserve your capital by investing in high quality corporate bonds and generating relatively higher fixed returns	Conservative	-	100%
Floating Rate Fund	Aims to minimize the downside of interest rate risk for you by investing in floating rate debt instruments that give returns in line with interest rate movements	Conservative	-	100%
Gilt Fund	Aims to provide safety to your capital by investing in Govt. Securities where default risk is close to zero	Conservative	-	100%
Money Market Fund	Aims to protect your capital and not have downside risks	Secure	-	100%

* Investments in Money Market Instruments will not exceed 40%, except for Money Market Fund

Maturity Benefit

At maturity you can take the full Fund Value to meet the financial needs of your child. You can also elect to receive the maturity proceeds partly in cash and the balance by way of installments, for up to 5 years after maturity, by choosing our Settlement Option⁷.

Flexible withdrawals

The financial requirements for your children would change from time to time and you require a child savings plan that is flexible. With this plan, you can access the investment after completion of the 5th policy year through Partial Withdrawals².

Protection boosters

Boost your protection by opting for additional rider benefits. These riders offer additional protection in special situations. The riders, if chosen, will attract rider charges which will be deducted each month from the Fund Value. This plan offers you the following riders:

1. Kotak Accidental Death Benefit (ADB) - Lump sum benefit paid on accidental death
2. Kotak Permanent Disability Benefit (PDB) - Installments on admission of a claim on becoming disabled
3. Kotak Critical Illness Benefit (CIB)* - Lump sum benefit paid on diagnosis of a critical illness
4. Kotak Accidental Disability Guardian Benefit (ADGB) - Future unpaid premiums waived on accidental disability

* In case of Kotak Critical Illness Benefit, the maximum rider sum assured allowed is up to 75% of Basic Sum Assured subject to a maximum of ₹ 20,00,000. Please refer to the rider brochure for more details on riders.

Tax Benefit

Section 80C and Section 10 (10D) of Income Tax Act, 1961 would apply. Premiums paid for Kotak Critical Illness Benefit (CIB) qualify for a deduction under Section 80D. Tax Benefits are subject to change in tax laws. You are advised to consult your Tax Advisors for details.

Additional features to enhance flexibility

To allow your investment plan to keep pace with the changing times and varying needs of your child, there are benefits that you could use.

Additional Options	Benefits
Discontinuance ⁴ of policy	In the event of unforeseen financial emergency, you may decide to discontinue the policy. Discontinuance of the policy before the 5th year will attract Discontinuance Charges.
Switching/Premium Re-direction	Switch between fund options or change your future premium allocation as per your needs and investment objectives to maximize your returns
Policy Loans ⁹	Avail of a policy loan if required, subject to conditions

Eligibility

Entry Age	Min: 18 years, Max: 60 years
Maturity Age	Min: 28 years, Max: 70 years
Policy Term	10 years, 15 to 25 years
Premium Payment Term	Regular: Equal to Policy term Limited: 5 years available with policy term 10 years 10 years available with policy terms 15 to 25 years
Regular Premium	Min: ₹ 20,000 p.a.
Limited Premium Payment (LPP)	For 5 year LPP, min: ₹ 50,000 p.a. For 10 year LPP, min: ₹ 20,000 p.a.
Premium Payment Mode	Yearly and Half-yearly
Basic Sum Assured	Min for entry age less than 45 yrs: Higher of (10 X AP) OR (0.5 X Policy Term X AP) Min for entry age 45 yrs and above: Higher of (7 X AP) OR (0.25 X Policy Term X AP) Max: 25 X AP

Where AP: Annualized Premium

Illustration

Mr. Acharya is a 35-year-old businessman who runs a successful business. He has one year old daughter and wants to create a corpus to take care of her higher education. He is also aware of the unpredictability of life. Keeping this in mind, he would like to ensure that he saves enough to meet the financial needs of his daughter even when he is not around. Kotak Headstart Child Assure is the ideal plan for him as it provides comprehensive protection along with a range of fund options to choose from.

Given below is an illustration of the benefits payable to Mr. Acharya for a 20 year term with an Annual Premium of ₹ 50,000 and a Sum Assured of ₹ 5,00,000:

End Of Year	Age (in years)	Cumulative Premium (₹)	Non-Guaranteed Benefits at 6%		Non-Guaranteed Benefits at 10%	
			Fund Value (₹)	Death Benefit (₹)	Fund Value (₹)	Death Benefit (₹)
10	45	₹ 5,00,000	₹ 5,68,351	₹ 15,68,351	₹ 7,10,555	₹ 17,10,555
15	50	₹ 7,50,000	₹ 9,58,387	₹ 17,08,387	₹ 13,45,995	₹ 20,95,995
20	55	₹ 10,00,000	₹ 14,59,774	-	₹ 22,92,272	-

Net yield at 10% investment return: 8.04%

Please note that the above illustration is an extract of a separate, more detailed benefit illustration. For full details please refer to the Benefit Illustration.

Charges

Premium Allocation Charge

It is charged as a percentage of the Annualized Premium. The net premium is then allocated at the Net Asset Value (NAV)⁶ prevailing on the date of receipt of premiums. The charges applicable are:

Premiums	Policy Year		
	1	2 – 5	6 onwards
₹ 20,000 to ₹ 1,99,999	6%	3%	2%
₹ 2,00,000 to ₹ 9,99,999	5%		
₹ 10,00,000 & above	4%		

Fund Management Charge (FMC)

To manage the funds efficiently, an annual charge is levied as a percentage of the Fund Value and is adjusted in the Net Asset Value⁸. The annual FMC of 1.35% is applicable for all the funds.

Policy Administration Charge

The administration charge is a percentage of the Annualized Premium paid and will be recovered through monthly cancellation of units throughout the policy term:

Annualized Premium	Administration Charge
₹ 20,000 to ₹ 9,99,999	0.25% p.m. subject to a maximum of ₹ 500 per month
₹ 10,00,000 and above	Nil

Switching Charge

The first four switches in a year are free. For every additional switch thereafter, ₹ 500 will be charged.

Partial Withdrawal Charge

For each Partial Withdrawal in any policy year ₹ 500 will be charged.

Mortality Charge

This is the cost of life cover, which will be levied by cancellation of units on a monthly basis. Given below are the annual charges per thousand sum at risk* for a healthy individual.

Age (in years)	25	35	45	55
Mortality charge	1.266	1.496	2.923	7.750

*Sum at Risk = Higher of (105% of all premiums paid less Applicable Partial Withdrawals, Basic Sum Assured plus Fund Value) – Fund Value + Premium Waiver.

Premium waiver is equal to the number of future installments of premium multiplied by the amount per installment.

Rider Charge

For providing the additional rider benefits (if opted for), charges will be recovered by way of additional unit deductions from the Fund Value each month throughout the rider term.

Miscellaneous Charges

Addition or deletion of riders, replacement of policy document, alteration in Basic Sum Assured and policy revival⁵ will be charged at ₹ 500 per request. For premium redirection, a fee of ₹ 100 will be charged.

Protection & Savings for your child in five easy steps

Here's how you can structure your financial planning in 5 easy steps:

- Step 1:** Decide the **amount you will save on annual or half-yearly basis** to secure your child's future.
- Step 2:** Decide the **term of the policy** depending on goals for your child (higher education, marriage, etc.) that you have in mind.
- Step 3:** Choose your **life cover—the Sum Assured**, depending on your existing insurance cover, subject to the minimum requirement.
- Step 4:** Select your **fund options**.
- Step 5:** Choose the **optional rider benefits**.

If you need any further information on how you can secure your family's future, our **Life Insurance Advisor** will be happy to hear from you.

Here's looking forward to a stress-free, happy future!

Terms and Conditions

1. Death Benefit

This benefit will be payable provided you have paid all your premiums up to date. Basic Sum Assured plus Fund Value is subject to a minimum of 105% of total premiums paid less applicable Partial Withdrawals up to time of death. The outstanding loan (including interest) will be deducted from the total death benefit payable.

2. Partial Withdrawal

Partial Withdrawals will be allowed after completion of five policy years. Minimum amount for Partial Withdrawal is ₹ 10,000. Minimum balance of one Annualized Premium should be maintained in the Main Account after Partial Withdrawals.

Partial Withdrawals will not have any effect on the Basic Sum Assured. However, the Minimum Death Benefit of 105% of total premiums paid will be reduced in case of Partial Withdrawals as follows: (1) Up to the age of 60 years, Basic Sum Assured payable on death is reduced to the extent of Partial Withdrawals made during the two years period preceding the date of death (the applicable partial withdrawals). (2) After the age of 60 years, Basic Sum Assured payable on death is reduced to the extent of all partial withdrawals made from age 58 years onwards (the applicable partial withdrawals)

Where any loan is outstanding (including interest) against the policy, the amount of Partial Withdrawal should first be used to repay any outstanding loan (including interest), and the balance shall be paid.

3. Grace Period and Notice Period

There is a Grace Period of 30 days from the due date for payment of premium. Rider benefits will cease at the end of Grace Period. If the premium is not paid until the end of Grace Period, within the next 15 days Kotak Life Insurance will send a notice to the policyholder to either revive the policy or terminate the policy without any risk cover. Notice Period is the duration of 30 days after receipt of the notice by the policyholder. Fund switch is not allowed during the Notice Period.

4. Discontinuance

If premiums are not paid until the end of Grace Period, Kotak Life Insurance will send a notice within the next 15 days, asking the policyholder to exercise the option to either i) revive the policy or ii) opt for complete termination of the policy without any risk cover.

The Fund Value will remain invested in the existing funds as before, until the policyholder exercises the options or till the expiry of the Notice Period (i.e. 30 days after receipt of the notice by the policyholder), whichever is earlier. During the Grace Period and the subsequent Notice Period, the policy is deemed to be in force with risk cover as per terms & conditions of the policy and all charges are deducted.

The policy will be considered discontinued if:

- a. the premiums are not paid and the policyholder has not exercised any option until the end of the Notice Period or
- b. the policyholder exercises the option to discontinue the policy.

The plan benefits will permanently cease in such a scenario.

- In case of discontinuance during the lock-in period of 5 years:
Fund Value of the policy after deduction of Discontinuance Charges, less outstanding loan amounts including interest (if any), will be credited to the Discontinued Policy Fund. This amount will grow at minimum interest rate of 3.50% per annum compounded annually. The proceeds of the discontinued policy will be refunded only after completion of the lock-in period of five years except in case of death where it will be paid out immediately.
- In case of discontinuance after the lock-in period of 5 years:
Policy ends and the proceeds i.e. the Fund Value will become payable immediately, less outstanding loan amounts including interest.

Discontinuance Charges

The charge applicable on the Fund Value is:

Year during which policy is discontinued	Year 1	Year 2	Year 3	Year 4	Year 5 & Onwards
For Premiums upto ₹ 25,000 p.a.	Lowest of: • 20% of AP • 20% of FV • ₹ 3000/-	Lowest of: • 15% of AP • 15% of FV • ₹ 2000/-	Lowest of: • 10% of AP • 10% of FV • ₹ 1500/-	Lowest of: • 5% of AP • 5% of FV • ₹ 1000/-	Nil
For Premiums above ₹ 25,000 p.a.	Lowest of: • 6% of AP • 6% of FV • ₹ 6000/-	Lowest of: • 4% of AP • 4% of FV • ₹ 5000/-	Lowest of: • 3% of AP • 3% of FV • ₹ 4000/-	Lowest of: • 2% of AP • 2% of FV • ₹ 2000/-	Nil

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

5. Policy Revivals

A policy can be revived with or without riders until the expiry of the Notice Period. All benefits will be reinstated on revival. The outstanding premium paid will be used to purchase units on the date of revival. If the policyholder does not exercise the option of revival until the end of Notice Period or opts for complete withdrawal from the policy without any risk cover, the policyholder will be deemed to have completely withdrawn from the policy.

6. Policy Continuance after death claim

After the death claim, the policy will continue and the Fund Value will be paid to the nominee on maturity. The nominee will not have any rights on the policy to make Partial Withdrawals, fund switches or other policy alterations.

7. Settlement Option

This plan provides an option to receive the maturity proceeds in cash or by way of pre-selected periodic installments (yearly, half-yearly and quarterly only), for up to 5 years after maturity by informing the company within 3 months of maturity of the policy.

On selecting the Settlement Option, the number of units to be liquidated to meet each payment shall depend on the respective fund NAVs as on the date of each payment. Partial withdrawals and switches are not allowed during this period. During the settlement period, the investment risk in the investment portfolio is borne by the policyholder. If the Policyholder requests for pre-closure or if the fund value is insufficient to pay the desired amount of installment during the settlement period (due to volatility in the market), then the balance Fund Value will be payable

and the policy will be terminated. Life cover and other benefits are not provided during the settlement period. In case of death of the Life Insured during the Settlement Period, the outstanding Fund Value shall be paid immediately as a lump sum.

8. Net Asset Value (NAV)

NAV of a fund is calculated and published in financial newspapers on a daily basis.

Net Asset Value (NAV) = (Market Value of investment held by the fund +/- the expenses incurred in the purchase/sale of assets + value of Current Assets + any accrued income net of fund management charges – value of Current Liabilities – Provisions) divided by Number of outstanding units in the Fund.

The basis used for unit pricing would be appropriation price or expropriation price, whichever prevails on the valuation date. The Appropriation price shall be the basis used for determining unit price when the Company is required to purchase assets to allocate the units at the valuation date. The Expropriation price shall be the basis in a situation when the Company is required to sell assets to redeem the units at the valuation date.

Where premiums are paid by outstation cheques, the NAV of the clearance date or due date, whichever is later, will be used for allocation of the premium. Transaction requests (including renewal premiums by way of local cheques, demand draft, switches, etc.) received before the cut-off time will be allocated to the same day's NAV and the ones received after the cut-off time will be allocated to the next day's NAV. The current cut-off time is 3:00 p.m. which may vary from time to time as per IRDA guidelines.

Premiums received in advance will be allocated on the scheduled due dates. No interest will be paid on such premiums.

9. Policy Loans

Policy loans shall be granted against the policy once two years' premiums have been paid. The rate of interest shall be determined by the Company from time to time. Currently interest is 12.5% compounding half-yearly.

The minimum loan amount is ₹ 10,000. The maximum loan value is 40% of the Fund Value of the policy at that time.

The outstanding loan amount (including interest) shall be deducted from:

- Partial Withdrawals made after the lock-in period or
- Benefits paid on maturity and death of the Life Insured, or
- The monies transferred to the Discontinued Policy Fund, after deduction of discontinuance charge, or
- Any other benefit payable on the Policy

10. Nomination & Assignment

Nomination will be allowed under the plan as per Sec 39 of the Insurance Act, 1938. An Assignment of the policy may be made by an endorsement upon the policy itself or by a separate instrument signed in either case by the assignor specifically stating the fact of Assignment and duly attested. Such Assignment shall be operative as against the Company effective from the date that the Company receives a written notice of the Assignment and on confirmation of record of such Assignment. Partial assignment of policy is not allowed.

11. Maximum Charge Level

Kotak Life Insurance reserves its right to impose charges not beyond the level mentioned below (Subject to IRDA approval):

- The miscellaneous, partial withdrawal and switching charges may be increased to a maximum of ₹ 2,000.
- Mortality charges are guaranteed for the term of the policy.

12. Free Look Provision

The policyholder is offered 15 days free look period, from the date of receipt of the policy wherein the Policyholder may choose to return the policy within 15 days of receipt if he is not agreeable with any of the terms and conditions of the plan. Should he choose to return the policy, he/she shall be entitled to refund of the premium paid after adjustment for stamp duty and administration expenses and proportionate risk premium.

13. General Exclusion

In case the Life Insured commits suicide within one year of date of issue of the policy, the beneficiary would receive the Fund Value.

14. Service Tax and Education Cess

Service Tax and Education Cess shall be levied on Fund Management Charge and Mortality Charge as per the prevailing tax laws and/or any other laws. In case of any statutory levies, cess, duties etc., as may be levied by the Government of India from time to time, the Company reserves its right to recover such statutory charges from the policyholder(s) either by increasing the premium and / or by reducing the benefits payable under the plan.

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 Old Mutual Life Insurance Ltd. is only the name of the Insurance Company and Kotak Headstart Child Assure 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.
- Please know the associated risks and the applicable charges, from your Insurance Agent or the Intermediary or policy document of the insurer.

Section 41 and 45

Section 41 of the Insurance Act, 1938:

(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:

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 punishable with fine which may extend to five hundred rupees.

Section 45 of the Insurance Act, 1938 states:

No policy of life insurance effected before the commencement of this Act shall after the expiry of two years from the date of commencement of this Act and no policy of life insurance effected after the coming into force of this Act shall, after the expiry of two years from the date on which it was effected be called in question by an insurer on the ground that statement made in the proposal or in any report of a medical officer, or referee, or friend of the insured, or in any other document leading to the issue of the policy, was inaccurate or false, unless the insurer shows that such statement was on a material matter or suppressed facts which it was material to disclose and that it was fraudulently made by the policy holder and that the policy holder knew at the time of making it that the statement was false or that it suppressed facts which it was material to disclose:

Provided that nothing in this section shall prevent the insurer from calling for proof of age at any time if he is entitled to do so, and no policy shall be deemed to be called in question merely because the terms of the policy are adjusted on subsequent proof that the age of the Life Insured was incorrectly stated in the proposal.

About Us

Kotak Mahindra Old Mutual Life Insurance Ltd.

<http://Insurance.Kotak.com>

Kotak Mahindra Old Mutual Life Insurance Ltd is a 74:26 joint venture between Kotak Mahindra Bank Ltd., its affiliates and Old Mutual plc. A Company that combines its international strengths and local advantages to offer its customers a wide range of innovative life insurance products, helping them take important financial decisions at every stage in life and stay financially independent.

The Kotak Mahindra Group

www.kotak.com

Kotak Mahindra 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, to mutual funds, to life insurance, to investment banking, the group caters to the diverse financial needs of individuals and corporate sector. The group has a net worth of over `79 billion and has a distribution network of branches, franchisees, representative offices and satellite offices across cities and towns in India, and offices in New York, London, San Francisco, Dubai, Mauritius and Singapore servicing around 7 million customer accounts.

Old Mutual plc

www.oldmutual.com

Old Mutual plc is an international long-term savings, protection and investment Group. Originating in South Africa in 1845, the Group provides life assurance, asset management, banking and general insurance in Europe, the Americas, Africa and Asia. Old Mutual plc is listed on the London Stock Exchange and the JSE, among others.

Numbers as on 14th June 2010.



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Kotak Headstart Child Assure - UIN 107L066V01 Form No: L066 Ref No: KLI/10-11/E-PB/176
ADB – UIN 107C001V01 Form No: C001, PDB – UIN 107C002V01 Form No: C002, CIB – UIN 107C004V02 Form No: C004, ADGB – UIN 107C011V01 Form No: C011

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Insurance is the subject matter of the solicitation. This is a unit linked non-participating endowment plan. This document is not a contract of insurance and must be read in conjunction with the Benefit Illustration and Policy Document.