

AN INSURANCE PLAN TO SECURE YOUR FAMILY WITH THE OPTION OF DUAL PROTECTION*

• Why buy this plan? •



Flexibility to choose any combination of Policy Term and Premium Payment Term based on your financial goals**



Option to choose between 2 Death Benefit Payout Options



Opportunity to enhance your Maturity Payout by way of Bonuses^



Tax Benefits^^



*Dual protection is available only under Option 2 by way of lumpsum Death Benefit with Maturity Payout. **As per features available under the product. ^Bonus rates may vary from one year to another depending upon the performance of the company. ^^Tax benefits are as per the Income Tax Act, 1961 and are subject to any amendments made thereto from time to time.

Generali Central New Assure Plus

Individual, Non-Linked, Participating (with profits), Savings, Life Insurance Plan

You've always strived hard to give your family nothing but the best, to ensure their happiness at every stage under any circumstance. However, life is full of surprises. Most of them are pleasant, but you never know when misfortune may strike and your hard work may get undone in your absence.

Presenting Generali Central New Assure Plus, a life insurance plan which empowers you to fortify your family's financial future with one or two payouts, depending on the choice of plan you make. With this plan in your portfolio, you can be rest assured that the hard work you've put in to keep your family safe and sound will never get undone.

Unique product benefits

1. Flexibility to choose any combination of Policy Term and Premium Payment Term based on your financial goals.
2. Opportunity to enhance your Maturity Payout by way of Bonuses.
3. Option to choose between 2 Death Benefit Payout Options.
4. Tax Benefits under as per the prevailing tax laws.

How does it work?

Step 1: Choose the Death Benefit option and amount of insurance cover you desire under this policy.

Step 2: Choose the Policy Term and Premium Payment Term as per your financial goal.

Step 3: Our sales representative will help you calculate your Premium and provide you a customised Benefit Illustration – a detailed break-up of what you pay and what you get.

Plan Summary

Parameter	Criterion						
Entry Age (as on last Birthday)	3 years – 55 years						
Maturity Age	18 years - 70 years <ul style="list-style-type: none">For minor life assured having age less than 8 years, minimum policy term to be chosen shall be equal to (18 less age at entry) years.For life assured having entry age greater than or equal to 8 years but less than or equal to 40 years, the policy term to be chosen shall be between 10 years to 30 years, both inclusive.For life assured having age greater than 40 years, maximum policy term to be chosen shall be equal to (70 less age at entry) years.						
Policy Term	10 to 30 years						
Premium Payment Term	Benefit Payout Option 1: 5 years to Policy term (including both) Benefit Payout Option 2: 5 years to (Policy term less 5 years) (including both)						
	<table><tr><th>Premium Payment Term</th><th colspan="2">Policy Term</th></tr><tr><th>Option</th><th>Benefit Payout Option 1</th><th>Benefit Payout Option 2</th></tr></table>	Premium Payment Term	Policy Term		Option	Benefit Payout Option 1	Benefit Payout Option 2
Premium Payment Term	Policy Term						
Option	Benefit Payout Option 1	Benefit Payout Option 2					

	5 to 9	10 years to 30 years	Premium paying term + 5 years to 30 years
	10 to 25	Premium paying term to 30 years	Premium paying term + 5 years to 30 years
	26 to 30	Premium paying term to 30 years	Not Applicable
Sum Assured	Minimum – Rs. 1,00,000 Maximum – No Limit		
Premium Payment Frequency	Yearly, Half Yearly, Quarterly & Monthly		
Premium amount	Minimum Annualized Premium- Rs. 10,000 subject to Minimum SA of Rs. 1,00,000 Maximum Premium- No Limit		

Note:

1. For minors, the date of issuance of policy and date of commencement of risk shall be the same
2. Premiums mentioned above are excluding applicable taxes and extra premium paid as a part of underwriting requirements, if any.
3. Age, wherever mentioned is age as on last birthday.

What are your Benefits?

1. Maturity Benefit:

Once your policy matures at the end of the Policy Term and if you have paid all your due premiums, you will receive Maturity Benefit as per the chosen option-

a) **Option 1:**

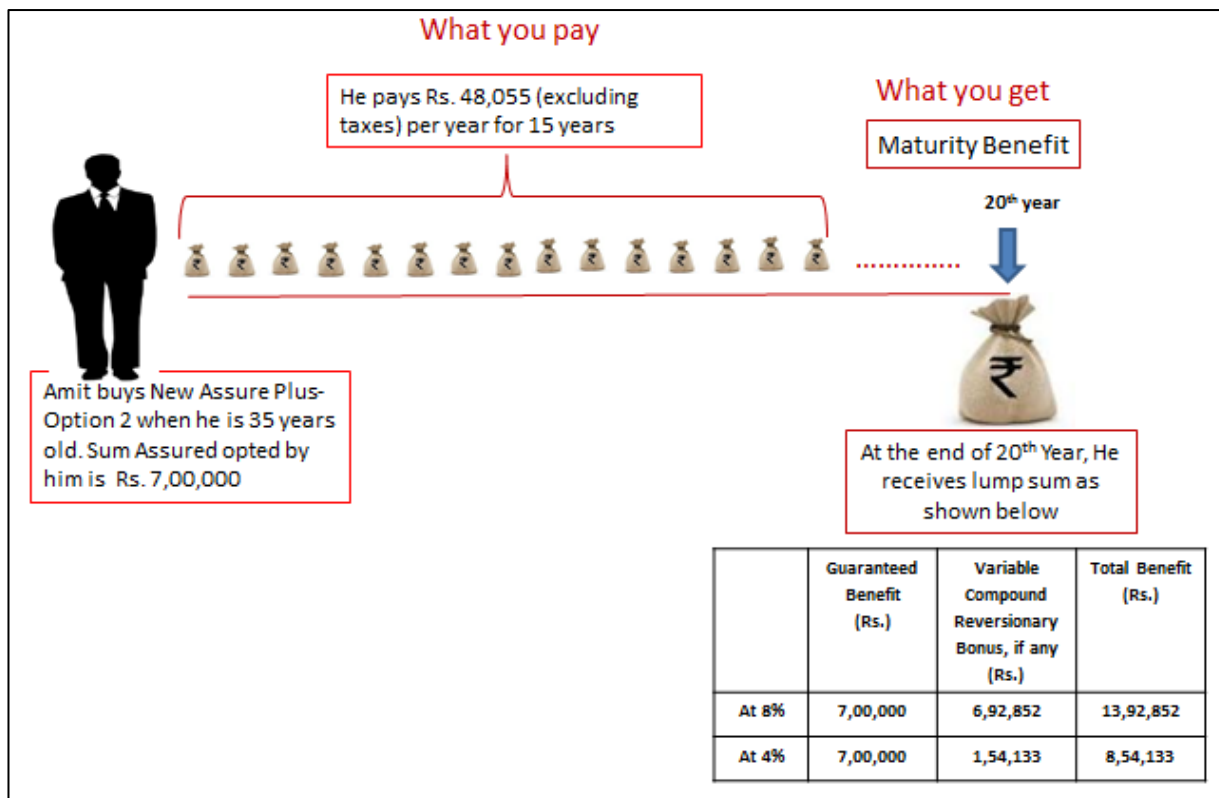
Guaranteed Maturity Sum Assured equal to Sum Assured plus Vested Compound Reversionary Bonuses, if any, plus Terminal Bonus, if any, shall be paid

b) **Option 2:**

1. Guaranteed Maturity Sum Assured equal to Sum Assured plus Vested Compound Reversionary Bonuses, if any, plus Terminal Bonus, if any, shall be paid
2. Even in case of death of the Life Assured, the Maturity Benefit will be payable if all Installment premiums due till date of death of the Life Assured have been received in full.

Let's understand this benefit with the help of an example:

Amit is 35 years old and has purchased New Assured Plus – Option 2. He has opted for Rs. 7,00,000 Sum Assured for a Policy Term of 20 years and Premium Payment Term of 15 years. He pays Rs. 48,055 premium (excluding taxes) annually for a term of 15 years.



Please Note: Some benefits are guaranteed and some benefits are variable with returns based on the future performance of your life insurance company. These assumed rates of return 8% and 4%, are not guaranteed and they are not upper or lower limits of what you might get back as the value of your policy is dependent on a number of factors including future investment performance.

2. Death Benefit during the Policy Term

Death Benefit in this plan secures your family in case of your unfortunate demise during the Policy Term. You have the option to choose between two Death Benefit Payout options

Option 1 – Lumpsum Death Benefit Payout:

Under this option, Death Benefit payable to your nominee shall be higher of:

- 105% of the total premiums paid (excluding taxes, rider premiums and extra premiums, if collected explicitly) as on date of death; and
- Death Sum Assured plus vested Compound Reversionary Bonuses, if any plus Terminal Bonus, if any.

The Policy will terminate on payment of Death Benefit under Option 1

Option 2 – Lumpsum Death Benefit with Maturity Payout

Under this option, two payouts will be made to your nominee.

- Lumpsum Death Payout:** The first payout which is the Lumpsum Death Payout will be paid at the time of death.

Death Benefit payable to your nominee shall be higher of:

- 105% of the total premiums paid (excluding taxes, rider premiums and extra premiums, if collected explicitly) as on date of death; and
- Death Sum Assured



2. **Maturity payout:** The second payout equal to Guaranteed Maturity Sum Assured plus Reversionary Bonus (if any) plus Terminal Bonus (if any) will be paid at the time of Maturity of the Policy i.e. at the end of the Policy Term. The payout at the time of maturity is made, because the policy continues after the death of the insured person. No further premiums are payable under the policy after the death of the Life Assured. The policy continues to participate in profits even after the death of the Life Assured.

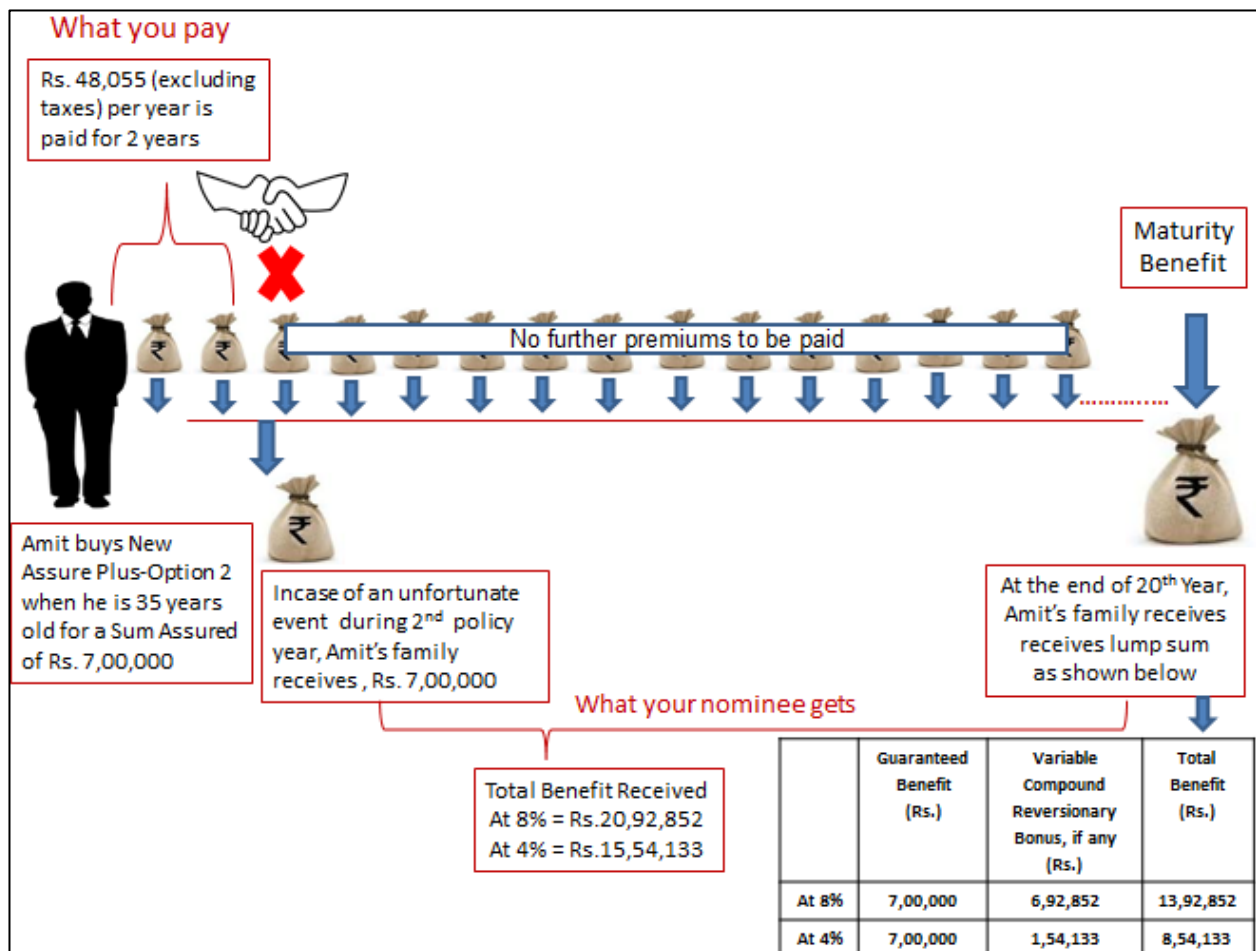
Nominee shall not have any right to avail loan, assignment and surrender as available to Policyholder under the Policy.

Death Sum Assured is defined as Higher of:

- i. 10 times Annualised Premium (excluding taxes, rider premiums and underwriting extra premiums, if any)
- ii. Guaranteed Maturity Sum Assured, which is equal to sum assured
- iii. Absolute Amount payable on death, which is equal to sum assured

Note: The premiums above exclude taxes, rider premiums and extra premiums, if any as these are collected separately in addition to the regular premium for this product.

Let's understand this benefit with the help of the previous example:



It is assumed that the death occurs in the 2nd policy year. The benefit payable to Amit's nominee(s) will be:

Please Note: Some benefits are guaranteed and some benefits are variable with returns based on the future performance of your life insurance company. These assumed rates of return 8% and 4%, are not guaranteed and they are not upper or lower limits of what you might get back as the value of your policy is dependent on a number of factors including future investment performance.

- 1. Compounded Reversionary Bonus:** At the end of each financial year, the Company may declare a bonus expressed as a percentage of the Sum Assured and all previous bonuses declared. The bonus of each year is added to the Sum Assured and the next year's bonus is calculated on the enhanced amount.
- 2. Terminal Bonus:** The Company may declare a terminal bonus which may be payable on death or on maturity of the plan.

LITTLE PRIVILEGES JUST FOR YOU

Large Sum Assured Discount

For policyholders opting for high Sum Assured, a large Sum Assured discount is available as given below:

	Discount on premium per Rs.1000 Sum Assured
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Sum Assured/Premium Payment Term	5	6-10	11-15	16-20	21-30
1,00,000-1,99,999	Nil				
2,00,000-4,99,999	6	4	1	0	0
5,00,000 and above	11	8	5	3	2

Free Look Period

In case you disagree with any of the terms and conditions of the policy, you can return the policy within 30 days of its receipt of the Policy Document (whether received electronically or otherwise). To cancel the policy, you can send us a request for cancellation along with the reason for cancellation. We will cancel this policy if you have not made any claims and refund the Instalment Premium received after deducting proportionate risk premium for the period of cover, stamp duty charges and expenses incurred by us on the medical examination of the Life Assured (if any).

If the Policy is opted through Insurance Repository (IR), the computation of the said Free Look Period will be as stated below:-

- For existing e-Insurance Account: Computation of the said Free Look Period will commence from the date of delivery of the e mail confirming the credit of the Insurance Policy by the IR.
- For New e-Insurance Account: If an application for e-Insurance Account accompanies the proposal for insurance, the date of receipt of the 'welcome kit' from the IR with the credentials to log on to the eInsurance Account(e IA) or the delivery date of the email confirming the grant of access to the eIA or the delivery date of the email confirming the credit of the Insurance Policy by the IR to the eIA, whichever is later shall be reckoned for the purpose of computation of the Free Look Period.

Grace period

A grace period of 30 days from the premium due date will be allowed for payment of premiums for annual, quarterly and half-yearly premium payment mode and 15 days from the premium due date for monthly premium payment mode. During the grace period, the policy will remain in-force and shall be entitled to receive all the benefits subject to deductions of due premiums.

Flexibility to make changes in Premium Payment Frequency

You can change your premium payment frequency subject to minimum eligibility criteria. Such change shall be applicable on the Policy Anniversary.

The premiums for various modes as up to a percentage of annual premium are given below:

- Half-yearly Premium – 52.0% of annual premium
- Quarterly Premium - 26.5% of annual premium
- Monthly Premium - 8.83% of annual premium

There shall be no charge made for the change of premium payment mode.

The Company will offer waiver of modal premium loadings for Annualized Premium of Rs. 1 crore and above.

Riders

No riders will be available in this plan.

Loan

You may avail a loan once the policy has acquired a Surrender Value. The maximum amount of loan that can be availed is up to 85% of the Surrender Value. The minimum amount of policy loan that can be taken is Rs. 10,000. For more details, please refer to the policy document. The interest rate applicable for the Financial Year will be declared at the start of the Financial Year, basis current market interest rate on 10-year Government Securities (G-Sec) as on 31st March every year + 2% rounded to nearest 1%. The current interest rate applicable on loans is 9% per annum compounded half-yearly for the Financial Year 2024-25. Please contact Us or Our nearest branch for information on latest interest rate on loans.

Tax Benefits

Premium(s) paid are eligible for tax benefit as may be available under the provisions of Section(s) 80C and 10(10D) as applicable. For further details, consult your tax advisor. Tax benefits are subject to change from time to time.

TERMS AND CONDITIONS

Non Payment of Premium

Lapse:

- If due premiums for the first (1) policy year has not been paid within the grace period, the policy shall lapse and will have no value. All risk cover ceases while the policy is in lapsed status.
- The policyholder has the option to revive the policy within 5 years from the due date of the first unpaid premium.
- In case the Policy is not revived during the revival period no benefit shall be payable at the end of revival period and the policy will terminate thereafter.

Paid-Up Value

If the due premiums for the first or more policy years have been paid and any subsequent premium is not paid within the grace period, the policy will be converted into a Paid-Up policy and the Sum Assured and Death Sum Assured will be reduced in the same proportion as the ratio of number of premiums paid to the total number of premiums payable under the policy. The plan will acquire no further bonuses once the policy is in "Paid-Up" status. The bonuses already accrued, remains attached to the policy.

- You can revive your Paid-Up policy within a period of five years from the due date of the first unpaid premium.
- You can surrender your Paid-Up policy anytime during the Policy Term.

Revival

- You have the option to revive a lapsed/paid-up policy within 5 years from the date of the first unpaid due premium.
- Revival of a Policy cannot be done once the Policy Term is over.
- The revival will be considered on the receipt of the application from the policyholder along with the proof of continued insurability of life assured and on the payment of all overdue premiums with interest, if any.

- We, however, reserve the right to accept on original terms, or on modified terms or decline the revival of a discontinued policy. The revival of the discontinued policy shall take effect only after the same is approved by the Company and is specifically communicated to the Policyholder.
- The revival will be effected as per the Board approved underwriting policy.
- The simple interest rate charged is 9% p.a. for FY 2024-25. The revival interest rate shall be determined by the Company from time to time based on current market interest rate on 10-year Government securities (G-Sec) as on 31st March every year + 2% rounded to nearest 1%. The interest rate applicable for the financial year will be declared at the start of the financial year. However, the Company may decide to increase the interest charged on revival from time to time with appropriate approval.

Surrender Value

We encourage you to continue your policy as planned, however, you have the option to surrender the same for immediate cash requirement, in case of an emergency, any time after completion of first policy year provided one full year premium has been received.

The amount payable on surrender will be higher of the Guaranteed Surrender Value (GSV) and Special Surrender Value (SSV).

Guaranteed Surrender Value (GSV):

- The GSV shall be GSV factor for Premium multiplied by total premium paid (excluding taxes, rider premium and extra premiums, if collected explicitly) plus GSV factor for Bonus multiplied by vested Compound Reversionary Bonus, if any.

Special Surrender Value (SSV):

Special Surrender Value (SSV) shall be based on the Company's expectation of future financial and demographic conditions and may be reviewed annually by the Company in accordance with the applicable IRDAI regulations in this behalf.

It is calculated as:

- **For premium paying and reduced paid-up policies:**
Special Surrender Value Factor for Sum Assured x (Paid up Sum Assured) plus Special Surrender Value Factor for Vested Bonus x (Vested Compound Reversionary Bonus)
- **For fully paid-up policies:**
Special Surrender Value Factor for Sum Assured x (Paid up Sum Assured) plus Special Surrender Value Factor for Vested Bonus x (Vested Compound Reversionary Bonus) plus Special Surrender Value Factor for Contingent Future Bonus x (Contingent Future Bonus)
- Contingent future annual revisionary bonus rate may be declared every financial year and will explicitly be applicable only when a fully paid up policy is surrendered.
- A Policy terminates on surrender and no further benefits are payable under the policy.

Vesting of the Policy in Case of Policies Issued to Minor Lives

The policy vests on the Life Assured on the policy anniversary coinciding with or immediately following the 18th birthday of the Life Assured. In case of death of the Policyholder while the Life Assured is a minor, the surviving parent/ legal guardian may be appointed as a new Policyholder. In case the policy is in Paid-Up status or upon non-payment of future premiums, provisions as mentioned above shall apply.

Nomination and Assignment

Nomination, in accordance with Section 39 of Insurance Act, 1938 as amended from time to time is permitted under this policy.

Assignment, in accordance with Section 38 of Insurance Act, 1938 as amended from time to time is permitted under this policy.

Exclusions

Suicide exclusion:

In case of death of Life Assured due to suicide within 12 months from the date of commencement of risk under the policy or from the date of revival of the policy, as applicable, the nominee or beneficiary of the policyholder shall be entitled to at least 80% of the total premiums paid till the date of death or the surrender value available as on the date of death whichever is higher, provided the policy is in force.

Grievance Redressal Processes

In case you have any grievances on the solicitation process or on the Product sold or any of the Policy servicing matters, you may approach the Company in one of the following ways:

- (a) Calling the Customer helpline number 1800-102-2355 for assistance and guidance
- (b) Emailing @ care@ generalicentral.com
- (c) You may also visit us at the nearest Branch Office. Branch locator - <https://generalicentrallife.com/branch-locator/>
- (d) Senior citizens may write to us at the following id: senior.citizens@ generalicentral.com for priority assistance
- (e) You may write to us at:
Customer Services Department

Generali Central India Insurance Co. Ltd,
Unit 801 and 802, 8th floor, Tower C,
Embassy 247 Park, L.B.S Marg, Vikhroli (W)
Mumbai – 400083

We will provide a resolution at the earliest. For further details please access the link:
<https://generalicentrallife.com/customer-service/grievance-redressal-procedure>

Prohibition on 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 a default in complying with the provisions of this section shall be liable for a penalty

which may extend to ten lakh rupees.

Fraud and Misstatement:

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 the expiry of 3 years from the date of the policy i.e. from the date of issuance of the policy or the date of commencement of risk or the date of revival of the policy or the date of the rider to the policy, whichever is later.

2. A policy of Life Insurance may be called in question at any time within 3 years from the date of issuance of the policy or the date of commencement of risk or the date of revival of the policy or the date of the rider to the policy, whichever is later, on the ground of fraud.

For further information, Section 45 of the Insurance laws (Amendment) Act, 2015 may be referred.

Why choose us?

Generali Central Life Insurance Company Limited offers an extensive range of life insurance products, and a distribution network that ensures we are close to you wherever you go.

At the heart of our ambition is the promise to be a lifetime partner to our customers. And with the help of technology, we are making the shift from not only offering protection to our customers but also providing personalized services to them.

It starts with our extensive agent base which is at the core of this transformation. Through our distribution network, we ensure that there is always a caring touch while servicing the individual needs of our customers. With this philosophy, we aim to make simplicity, innovation, empathy and care synonymous with our brand - Generali Central Life Insurance Company Limited.

Disclaimer

This Product is not available for online sale.

For detailed information on this plan including risk factors, exclusions, terms and conditions etc., please refer to the policy document and consult your advisor, or, visit our website before concluding a sale. Tax benefits are as per the Income Tax Act 1961 and are subject to any amendment made thereto from time to time. You are advised to consult your tax consultant.

Generali Group's and Central Bank of India's liability is restricted to the extent of their shareholding in Generali Central Life Insurance Company Limited.

Generali Central Life Insurance Co. Ltd. (IRDAI Regn. No. 133), CIN: U66010MH2006PLC165288,
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Vikhroli (W), Mumbai – 400 083
Email: care@generalicentral.com
Call us at 1800-102-2355
Website: generalicentrallife.com
UIN: 133N065V03



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BEWARE OF SPURIOUS PHONE CALLS AND FICTIOUS/FRAUDULENT OFFERS!

IRDAI is not involved in activities like selling insurance policies, announcing bonus or investment of premiums. Public receiving such phone calls are requested to lodge a police complaint.