

# WHY SETTLE FOR LESS WHEN YOU CAN MAXIMIZE AT A MINIMUM COST?

Aegon Life iMaximize Single Premium Insurance Plan

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



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

## INTRODUCTION

You work hard to give your family nothing but the best. We understand the effort You put to save every penny for your family's future. When it comes to investments, You want to reap the benefits at optimum costs. At Aegon Life Insurance, our endeavor is to provide You with newer solutions that give You the best value for money. Keeping this in mind, we introduce Aegon Life iMaximize Single Premium Plan that aims to maximize your investment by charging You zero premium allocation charge. It is not only a value for money investment but also provides You a choice for opting the protection suitable for You. Moreover, You can avoid the trouble of going through a cumbersome process and get yourself insured directly, through our direct sales channels. It is not only simple but also available at your finger tips.

## WHY iMAXIMIZE SINGLE PREMIUM INSURANCE PLAN?

- Single Premium! No further commitment
- You can choose from 6 Unit linked funds viz. Blue Chip Equity Fund, Accelerator Fund, Opportunity Fund, Stable Fund, Debt Fund, and Secure Fund as per your investment objectives.
- Option to boost your Fund Value through Top-Ups.
- Option of partial withdrawal in case of any sudden contingencies in future.
- Being an online plan, no commissions are payable in this product which is beneficial to the customers by way of lower charges.

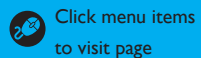
## HOW TO APPLY FOR iMAXIMIZE SINGLE PREMIUM INSURANCE PLAN

All You need to do is follow these simple steps:

**Step 1** Decide on the Single premium You wish to pay

**Step 2** Choose the amount of insurance cover You need (Sum Assured)

**Step 3** Invest your premium in choicest of 6 investment funds

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## ELIGIBILITY

Minimum Premium	₹1,00,000
Minimum Entry Age	8 years last birthday*
Maximum Entry Age	60 years last birthday
Maturity Age	Minimum: 18 years last birthday
	Maximum: 65 years last birthday

Available Policy Term	Age at Entry	Policy Term
	Upto 50 years	10 years
	Greater than 50 years	5 years

Minimum Sum Assured	Age at entry below 45 years	Age at entry greater than or equal to 45 years
	125% of the Single Premium	110% of the Single Premium

Maximum Sum Assured	Age at entry up to 35 years: 10 times the Single Premium For age at entry greater than 35 years the minimum Sum Assured mentioned above is the only available Sum Assured.
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\*The risk cover will start immediately upon commencement of the Policy.

## CHOOSE YOUR INVESTMENT FUNDS

You have the option to invest in any of the six investment funds available in any proportion.

Fund Name	Segregated Fund Identification Number (SFIN)	Objective	Risk Profile	Equities	Fixed Interest Securities	Money Market Instruments
Blue Chip Equity Fund	ULIF01511/02/14BL UECHIPEQ0138	The Fund objective is to provide long-term capital appreciation by investing in a diversified equity portfolio consists of predominantly large cap companies with strong financials, quality management and market leadership.	High	80%-100%	0%	0%-20%
Accelerator Fund	ULIF01203/09/10AC CELERATE0138	This fund will invest in equities of various sectors to diversify the portfolio and generate attractive returns in the long term. It also has the flexibility to invest in fixed interest assets and money market instruments up to 20% each.	High	80% – 100%	0% – 20%	
Opportunity Fund	ULIP01627/06/16 OPPORTUN0138)	This fund will aim to provide a long term wealth generation by actively managing a diversified equity portfolio, predominantly comprising of stocks with market capitalization between INR 5,000 crore to INR 15,000 crore. The fund will also have the flexibility to invest in fixed interest assets and money market instruments upto 20%.	High	80% – 100%	0%	0% – 20%

Stable Fund	ULIF01303/09/10ST ABLE0138	This fund will aim to maintain a balance between equity and debt exposure to have a stable and attractive long term return. It will also shift allocation between debt and equity to gain from asset price movements over medium to long term.	Moderate	20% – 80%	20% – 80%	
Secure Fund	ULIF00505/07/08 SF0138	This fund will aim to generate income consistent with high levels of liquidity while protecting the capital. It will invest in a diversified portfolio of money market instruments & other short term fixed interest securities.	Low	0%	60%-100%	0%-40%
Debt Fund	ULIF00405/07/08 DB0138	This fund will aim to generate attractive returns by investing in a diversified portfolio of government debt, corporate debt, money market instruments and other fixed income securities of varying maturities.	Medium	0%	60%-100%	0%-40%

Investment in money market protects the Net Asset Value (NAV) from volatile market conditions

## BENEFITS OFFERED UNDER THE PLAN

### Death

In case of an unfortunate demise of the Life Assured, the nominee receives higher of Sum Assured or Fund Value or 105% of all the premiums paid. In case a Top-Up fund exists, higher of Top-Up Sum Assured or Top-Up Fund Value will also be paid. The Policy terminates thereafter.

### Maturity

On maturity, You receive the Total Fund Value (including Top Up fund) as on the maturity date.

### Liquidity through Partial Withdrawal

During the Policy Term, You may need money to fulfill certain urgent goals. The partial withdrawal facility gives You the option to withdraw money from your Fund Value after first 5 Policy Years. The maximum amount of partial withdrawal allowed in any Policy Year is 20% of the Fund Value at the beginning of that Policy Year. You have the flexibility to make up to four partial withdrawals in each Policy Year free of charge.



## OTHER FEATURES

### Switch

This feature helps You shift your investments from one fund to another. Four switches are allowed free of charge in each policy year. Any additional switches will incur charges as explained below.

### Top-Up

A Top-Up premium is an additional amount of premium over and above the contractual basic premiums with a minimum amount of ₹ 5,000. At any point of time during the Policy Term, the total Top-Up premiums paid shall not exceed the single premium paid. You can Top-Up your premium anytime apart from the last 5 policy years. Top-Ups allow You to contribute additional premiums if and when You want to boost your Fund Value at your convenience. Payment of Top-Up premium will also increase your policy Sum Assured, thus enhancing the insurance cover on your life.



## TAX BENEFITS

The premiums paid and benefits received are eligible for tax benefits under Section 80C and 10(10D) of the Income Tax Act, 1961 respectively upon fulfillment of conditions laid down for availing such benefits. The tax benefits are subject to change as per change in Tax laws from time to time. Please consult your tax advisor for further details.

## WHAT IF I AM NOT HAPPY WITH THE PLAN?

If You are not satisfied with any of the Terms and Conditions of the Policy, You may return the policy document to the Company for cancellation within 30 days from the date You received the Policy. Upon such cancellation, You will be paid back the non-allocated premium plus charges levied by cancellation of units plus Fund Value at the date of cancellation less proportionate risk charges, stamp duty and cost of medical examination, if any.



## SURRENDER

It is advisable to keep your Policy for the full Policy Term in order to get full benefit from your Policy. However we understand that due to some unforeseen circumstances You may feel the need to surrender the Policy.

If You surrender before the end of first 5 years, your Fund Value will be moved to the Discontinuance Policy Fund after the deduction of discontinuance charges. The returns of the Discontinuance Policy Fund after deduction of the fund management charges is guaranteed not to be less than rate of return stipulated by IRDAI. The proceeds of the Discontinuance Policy Fund will be paid to You after at the end of 5 years.

If You surrender your Policy after completion of first 5 years, your Fund Value will be paid to You.

### Discontinuance Policy Fund

(SFIN: ULIF01403/09/10DISCONPF0138)

The asset allocation applicable under the fund is as follows:

Asset Class	Equities	Government Securities	Money Market Instruments
Allocation Proportion	0%	60% - 100%	0% - 40%

This fund will invest in a diversified portfolio of government securities and money market instruments of short term maturities. The main objective will be to generate relatively less volatile investment income which is at least the guaranteed return of 4% p.a. or as prescribed by IRDAI in the prevailing regulation. Any excess income earned over and above the minimum guaranteed rate will also be apportioned to the Discontinuance Policy Fund.

## WHAT ARE THE CHARGES UNDER THE PLAN?

### Premium Allocation Charge

Zero

### Fund Management Charge

This is a charge levied as a percentage of the value of assets and is appropriated by adjusting the Net Asset Value every day, when the unit linked funds are priced.

Secure Fund	1.00% p.a.
Debt Fund	1.10% p.a.
Blue Chip Equity Fund	1.35% p.a.
Stable Fund	1.35% p.a.
Accelerator Fund	1.35% p.a.
Opportunity Fund	1.35% p.a.
Discontinuance Policy Fund	0.50% p.a.

### Policy Administration Charge

The charge is ₹100 per month levied from the policy fund at the beginning of every policy month by cancelling units.



### Discontinuance charge

It will depend on the year in which the policy has been surrendered.

Where the Policy is surrendered during the Policy year	Discontinuance charges
1st	Lower of 1% (SP or FV) subject to maximum of ₹6,000
2nd	Lower of 0.5% (SP or FV) subject to maximum of ₹5,000
3rd	Lower of 0.25% (SP or FV) subject to maximum of ₹4,000
4th	Lower of 0.1% (SP or FV) subject to maximum of ₹2,000
5th onwards	Nil

SP – Single Premium FV – Fund Value

Discontinuance Charge on Top up premium units: Nil

### Mortality Charge

The mortality charge is deducted by cancellation of units at the beginning of each month of your policy. It will depend on your age and the Sum at Risk which is defined as:

- Higher of [Sum Assured] or [105% of all premiums paid to date] in excess of fund value.
- For Top-Up, it is defined as Top-Up

Sum- Assured in excess of the fund value.

Females are charged slightly lower mortality charges than males. Smokers/Substandard lives may be charged extra as per Board approved underwriting guidelines of the company.

Please refer to Policy Contract for detailed explanation on the calculation of Mortality charges.

### Top-Up

A 5-year lock-in period is observed from the date of making the Top-Up. However this condition will not be applicable in case of surrender or death of Life Assured. If an Installment Premium is outstanding as on the date of receipt of Top-Up premium then, such Top-Up premium will first be adjusted against the payment of outstanding Installment Premiums. The balance, if any will be applied as a Top-Up. Any Partial withdrawal requests made shall be first allowed from the Fund Value built up from the Top-Up premiums, if any, as long as such Fund Value supports the partial withdrawal and subsequently, the partial withdrawals may be allowed from the Fund Value built up from the regular premium.

Top-Up premium will increase the Sum Assured as per the eligibility criteria mentioned below. The increase the Sum Assured will be subject to underwriting. Please refer to Policy Contract for detailed conditions on Top Ups.

Age at making the Top-Up	Minimum Increase in Sum Assured on Top-Up
Upto 44 years	1.25 times the amount
45 years and above	1.10 times the Top-Up amount

Age at making the Top-Up	Maximum Increase in Sum Assured on Top-Up
Upto 35 years	10 times the Top-Up amount

### Additional units

The Company may add units into the Policy account of the Policyholder at various times in the Policy term to comply with the existing IRDAI regulations with respect to net yield on the Fund Value.

### Service Tax

Service tax or any other tax shall be levied as per prevailing tax laws.



## Miscellaneous Charges

Facility	Number of Free Transactions	Charges (₹)
Switch	Four in a Policy year.	Any extra switches will be charged 0.1% of amount switched per switch subject to a cap of ₹200.
Partial Withdrawal	Four times in a Policy year.	Any extra Partial Withdrawal will be charged ₹200 per withdrawal.

The Miscellaneous Charges given above can be increased by the Company upon approval from IRDAI but shall not exceed ₹500.

## TERMS AND CONDITIONS

### Suicide Exclusion

In case of death of the Life Assured due to suicide within 12 months from the date of inception of the Policy, the nominee or beneficiary shall be entitled to fund value, as available on the date of death. Any charges recovered subsequent to the date of death of the Life Assured shall be paid-back to the nominee or beneficiary along with the death benefit

### Death Benefit

Partial Withdrawals made during the period of two years before the date of death will be deducted from Sum Assured for the calculation of Death Benefit.

### Partial Withdrawal

This feature is allowed only if the Life Assured is more than 18 years of age. The amount of any partial withdrawal should not be less than Rs.5,000. An amount equal to single premium paid in this plan should be maintained as fund balance after any partial withdrawal. Any Partial withdrawal requests made shall be first allowed from the Top-Up Fund Value as long as such fund value supports the partial withdrawal and subsequently the partial withdrawals may be allowed from the base Fund Value. Please refer to Policy Contract for detailed conditions on Partial Withdrawal.

## ASSIGNMENT AND NOMINATION

### Assignment:

Allowed as per Section 38 of Insurance Act 1938 as amended from time to time

### Nomination:

Allowed as per Section 39 of Insurance Act 1938 as amended from time to time

### Prohibition of Rebates

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 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.
- 2) Any person making default in complying with the provision of this section shall be punishable with fine, which may extend to Rs. 10 Lakhs.

### Non-Disclosure

Section 45 of the Insurance Act, 1938 (as amended from time to time) states:

- 1) No Policy of Life Insurance shall be called in question on any ground whatsoever after expiry of 3 yrs from the date of date of policy i.e. from the date of issuance of policy or the date of commencement of risk or the date of revival of policy or the date of rider to the policy, whichever is later.
- 2) On the ground of fraud, a policy of Life Insurance may be called in question at any time within 3 years from the date of issuance of policy or the date of commencement of risk or the date of revival of policy or the date of rider to the policy, whichever is later. For this, the insurer shall have to communicate in writing to the insured or legal representative or nominee or assignees of insured, as applicable, mentioning the ground and materials on which such decision is based.



For full texts of Section 38, Section 39 and Section 45, please refer to the Insurance Act, 1938 (as amended from time to time).

## DISCLAIMER

- The brochure is not a contract of insurance. The precise Terms and Conditions of this plan are specified in the policy contract.
- This product is underwritten by Aegon Life Insurance Company Ltd.
- Insurance cover is available under this product.
- Smokers/Substandard lives may be charged extra mortality charges as per Board approved underwriting guidelines of the company.

## ABOUT AEGON LIFE INSURANCE

Aegon Life Insurance Company Limited (formerly AEGON Religare Life Insurance Company Limited) launched its pan-India operations in July, 2008 following a multi-channel distribution strategy with a vision to help people plan their life better. The fulfillment of this vision is based upon having a complete product suite, providing customised advice and enhancing the overall customer experience. Aegon, an international provider of life insurance, pensions and asset management and Bennett, Coleman & Company, India's leading media conglomerate, have come together to launch Aegon Life Insurance. This joint venture adopts a local approach with the power of global expertise to launch products that are focused on providing customers with the means to meeting their long-term financial goals. The company is headquartered in Mumbai having 53 branches across 46 cities. The company has around 9600 life insurance agents serving over 4 lakh customers across India.

## ABOUT AEGON

Aegon's roots go back 170 years – to the first half of the nineteenth century. Since then, Aegon has grown into an international company, with businesses in more than 20 countries in the Americas, Europe and Asia. In the US, Aegon's leading market, it operates under the Transamerica brand. Today, Aegon is one of the world's leading financial services organizations, providing life insurance, pensions and asset management. Aegon never loses sight of its purpose to help its customers secure their long-term financial future. With around 28,000 employees, it has 635 billion Euros of revenue-generating investments.

## ABOUT BENNETT, COLEMAN & COMPANY LIMITED

The Times Group is one of the leading media conglomerate in India having presence in print, radio, TV, outdoor media and the internet through Bennett, Coleman and Company Limited (BCCL) and its subsidiaries. The Times of India, the flagship brand of the company, is the number 1 English newspaper in India and the World by circulation. With a turnover exceeding a billion dollars, the group has the support of over 25,000 advertisers, 11,000 employees and an audience spanning across all continents.

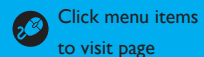
## HOW TO CONTACT US?

If you want to talk to us, just call our customer service team on (Toll Free) 1800 209 9090 or visit our web page [www.aegonlife.com](http://www.aegonlife.com)

**Product Name:** Aegon Life iMaximize Single Premium Insurance Plan UIN - I38L049V02

**Risk factors** - Unit linked Life Insurance products are different from the traditional insurance products and as such, are subject to risk factors. The premium paid in unit linked life insurance policies are subject to investment risks associated with capital markets and the NAV's of the units may go up or down based on the performance of fund and factors influencing the capital market and the policy holder is responsible for his/ her decisions. Aegon Life Insurance is only the name of the Insurance Company and Aegon Life iMaximize Single Premium Insurance Plan is only the name of the unit linked life insurance contract. 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.

This is a non-participating unit linked savings plan and we do not offer policy loan in this plan.



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## 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.

Product Name: [Aegon Life iMaximize Single Premium Insurance Plan, UIN: I38L049V02](#)

An online unit linked insurance plan

For more details:

Call (Toll Free) [1800 209 9090](tel:18002099090)

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



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