

Term Insurance

Safeguard the financial future of your family when you are not around

A term insurance plan is the most basic form of life insurance. It offers a high cover amount at a very nominal premium and is one of the cheapest forms of life insurance. Term insurance plans take care of all the financial needs of your family when you are not around. Think of it the way you cast a blanket over your sleeping child, the term insurance plan casts a safety net over your loved ones in the future. You may not be physically present to finance their future goals, but the term insurance can and will.

Why should you buy Aviva Term Insurance Plans?

“Why should I buy term life insurance,” you must be thinking. We have discussed the benefits you and your family receive when you buy term life insurance.

To secure your family's financial future

Life is full of twists and turns, and as a bread-earner of your family, it is your responsibility to secure your parents/spouse/children's financial future. Buying the best term life insurance in India will help you secure a high assured sum with a low premium for your family in case of any unfortunate event.

To protect your assets

Every one of us has to take loans and debts to build a house, business, or buy vehicles. But what if something unforeseen happens to you? If you buy a life insurance term plan well in time, it will help take care of your debts all the while ensuring your family's financial security.

To protect against lifestyle risks

Losing an earning member of a family can turn your loved ones' life upside down within a second. It often makes it difficult for families to make ends meet. But if you buy term life insurance online, you can make sure that your family does not have to fend for their needs as well as wants after you.

Who Should Buy Term Life Insurance Plans

Parents who want to secure their children's future education

Newly-married couples who want to gift their spouse more than a momentary gift, a gift of secure financial future

Working women who want to ensure the financial security of their parents/spouse/children even in their absence

Taxpayers who are looking for a tax saving plan*. Premiums paid against Term insurance plans are exempted from taxable income under section 80 C of the Income Tax Act of 1961

Self-employed business owners and entrepreneurs as they earn no fixed income and might have a burden of personal or business loan on them.

Young professionals who have recently started their bright future - now that you do not have family or major responsibility yet, you can start investing early so you will have a term insurance policy in place when you are ready to take the next responsibility.

A business owner of a Partnership business to ensure continuance of business in case of an unfortunate event

For the Key Person in your organization

Benefits of Buying Term Insurance

High assured sum at affordable prices

One of the most significant benefits of life insurance term plan is that you can ensure a higher sum assured at a low premium. One secret to paying a low premium is to start early. The earlier you start, the lower the premium will be. Also, if you want to get more term insurance benefits, consider buying them online as you won't have to pay extra charges of commission.

Illnesses

Protection against liability

The unforeseen demise of a bread-earner can take a huge toll on their family, emotionally as well as financially. And if you have taken loans and debts, your family will have to fend for the money to repay your debts after you.

With term insurance with maturity benefits, your family can repay your debts without having to lose their financial security.

Why Aviva Term Insurance Plans?

Because we are committed to help you prepare for life's biggest challenges

98.98% Claim Settlement Ratio

Your Claims are our top priority (Annual Audited Financial Statement for FY 2023-24)

India's Trusted Private Life Insurance Brand, 2025

Awarded 7 times in a row the Most Trusted Brand (TRA's Brand Trust Report, India Study 2025)

Strong Partnerships

We are a joint venture of Dabur Invest Corp and Aviva International Holding Limited

Term Insurance Related FAQs

Why you need a term insurance policy?

Life is rarely certain and unwanted events can create havoc with the best laid plans. The absence of a family member causes extreme turmoil - physically, emotionally and financially. Your life is precious, especially if you are the breadwinner of the family. A term insurance policy takes care of the monetary needs of your family even when you are not around. It helps your

family settle unpaid debts & loans, fund the child's education and deal with day to day living expenses.

What are the documents required to buy term insurance plan online?

Buying the term insurance plan online is really simple – just make a note of the following documents you need to attach with your application form:

Age proof
ID proof
income proof

How to choose best term insurance plan in India?

Please check whether your insurer offers the following benefits before buying a term plan:

Claim Settlement Ratio- The higher the ratio, the more efficient the insurance provider is with settling insurance claims. Aviva had a high claim settlement ratio of 96.06% last year.

Sum Assured- This is the amount of money that the plan will pay in case of the insured's demise during the plan tenure. It is important to opt for appropriate sum assured such that your family is taken care of financially in your absence.

Flexible Payout- The insurer may offer flexibility with respect to payment of claims. The claims can either be paid as a lump sum or at regular intervals i.e. monthly, quarterly or yearly.

Tax Benefits- The term insurance premiums fetch you tax benefits under Sec 80C of the Income Tax Act, 1961.

How Aviva term plan secures the financial future of your family?

Aviva term plan offers you the best term insurance plan with the multiple benefits:

Term plans provide high sum assured at affordable premiums

Help cover financial liabilities of the family

Offer flexibility of payout as lump sum or regular income

Offers riders which provide coverage against critical illness and disability at nominal cost

Provide tax benefits on premium paid as per tax law

What is the amount of term insurance cover that I need?

There is no defined formula to identify the amount of life cover you should opt for; it varies from person to person.

The table below gives broad guidelines which can be used as a rule of thumb.

Age Band

Cover

20 – 25 years (single)

8-10 times the annual income plus any outstanding liabilities

25 – 30 years (newly married)

12 – 15 times the annual income plus any outstanding liabilities

30 – 45 years (with young kids)

15 – 20 times the annual income plus any outstanding liabilities

45 – 55 years (post responsibilities)

8-10 times the annual income plus any outstanding liabilities

How does a term plan work?

A term plan is the most elementary form of life insurance. By purchasing a term insurance policy, you, as the 'policyholder' pay a nominal amount as 'premium' for a certain period or tenure. The earlier you purchase a term plan, the lesser will be the premium (per year) you have to pay. In case, you meet an unfortunate incident resulting in loss of your life, your family or 'nominee' is given the 'sum assured' or 'cover' - large lump sum amount to meet your financial liabilities. In case you wish to have an additional coverage beyond just life cover, you can choose riders, such as critical illness and disability.

Does term insurance come under 80C?

Like all life insurance products, term insurance also offers tax benefits. Primarily, you get tax rebates for the premiums paid under your policy. Premium paid for a term plan will offer tax benefits under sec 80C of the Income Tax Act. Any payout made to the beneficiaries is tax free.

What are the exclusions while buying term insurance?

Death cover under all circumstances except the following:

Death due to any pre-existing medical condition not mentioned in the policy term

Death due to any illegal activity

Suicide within the first year of policy tenure

What does term insurance mean?

Term life insurance is the simplest form of life insurance that protects your family and dependents against financial crisis even when you are not around. Term insurance plans offer high assured sums at low-cost premiums. The sum assured is paid to the nominee in case of the demise of the person insured during the tenure of the term insurance policy.

How much should a term plan cover?

The coverage or sum assured of term life insurance depends on various factors. These factors include: • The number of dependents you have • The kind of lifestyle you will want to provide to

your loved ones in case of your untimely demise • Your savings, expenses, as well as investment needs • Term insurance premium you can afford to pay • The amount needed for your children's education, your family's needs, medical and emergency expenses, as well as increasing inflation rate However, you can use a term insurance calculator to calculate the term policy coverage as well as the premium amount you will have to pay for certain tenure. We recommend you ensure term policy coverage 15-20 times your annual income to accumulate enough coverage. If you start early, you will have to pay low premiums for the same amount of coverage.

What is the best term plan?

The best term insurance is one that offers the best 'value for money.' Choosing the best term insurance in India is essential to provide financial security to your family even when you are not around. The term insurance premium of your term plan, however, depends on three basic things - your age, term period, as well as the assured sum you choose.

Can I have two Term Insurance Policies?

Yes, you can buy as many term insurance plans as you need or want to invest in. You can buy all the term plans online either from one insurer or multiple insurers. With age, expenses, as well as responsibilities, grow. Thus, it makes sense if you are thinking of buying multiple term life insurance plans. While buying multiple term insurance policies, you have to consider two important points: • Disclose all your existing policies to your insurer while buying the new one. • Read all the term insurance related documents carefully and understand all the features, benefits, inclusions as well as exclusions.

What is the age limit to buy term insurance?

The age limit to buy term insurance varies based on the plan you choose. However, you can buy term life insurance online or offline if you are at least 18 years old.

Our Term Insurance Plans

Plan Name: Aviva Signature 3D Term Plan - Platinum

Your family's well-being isn't just about today; it's about securing their tomorrow. What if there was a plan that safeguards your health, preserves the legacy you've built, and shields against life's uncertainties—allowing you to live worry-free and focus on what truly matters?

Introducing Aviva Signature 3D Term Plan – Platinum, a Non-Linked, Non-Participating Pure Risk Life Insurance Plan that goes beyond traditional financial protection. This comprehensive solution safeguards your health with the Preventive Wellness Package, ensures the legacy you've built, and provides peace of mind by protecting against financial liabilities. With flexible plan options and special premium rates for women and non-tobacco users, it empowers you to focus on creating a secure future for your loved ones.

Choose from two plan options to suit your needs:

Life Protect: This option provides a uniform amount of life insurance coverage throughout the policy term.

Credit Protect: Offers financial support for loan repayment, ensuring your family remains stress-free even during tough times.

Why should you buy Aviva Signature 3D Term Plan - Platinum

Complete financial protection for your family in case of the insured's death.

Two plan options are available to suit different coverage needs.

Option to choose from flat sum assured and reducing sum assured.

Additional protection with riders like Accidental Casualty, Critical Illness, and Cancer Cardio.

Option to buy the policy under MWP Act to prevent wrongful claim of life insurance monies.

Special premium rates for female lives and non-tobacco users

30 days to review and return the policy if not satisfied.

Life coverage up to 80 years of age.

Flexible premium payment modes: Single, Yearly, Half-Yearly, Quarterly, or Monthly.

Aviva Signature 3D Term Plan - Platinum options

Life Protect

This option provides a uniform amount of life insurance coverage throughout the policy term. If the insured person passes away during the policy term, the full Base Sum Assured is paid, and the policy ends.

If the insured survives till the end of the policy term, no payout is made.

With this term insurance option, the policyholder can choose from the following riders:

1. Aviva Accidental Casualty Non-Linked Rider
2. Aviva New Critical Illness Non-Linked Rider
3. Aviva Cancer Cardio Non-Linked Rider

Credit Protect

Helps cover loan repayments in case the insured passes away during the policy term.

The death benefit reduces every year as per a pre-decided schedule (Sum at Risk Schedule).

The schedule calculates the benefits at a fixed 11% yearly interest rate, irrespective of the actual loan repayment terms.

If the insured passes away, the benefit for that year (as per the schedule) is paid, and the policy ends.

If the insured survives till the end of the policy term, no payout is made.

No riders are available under this option

Eligibility

CriteriaLife Protect Credit Protect

Minimum Sum Assured Base Plan Rs. 25 Lakh
Maximum Sum Assured Base Plan
Rs. 5 Crore per life subject to Board approved Underwriting Policy

The Base Sum Assured (BSA) shall be offered in following multiplies:

- a) BSA from Rs. 25 Lakh to Rs. 40 Lakh (in multiples of 1 Lakh)
- b) BSA Above Rs. 40 Lakh to Rs. 75 Lakh (in multiples of 5 Lakh)
- c) BSA Above Rs. 75 Lakh (in multiples of 25 Lakh)

Minimum Entry Age 18 Years Last Birthday
Maximum Entry Age 65 Years last birthday 65 Years last birthday
Minimum Maturity Age Single Premium: 23 Years last birthday
Regular / Limited Premium: 28 Years Last Birthday
Maximum Maturity Age 80 Years last birthday 70 Years last birthday
Minimum Policy Term Single Premium: 5 Years
Regular Premium: 10 Years
Limited Premium: 10/15/20/25 Years
Premium Payment Term (Years) Regular -10/ Limited Pay-5/10/15/20 Regular-10 / Single Pay / Limited Pay-5/10/15
Maximum Policy Term Life Protect: 62 Years
Credit Protect: 30 Years
Premium Payment Mode Single / Yearly / Half-Yearly / Quartely and Monthly

FAQs - Aviva Signature 3D Term Plan - Platinum

When Should You Buy Aviva Signature 3D Term Plan – Platinum?

The best time to buy a term insurance plan from any life insurance policy company is as early as possible. Doing so helps you lock in lower premiums while providing long-term financial security for your loved ones throughout the chosen policy term.

How Does the Aviva Signature 3D Term Plan - Platinum Work?

The Aviva Signature 3D Term Plan - Platinum offers two options for financial protection: Life Protect and Credit Protect. These term insurance options provide different benefits based on the life insured's circumstances.

Life Protect:

If the insured person passes away during the policy term and all premiums are paid, the plan will pay a lump sum amount (Base Sum Assured) to the nominee. If the insured survives the policy term, no payout is made.

Death Benefit: The death benefit will not be less than 7 times the Annualized Premium*, for regular/limited premium policy subject to a minimum of 105% of Total Premiums Paid till date of death. In case of death of the life insured during the policy year the due unpaid premium up to the next policy anniversary shall be deducted from the Death Benefit.

Credit Protect:

This term life insurance plan helps cover loan repayments if the insured passes away. The payout is based on a Sum at Risk Schedule that reduces each year, matching the decreasing loan balance.

Death Benefit: The minimum death benefit other than single premium policy will not be less than 105% of Total Premiums Paid till date of death. In case of death of the life insured during the policy year the due unpaid premium up to the next policy anniversary shall be deducted from the Death Benefit.

How Much Life Cover Should You Choose?

Your life cover should be based on your current annual income. As a general rule, it's recommended to choose a life cover that is at least 20 times your annual income.

How Should You Choose the Policy Term?

Your policy term should be the number of years until your retirement. This assumes that by then, you'll have cleared all your financial responsibilities. If you're unsure about your retirement age, you can choose a Whole Life option instead. Alternatively, you can pick a policy term that suits your budget and premium preferences.

What Are the Documents Required for this Plan?

To apply for the Aviva Term Insurance Plan, you will need to provide the following documents: • Proof of Identity/Address (such as an Aadhaar card, PAN card, driving license, voter ID, or passport) • Proof of Income (like salary slips, income tax returns, or bank statements) • A recent passport-sized photograph

What is the Maximum and Minimum Age to Buy This Aviva Term Plan?

For the Aviva Term Plan, you can buy the plan if you're at least 18 years old. The maximum age is 65 years for Life Protect and Credit Protect.

Guaranteed Savings Plan

We have only one life, but one is enough when we live it to the fullest.

Though passion and motivation are essential, they are not sufficient today to fulfill your life goals and promises you made to your loved ones and yourself – a promise of a dream home, higher education, early retirement, or living your dreams in the second innings of your life. However, as one of the greatest dreamers and achievers, Walt Disney once said, “If you can dream it, you can do it.” But how will you arrange the finances to fulfill your dreams? By investing in a guaranteed savings plan.

A guaranteed savings plan is a non-linked, non-participating, endowment insurance plan with guaranteed returns as money backs at interim periods or upon maturity along with financial protection for your loved ones in case of your unfortunate demise.

A Child insurance plan is a combination of insurance and investment plan to help you secure your child's future. Child insurance plans ensure that money is not a hurdle when you are on your journey to plan important milestones for your child, right from education to higher studies.

At AVIVA, we understand your need and desire to provide for loved ones while fulfilling your dreams. You want to prioritize both yourself and your loved ones. And a guaranteed return plan helps you achieve this goal with dual savings and protection benefits.

Why Invest in Guaranteed Savings Plan?

We all see different dreams and set various life goals to achieve. Two different individuals of the same age and with similar financial responsibilities could have different investment purposes – savings or insurance. A guaranteed return plan provides both benefits under one policy; it acts as an insurance plan with guaranteed returns. Thus, you can rest assured of your fixed returns after the policy matures as well as financial protection for your loved ones during unforeseen times of life.

So, who should invest in a guaranteed income plan? Those with a low-risk appetite and want premium payment flexibility should choose from short-term and long-term. Some plans allow you to pay premiums for the short term. Now, why should you invest in a guaranteed income scheme? You are asking for concrete reasons and benefits, and we understand your reasoning. Here are some of the benefits you will enjoy from your investment in guaranteed income insurance plans.

- Pay premiums for a shorter period and enjoy long-term benefits
- Dual benefits of long-term savings and life cover for your loved ones
- Guaranteed income to support your financial goals throughout life
- Tax benefits on the premiums paid as per the Income Tax Act

Features of Guaranteed Savings Plan

Guaranteed maturity benefits upon maturity provided all premiums have been paid

A life insurance cover for the entire policy term that ensures financial protection for your family
Align your saving horizon with the financial goals you want to achieve in a certain period
Higher premium booster – Better value and extra benefits for your commitment to paying higher premiums
Tax benefits under sections 80 C and 10 (10D) of the Income Tax Act 1961 on the premiums paid towards the policy, as amended by the government, regularly
Death benefits provided all due premiums have been paid
Flexibility to add riders to enhance the benefits of your investment and protection for you and your family

Who Should opt for Guaranteed Income Plans?

Who should invest in a guaranteed income plan? People who aspire to enjoy financial stability in their life, people who like to have a financial backup, a second source of income that kicks in at the time of their need, and those who seek financial freedom and security during their golden years post-retirement.

All these people are eligible to invest in a guaranteed income insurance plan. Need some concrete reasoning again? Consider adding the best guaranteed income plan to your investment portfolio if:

You desire guaranteed financial benefits with no surprises and risks to your investments
You want a reliable, steady source of income that can support or replace your primary income source whenever you need it
You seek a traditional life insurance cover to take care of your family's financial needs in case of an unforeseen tragedy
You want to invest in a modern investment plan that offers the benefits of traditional life insurance cover along with an investment advantage – life cover plus maturity or survival benefits
You like to customize your premium payment term as per your payment capacity and financial goals
You want a secure income plan with a guaranteed investment return that is not linked to the market volatility
You want to reap tax benefits on your investments

Reasons to buy AVIVA Guaranteed Income Plans

Pay for a shorter period and enjoy financial stability for long-term
Guaranteed income to support or replace your primary income source whenever you need it
Financial strength to fulfill your financial goals and lifestyle needs with definite pay-out options
Guaranteed return of total premiums paid upon maturity provided that all due premiums are paid
Traditional life insurance benefits to protect your loved ones in your absence
Flexibility to add riders to enhance your investment return and insurance protection for your family during the circumstances when you need it the most
Flexibility to choose the premium payment and regular pay-out tenure aligned to your payment capacity and life goals

Flexibility of choosing investment and savings horizon aligned with your life goals
Tax benefits on the premiums paid towards the guaranteed income plans as amended in the tax laws

What are the main benefits of a guaranteed savings plan?

Death benefits

Guaranteed savings plans offer the benefits of a traditional life insurance cover. In other words, the nominee receives the sum assured on the policyholder's untimely demise. You can enhance these benefits by adding other riders, such as accidental death benefits.

Maturity benefits

Guaranteed benefits on policy maturity

Tax benefits

Under sections, 80C and 10(10D) of the Income Tax Act, premiums paid toward the guaranteed income plans are exempted from the taxable income.

Guaranteed Savings Plan Related FAQs

What is a guaranteed savings plan?

A guaranteed savings plan is a non-linked, non-participating policy that provides a secure life insurance cover along with guaranteed assured returns on your investment. So, you can achieve your financial goals and fulfill the promises you have made to yourself and your loved ones.

As a non-linked policy, the return on your investment is guaranteed and assured as they don't get affected by the highs and lows of the market. The maturity benefits are paid at the end of the policy term on the survival of the policyholder. These benefits include the guaranteed regular pay-outs paid for a certain term or your whole life, depending on the plan you choose.

Is Guaranteed Income Plan good?

A guaranteed income plan is suitable and beneficial for those who wish to reap investment as well as insurance benefits under one policy without putting your investment up for the unnecessary market risk.

A guaranteed income plan is good for those who like to have flexibility in choosing premium payment terms as well as income pay-out terms suitable to their payment capacity and financial goals they wish to fulfill. Moreover, as a traditional insurance product with benefits of investment guaranteed savings plans offers tax benefits over your investment as prevailed under the tax laws. This helps you save taxes while building a secured financial future for yourself and your loved ones.

How does a guaranteed income plan work?

Or you can have smaller pay-outs every 5 years of the policy term to fulfill smaller goals, and guaranteed survival and maturity benefits can help you fulfill bigger life goals at the end of the policy term (AVIVA Nivesh Bima).

AVIVA offers various guaranteed income plans with life insurance benefits to fulfill your life demands and desires at your pace and with your payment capacity. Check out our savings plans section to get detailed information about AVIVA's guaranteed income plans.

Which is the best-guaranteed savings plan?

It depends on what goals you wish to achieve and the needs you want to fulfill from your income plan. For example, suppose you want to accumulate wealth for your golden years while securing your family financially on your untimely demise. In that case, you can go for the AVIVA New Life Builder plan.

However, suppose you wish for smaller pay-outs during the policy term as well as the guaranteed maturity benefits at the end of the policy term. In that case, you can consider investing in AVIVA Nivesh Bima plans.

Analyzing your payment capacity and the financial goals you wish to achieve through your investment will help you find the best income plan to get the enhanced benefits of your investments.

How much return is guaranteed in long-term investment plans?

The sum of guaranteed returns you receive upon maturity will depend on the plan you choose and the amount of monthly premium you pay. However, on average, you can expect.

What are the main benefits of a guaranteed savings plan?

Death benefits: Guaranteed savings plans offer the benefits of a traditional life insurance cover. In other words, the nominee receives the sum assured on the policyholder's untimely demise. You can enhance these benefits by adding other riders, such as accidental death benefits.

Maturity benefits: These benefits include regular income pay-outs along with the total premiums paid towards the policy, which are returned to you once the income payment term ends.

Guaranteed benefits on policy maturity

Tax benefits: Under sections, 80C and 10(10D) of the Income Tax Act, premiums paid toward the guaranteed income plans are exempted from the taxable income.

Our Guaranteed Savings Plans

Plan Name: Aviva Bharat Parivar Vikas Yojana

Financial insecurity is a daily challenge for many Indian families. A survey found that 69% of households struggle to make ends meet. Juggling bills, healthcare costs, and the uncertainty of

the future, saving money often feels like a distant dream. But what if there was a way to build a brighter future, even with limited resources?

The Aviva Bharat Parivar Vikas Yojana is an individual, non-linked, participating life insurance plan designed to help families take the first steps toward financial security. It is an easy-to-buy affordable plan, which offers choice of premium or sum assured allowing customers to tailor the plan to their convenience.

Experience instant onboarding with e-KYC, swift two minute policy issuance, and AI-driven medical screening.

Disclaimer: *Guaranteed benefits are available only if all due premiums are paid.

Why should you buy Aviva Bharat Parivar Vikas Yojana

Monthly premium of as low as INR 1000 to avail product benefits

Waiver of Premium in case of unfortunate death

Get a maturity benefit of at least 101% of the total premiums paid

Receive extra coverage for critical illnesses like cancer and myocardial infarction

Enjoy tax benefits under Sections 80C and 10(10D) of the Income Tax Act, 1961

Pay premiums within 30 days of the due date without any late fees

Cancel your policy within 30 days and get a full refund if you're not satisfied

Change your payment frequency (monthly, quarterly, half-yearly, or annually) for free at any policy anniversary

Take out a loan against your policy if you need financial help

Benefits of Aviva Bharat Parivar Vikas Yojana

Secures Your Family's Future: If you pass away during the policy term with all premiums paid, your family or nominee will receive death sum assured. This amount will be the highest of either the Death Sum Assured or 105% of the total premiums paid. In addition to the above, the vested simple reversionary bonuses and terminal bonus, if any shall also be paid to the nominee. Further, the maturity sum assured shall also be paid to the nominee on the maturity date without any bonuses.

Guaranteed Maturity Payout: If you survive until the policy's maturity date with all premiums paid, you will receive the Maturity Sum Assured along with any bonuses. The guaranteed savings plan concludes with this payment, and the maturity benefit will be at least 101% of the total premiums paid.

Enhance Your Coverage: You can boost your guaranteed savings plan by adding an optional rider—Aviva Cancer Cardio Non-Linked Rider—for extra financial protection against unforeseen risks.

Loan Benefit: You have the option to take a policy loan of up to 80% of the higher value between the Guaranteed Surrender Value and the Special Surrender Value.

Revival of Your Policy: If your policy lapses due to missed payments, you can revive it within five years by paying all overdue premiums plus interest, allowing you to keep your benefits intact.

Free Look Period: You have a 30-day free look period to review your policy after receiving the documents. If you find any terms unsatisfactory, you can return the policy for cancellation and receive a refund, minus any applicable stamp duty charges.

Aviva Bharat Parivar Vikas Yojana options

Option A

Under option A, the Death Sum Assured is set at 10 times the Annualized Premium. The Maturity Sum Assured, which is the amount received upon the completion of the policy term, is determined by factors such as the policyholder's entry age, the annualized premium, and the policy term chosen. Since the premium payment term (PPT) is 5 years less than the policy term (PT), it allows policyholders to stop paying premiums while still enjoying coverage until the policy matures.

Option B

In Option B, the Death Sum Assured is equal to the Maturity Sum Assured. The premium payable under this option is calculated considering the policyholder's entry age, sum assured, and the policy term chosen. Similar to Option A, the premium payment term is 5 years less than the policy term.

Eligibility

Entry Age

Minimum	Maximum
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18 years (Last Birthday)	50 years (Last Birthday)
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Policy Term

Policy Term (PT) (In Years)	Premium Payment Term (PPT) (In Years)
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15	10
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20	15
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25	20
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30	25
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Note: The policy term for the Aviva Cancer Cardio Non-Linked Rider will match the premium payment term of the base plan.

Premium Payment Term

Minimum	Maximum
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10 years	25 years
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Maturity Age

Minimum	Maximum
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33 years (Last Birthday)	70 years (Last Birthday)
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Base Annualized Premium

Minimum	Maximum
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Rs. 10,000	No limit, subject to the underwriting policy approved by the board.
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"Annualized Premium" refers to the yearly premium amount selected by the policyholder, excluding taxes, rider premiums, underwriting extra premiums, and any loadings for modal premiums, if applicable.

For Option A, the Base Annualized Premium must be in multiples of Rs. 1,000.

For Option B, the Base Annualized Premium must be in multiples of Re. 1.

Base Death Sum Assured

Minimum:

Base Death Sum Assured	Aviva Cancer Cardio Non-Linked Rider
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Rs. 1,00,000	Rs. 1,00,000
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Maximum

Base Death Sum Assured	Aviva Cancer Cardio Non Linked-Rider (per Life)
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No limit, provided it adheres to the underwriting policy approved by the board.	Rs. 1,000,000
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Payment Frequency Policyholders can pay premiums either yearly, half-yearly, quarterly, or monthly.

Frequently Asked Questions - Aviva Bharat Parivar Vikas Yojana

What are the minimum and maximum age limits for Aviva Bharat Parivar Vikas Yojana?

The minimum age limit for Aviva Bharat Parivar Vikas Yojana is 25 years, and the maximum age limit is 50 years.

What is the sum assured under this Yojana?

The sum assured under this savings plan starts at Rs. 1,00,000, with no maximum limit, subject to the approved underwriting policy.

What Are the Documents Required For this Yojana?

To apply for this guaranteed savings plan, you only need an Aadhaar card and a UPI ID. This simple process makes it easy for individuals to access the benefits of the Yojana.

What Things to Consider Before Buying Aviva Bharat Parivar Vikas Yojana?

Before buying Aviva Bharat Parivar Vikas Yojana, consider the following:

Age Limits - The plan is available for people aged 25 to 50.

Premium - Ensure you can afford the premium payments, which start at Rs. 10,000 annually.

Policy Term: - Choose a policy term that suits your financial goals (15 to 30 years).

Premium Payment Term - Ensure the premium payment term (10 to 25 years) aligns with your financial capacity.

Sum Assured Under the Plan - The minimum sum assured is Rs. 1,00,000, with no upper limit.

Riders - Optional riders like Aviva Cancer Cardio Non-Linked Rider can be added for extra protection.

Surrender Value - Know the surrender value in case you decide to discontinue this guaranteed return plan before maturity.

Tax Benefits - Check the potential tax benefits under sections 80C and 10(10D) of the Income Tax Act.

How Much to Invest in Aviva Bharat Parivar Vikas Yojana?

The amount to invest in Aviva Bharat Parivar Vikas Yojana depends on your financial goals and capacity. The minimum annual premium is Rs. 10,000, but you can opt for a higher premium based on the sum assured and the policy term you choose. Consider your budget, desired sum assured, and policy term when deciding your investment amount. It's crucial to select an amount that you can comfortably maintain throughout the policy term.

What Options Are Available for Choosing the Death Sum Assured Under this Plan?

The Death Sum Assured is the amount paid to the nominee if the policyholder passes away during the policy term, providing financial security to the policyholder's family. For the Aviva Bharat Parivar Vikas Yojana:

Minimum Death Sum Assured: Starts at Rs. 1,00,000.

Maximum Death Sum Assured: There is no upper limit, but it depends on the underwriting policy approved by the board.

Rider Options: You can increase the Death Sum Assured by adding optional riders, such as the Aviva Cancer Cardio Non-Linked Rider.

Choose the Death Sum Assured based on your financial needs and goals.

What Riders Are Available with this Best Savings Plan?

The Aviva Bharat Parivar Vikas Yojana offers the Aviva Cancer Cardio Non-Linked Rider as an optional add-on. This rider provides extra coverage for critical illnesses such as cancer and myocardial infarction (first heart attack of specific severity). It offers additional financial support if you are diagnosed with these serious conditions. The rider must be added at the time of purchasing the base policy, allowing you to customize your coverage and secure protection against major health issues while building your savings.

What Are the Premium Payment Modes Available?

The premium payment modes available for this savings plan include:

Yearly

Half-yearly

Quarterly
Monthly

You can choose the mode that best suits your financial planning and convenience.

Can I Take a Loan Against My Policy?

Yes, you can take a loan against this plan.

What is the Current Interest Rate for Policy Loans?

The current interest rate for policy loans is 9.23% per annum, compounded yearly. This rate is calculated based on the Average Annualized 10-year benchmark G-Sec Yield plus 2%, reviewed annually on March 31st. Loans can be up to 80% of the higher of the Guaranteed or Special Surrender Value. Loan amounts and interest will be deducted from any benefits paid out.

What Happens if the Policyholder Commits Suicide Within the First Year?

If the policyholder commits suicide within the first year of the policy or its revival, the nominee will receive 80% of the total premiums paid or the surrender value (whichever is higher), provided the policy is active.

Is There a Grace Period for Premium Payments?

Yes, there is a grace period for premium payments under this plan. For annual, semi-annual, and quarterly premiums, it is 30 days. For monthly saving plan premiums, it is 15 days. During this time, the policy remains active and the risk cover continues without interruption.

Can a Lapsed Policy be Revived?

Yes, a lapsed or paid-up policy can be revived within 5 years from the date of the first unpaid premium. To do this, you must provide proof of continued insurability, pay all overdue premiums with interest at 9% per annum, and any applicable taxes. The company may also apply additional premiums and may require a medical exam, which will be at your expense.

Unit Linked Insurance Plan (ULIP)

Unit Linked Insurance Plan which you might know as ULIP is among the best market-linked investment plans. Its dual benefits of life insurance cover, as well as a long-term investment, serve the purpose of the investors like you who wish to accumulate corpus to achieve your life goals as well as secure your family's future in your absence. ULIP policy does both these jobs in a single plan.

What is the ULIP plan?

ULIP plan is a market-linked insurance cum investment plan that offers dual benefits. When you invest in a ULIP policy a part of your premium goes towards a life insurance cover while the remaining part is invested in different funds of your choice to accumulate a large corpus over the long term.

In simple words, if you invest in the best ULIP plans you can save some money for your future goals while the life cover from this plan helps secure your family's financial future in case something unfortunate happens to you.

Additional Read: What are Unit Linked Insurance Plans (ULIP)

How ULIP Works

How does one plan - Unit linked insurance policy serve the dual benefits? How does the plan work? Let's understand.

ULIP insurance serves as both life insurance and long-term investment. Specific to the death benefit upon the unfortunate demise of the life insured during the policy tenure the assured sum is paid to the nominee.

In case the life insured survives the policy tenure they receive the maturity amount of their ULIP policy.

When you consider making a ULIP investment you can decide the assured amount based on your financial goals, the type of lifestyle you want to provide to your loved ones, your risk as well investment appetite.

Based on these factors you can also choose to invest a part of your ULIP investment either in equity, debt, or balanced funds to generate desired returns to fulfill your financial goals.

Benefits of Investing in ULIPs

Along with the dual benefits of investment and insurance ULIP plan offers other key benefits. Here are some of the benefits of ULIP.

Flexible Investment

One of the major benefits ULIP plans offer is the flexibility of investment. You can manage and control your investment through:

- Premium redirection: To get more out of your investment you can choose to redirect your future premiums to different funds of your choice.
 - Top-up: Through this option, you can invest any windfall gains into your existing plan to receive more financial benefits.
 - Fund-switch: As per your investment and risk appetite, you can switch between the various funds offered in your ULIP Policy which could equity oriented, debt oriented, or balanced funds.
- Financial Protection

ULIPs offer life cover to the nominee as a death benefit, which helps financially protect your family in your absence.

Tax Benefits*

ULIP offers tax benefits under section 80C of the Income Tax Act 1961. Premiums of up to Rs. 1.5 lakhs paid towards a ULIP policy are allowed to be exempt from your taxable income. Moreover, as ULIPs are insurance products, they also come with tax benefits* *Tax benefits are as per existing tax laws which are subject to change.

Growth Potential

Staying invested in equity and debt funds through ULIP long-term will certainly help you achieve your financial goals of buying your dream car, house, supporting your child's higher education, your early retirement, and more.

Additional Read: ULIP and Riders Option

Features of ULIP Plans

Flexibility: One of the primary features of ULIPs is the flexibility they offer. They allow you to switch between different investment funds according to your financial goals, market conditions, and risk appetite. This flexibility helps you increase your returns by adapting to changing circumstances. Furthermore, ULIP schemes provide you the option of partial and systematic partial withdrawals after a lock-in period. This means you can withdraw a portion of your invested amount for unexpected needs, offering financial stability in emergencies.

Dual Benefits: Unit linked insurance plans combine the benefits of life insurance with the potential for high returns through market-linked investments. This dual approach provides financial protection and wealth creation under one plan. Expert fund managers manage the funds, reducing exposure to market volatility. Moreover, you can choose investment options that align with your risk tolerance.

Financial Security: ULIPs are ideal for long-term investment horizons, as equities tend to perform well over extended periods. You can start early with aggressive equity-based plans and gradually shift towards safer debt funds as you approach retirement. The accumulated funds can provide a stable income source after retirement, ensuring financial security in your later years.

How to Choose the Best ULIP Plan in India

When considering a Unit Linked Insurance Plan, choosing the right ULIP plan is crucial to maximize your savings. The best ULIP plan may differ for each individual, depending on factors like plan features, risk appetite, and financial goals

Performance of ULIP funds

Before investing in ULIP funds make sure you check their long-term performance. ULIP funds can be equity, debt, as well as balanced funds. Thus, you should invest in the type of funds that suit your financial goals considering how much amount you can invest, and how much investment risk you can bear. When checking the performance of ULIP funds consider their long-term benchmarks, for example, Nifty 50, BSE 200, NSE 500, or Crisil Composite Bond Index. **DISCLAIMER : PAST PERFORMANCE IS NO GUARANTEED FOR FUTURE RESULTS**

Charges

The various policy charges in ULIPs are transparent and are deducted from the premium you pay. such as premium allocation charges, policy administration, and fund management charges, fund switching, discontinued premium, and mortality charge. Understand all these charges and how they work and consider a ULIP plan with affordable charges.

Investment strategies

Choose the plan that offers the ULIP investment plan strategies suitable to your financial goals.

Documents & Eligibility Criteria for ULIP Plans

Age

You should be at least 18 years old

Income

You should have a steady income to pay ULIP premiums

Health

No pre-existing medical conditions that could impact life expectancy. Be transparent about your health history during the application process

KYC documents

Valid Know Your Customer (KYC) documents like Aadhaar and PAN cards are required

Investment goal

Have a clear financial objective while investing in ULIP

Risk tolerance

Understand your risk appetite and choose a fund accordingly

Policy term

Select a term aligning with your financial goals and risk tolerance. Don't hesitate to seek guidance if needed

Frequently Asked Questions

Is ULIP a good investment?

ULIP offers the benefits of both investment and insurance. The regular payouts that the ULIP plan offers can help you achieve your financial goals of buying a car, property, your child's higher education, and so on. On the other hand, the life cover secures your loved ones financially in case something unfortunate happens to you. ULIP also induces the habit of regular savings which over the long term becomes a key to your successful financial planning. Moreover, it also provides tax benefits on both premium as well as maturity amounts. So ULIP is a good investment option for those who want to generate a future corpus, secure their family's financial future, and save taxes.

What is the right time to invest in ULIPs?

There is no right or wrong time to invest in ULIP.. However, the earlier you start investing more time you get to generate desired returns without taking unnecessary risks. As you start early when you have fewer responsibilities and more risk-taking abilities you can use this time to generate more corpus gradually decreasing your investment risks as your responsibilities grow.

Which ULIP Plan is best?

The best ULIP plan depends on various factors such as the financial goals you want to achieve, policy tenure, risk as well as investment appetite. When considering the best ULIP plan also consider the factors we have mentioned above in the "how to choose the best ULIP plan" section.

Before you make the final decision, compare different ULIP plans online and consider the reviews from the former or current ULIP investors. This will help you invest your hard-earned money in the right place.

How much return is guaranteed in ULIPs?

ULIPs are non guaranteed and the minimum guarantee in a ULIP is the Sum Assured that is paid on the death of the life insured.

What are the main benefits of ULIPs?

ULIP plan offers dual benefits of insurance policy and long-term investment. It provides life cover upon the death of the life insured . If the life insured survives the policy tenure, they receive the maturity amount of the ULIP plan.

As for the investment part of the ULIP policy, it helps in wealth creation for you and your family. ULIP also offers attractive tax benefits which is why most investors consider ULIP investment to save taxes while enjoying other benefits.

What are the various charges associated with ULIPs?

There are various charges allocated to the ULIP plan. Some of these are -

Premium allocation charges

Policy administration charge

Fund management charge

Fund switching charge

Policy discontinuation charge

Mortality charge

Before investing in a ULIP plan, understand all the charges associated with it and consider the plan that offers charges that are affordable to you.

How can I track my ULIP fund value?

You can calculate your ULIP fund value by doing a simple calculation. For that, you have to multiply the units of each fund with the Net Asset Value (NAV) of a fund on that day.

You can check the updated NAVs on the respective company's website or through share market news.

Another easy way to track your ULIP fund value is by logging in to your secured account on AVIVA's website.

ULIP Plans from Aviva India

Plan Name: Aviva Signature Investment Plan – Platinum

In today's fast-paced world, we are always worried about fulfilling our current needs and planning for family's financial stability for future. In the constant worry of our tomorrow, we don't enjoy the moment today.

Now it's time to seize the day and secure your future with Aviva Signature Investment Plan – Platinum. This is a ULIP plan that provides both Security (Sum Assured) and Growth (Fund Value) to support your family in your absence in case of an unfortunate event.

Now live life to the fullest, worry-free as this plan strengthens your family's financial future with its dual benefit (Sum assured & fund value), ensuring your loved ones are always cared for.

Why should you buy Aviva Signature Investment Plan – Platinum

Secure your future and grow your wealth. The Aviva Signature Investment Plan – Platinum is designed for individuals looking for long-term financial security and investment growth.

Flexibility to Manage Your Investment: This ULIP insurance plan offers you control over your investment strategy. You have the freedom to switch your investments between multiple funds at no extra cost. Additionally, you can adjust your investment mix by redirecting future premiums among various funds.

30-Day Review Period: You have 30 days to review your policy details. If you're not satisfied, return the policy within this period for a full refund, minus any applicable deductions.

Retirement Protection: Aviva understands the importance of financial safety during your retirement. To protect your savings from market volatility, the RetireSafe feature automatically

reallocates your funds to more conservative options during the last three years before maturity. You also have the option to opt out of this feature if desired.

Additional Investment Opportunities: Enhance your investment by making top-up premium payments anytime, as long as all regular premiums are up to date. Choose how these extra payments are invested. (Note that top-ups are not allowed in the last five years of the policy and cannot be withdrawn for five years unless the policy is fully surrendered.)

Benefits of Aviva Signature Investment Plan – Platinum

Maturity Benefit: Secure your long-term goals. Upon completing the policy term, you'll receive the accumulated value of your investments, including regular premiums and any additional top-up premiums made.

Death Benefit: Should the unforeseen occur, your loved ones are secure. In case of your unfortunate passing, they will receive the base sum assured, Top-up sum assured and Fund Value (Units pertaining to Regular Premium and Top-Up Premium, if any. Death Benefit shall be at least 105% of the Total Premiums (Regular Premium and Top-Up Premium, if any) received up to date of death.

Partial Withdrawal Flexibility: Aviva addresses your short-term liquidity needs by permitting partial withdrawals. You can access a portion of your fund after 5 policy years, prioritizing top-up funds, and then regular premiums.

Systematic Partial Withdrawal Option: Plan for future income needs with ease. After 5 policy years, you can opt for systematic partial withdrawals from regular premium units, ensuring a steady income stream while maintaining the other unit-linked life insurance product benefits.

Systematic Transfer Plan (STP) Benefit: The Aviva Signature Investment Plan – Platinum allows you to invest strategically. With the STP, you can gradually shift investments from equity to debt funds before maturity, reducing market volatility risks.

Diverse Investment Options: Align your investments with your financial aspirations and risk tolerance. Choose from eight investment funds, including Balanced Fund-II, Bond Fund-II, Enhancer Fund-II, Growth Fund-II, Infrastructure Fund, Protector Fund-II, PSU Fund, and Midcap Fund, and create a diversified portfolio tailored to your needs.

Policy Flexibility: Life is unpredictable; priorities change. Enjoy the flexibility to surrender the policy at any time, receiving proceeds after the lock-in period or upon surrender, whichever is later.

Policy Revival Option: If you miss payments and your policy lapses, you have three years to revive it by paying all overdue premiums. This way, you can keep your benefits intact.

Terms & Conditions of Aviva Signature Investment Plan – Platinum

Lock-in Period: The Aviva ULIP plan has a lock-in period of five years from the start date. During this period, you cannot withdraw your invested funds except in the case of the life-insured's death.

Grace Period for Premium Payments: You have a grace period to pay your premiums after the due date without penalty:

15 days for monthly payments; 30 days for all other payment frequencies (quarterly, half-yearly, and yearly)

During the grace period, your investment plan remains active with full benefits.

Changes in mode of premium payment: You can alter your premium payment frequency (e.g., monthly to yearly) on any policy anniversary. An alteration charge will apply.

Nomination & Assignment: You can nominate a beneficiary and assign your policy to another person as per Section 39 and Section 38 of the Insurance Act, 1938 (subject to amendments).

Suicide Claims: If the life insured's death is by suicide within 12 months from the policy start or revival date, the nominee receives the fund value on the date of death notification. Any charges deducted after the death (except fund management and guarantee charges) will be added back to the fund value, and the policy terminates thereafter.

Features of Aviva Signature Investment Plan – Platinum

Ensure your loved ones are protected with complete life insurance coverage.

Get regular income through systematic partial withdrawals after 5 years to help cover expenses, pay off debts, and more.

Choose from 8 investment funds to match your risk tolerance and goals.

Gain long-term market-linked returns on your investment.

Receive the total value of your investment at the end of the policy term.

Select a premium payment frequency that aligns with your timeline: monthly, quarterly, half-yearly, or yearly.

Surrender your policy for cash value after the initial lock-in period.

Revive a lapsed policy within 3 years.

Avail tax benefits as per the Income Tax Act 1961.

Eligibility

Entry Age (last birthday)

Minimum Maximum

91 days last birthday 55 Years last birthday (If the Sum Assured is 10 or 7 times the Annualized Premium)

60 Years last birthday (If the Sum Assured is 7 or 5 times the Annualized Premium)

65 Years last birthday (If the Sum Assured is 5 times the Annualized Premium)

Cover Multiple 7 or 10 (for age 91 days to 55 years)

7 or 5 (for age 56 to 60 years)

5 (for age 61 to 65 years)

Sum Assured

Minimum Maximum

Age 91 days to 55 years (PT \geq 25)

₹4,20,000 (if Cover Multiple is 7)

₹6,00,000 (if Cover Multiple is 10)

Age 91 days to 55 years (PT \geq 20<25)

₹5,04,000 (if Cover Multiple is 7)

₹7,20,000 (if Cover Multiple is 10)

Age 56 days to 60 years (PT \geq 20)

₹4,20,000 (if Cover Multiple is 7)

₹3,00,000 (if Cover Multiple is 5)

Age 61 days to 65 years (PT \geq 20)

₹3,00,000 No Limit,

Subject to the Underwriting Policy Approved by the Board

Minimum Top-up Sum Assured: ₹12,500

Policy Term

Minimum Maximum

20 Years

25 Years 60 Years

Annualized Premium

Minimum Maximum

₹60,000 (if the Policy Term is Greater than or Equal to 25 Years)

₹72,000 (if the Policy Term is Greater than or Equal to 20 Years but less than 25 Years) No Limit,

Subject to the Underwriting Policy Approved by the Board

Minimum Top-Up Premium: ₹10,000

Premium Payment Term Same as the Policy Term

Maturity Age

Minimum Maximum

20 Years 85 Years

Travel Restrictions No restrictions
Occupation Restrictions No restrictions
Payment Frequency Monthly, Quarterly, Half-Yearly, and Yearly

Frequently Asked Questions - Aviva Signature Investment Plan – Platinum

What are the minimum and maximum age limits for the Aviva Signature Investment Plan – Platinum?

The minimum age for the Aviva Signature Investment Plan – Platinum is 91 days, and the maximum age is 65 years.

What is the sum assured under the plan?

The sum assured is a guaranteed payout amount the policyholder chooses when buying the insurance-cum-investment plan. It's the money the policyholder or their beneficiary receives at policy maturity or upon their death within the policy's term. For the Aviva Signature Investment Plan – Platinum, the sum assured varies based on your age and the cover multiple you choose:

• Minimum Sum Assured - for Age 91 days to 55 years , [₹4,20,000 (if Cover Multiple is 7) (PT>=25) and ₹6,00,000 (if Cover Multiple is 10)], for Age 91 days to 55 years (PT>=20<25)[₹5,04,000 (if Cover Multiple is 7) for ₹7,20,000 (if Cover Multiple is 10)], for Age 56 days to 60 years (PT>=20) [₹4,20,000 (if Cover Multiple is 7) ₹3,00,000 (if Cover Multiple is 5)] and For Age 61 days to 65 years (PT>=20) [₹3,00,000] • Maximum Sum Assured - There's no upper limit, subject to underwriting policy.

What benefits are payable on death?

With the Aviva Signature Investment Plan – Platinum, in the unfortunate event of your demise, your loved ones are entitled to: I. Paid-Up Sum Assured and II. Top-Up Sum Assured (if any) and III. Fund Value (Units pertaining to Regular Premium and Top-Up Premium, if any) Death Benefit shall be at least 105% of the Total Premiums (Regular Premium and Top-Up Premium, if any) received up to date of death. After paying the death benefit, the contract shall terminate.

What is the maturity benefit?

Upon reaching the maturity date, the Aviva Signature Investment Plan – Platinum pays out the total value of your investment. This includes the value of units linked to your regular contributions and any additional value from top-up premiums (if applicable). This benefit helps ensure you have financial security when the policy matures.

Is there a lock-in period for the Aviva Signature Investment Plan – Platinum?

Yes, there is a 5-year lock-in period for the Aviva Signature Investment Plan – Platinum.

What happens if the policy is discontinued within the lock-in period?

If you stop paying premiums during the lock-in period of your policy, the insurer will credit the fund value in the discontinued policy fund after deducting some charges. You'll have three years to revive the policy by paying the overdue premiums. • If you choose not to revive it, your funds

will stay in the discontinued policy fund until the end of the lock-in period, after which they'll be paid to you. • You can also surrender the policy, and you'll get the funds at the end of the lock-in period or upon surrender, whichever is later. • Suppose you decide to revive the policy during the lock-in period. In that case, you'll need to pay the overdue premiums without any extra charges, and the insurer will reinstate the risk cover and investments from the discontinued policy fund, deducting applicable charges.