



MADE FOR YOU AND
YOUR FAMILY BECAUSE

YOU ARE THE DIFFERENCE™



A Max Financial and AXIS BANK JV

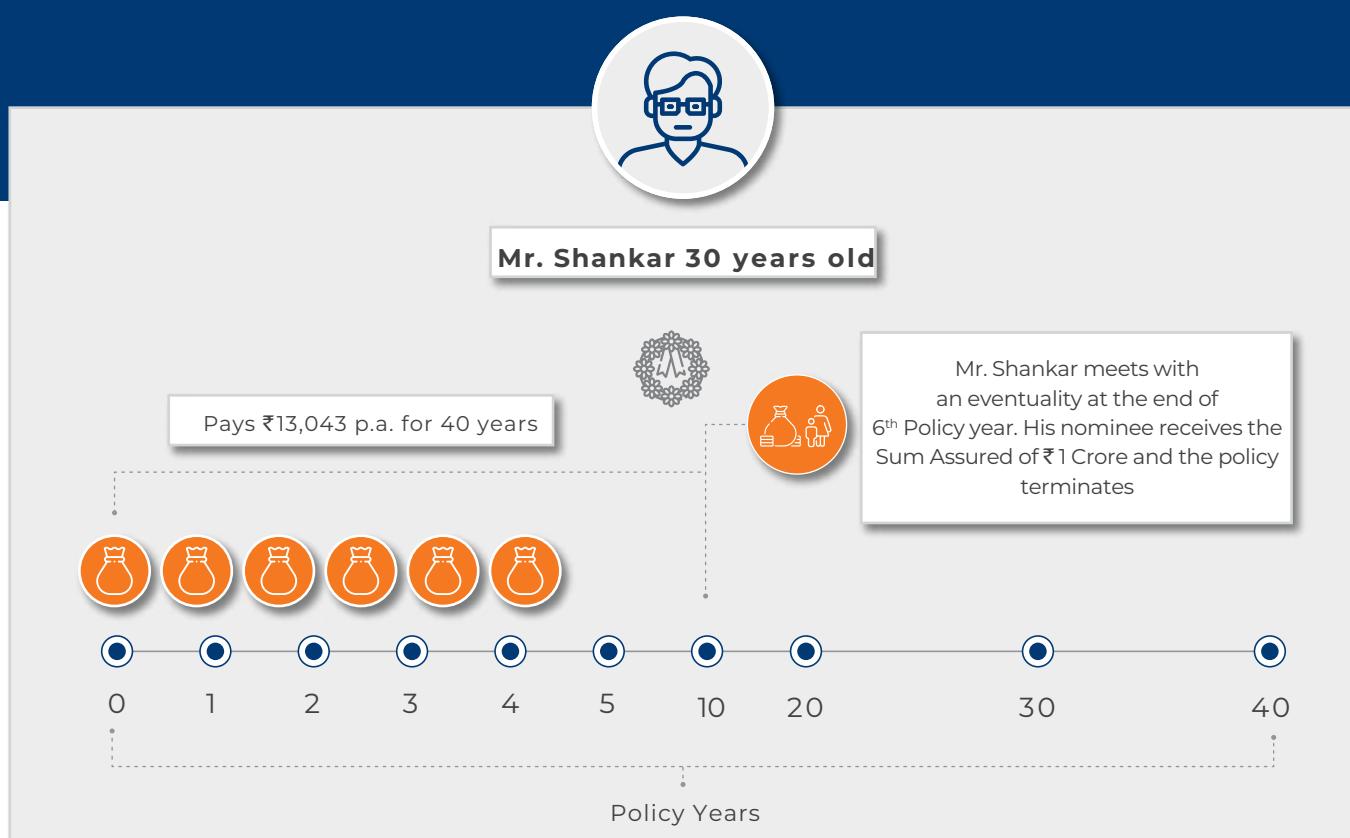
What does the Max Life Smart Secure Plus Plan has in store for you?

Every individual's financial needs are different and with a host of features available under **Max Life Smart Secure Plus Plan**, you can choose the ones you like and customise your Term Plan.

How this plan works?

Scenario 1

Mr. Shankar, a 30-year-old non-smoker, wishes to ensure the financial security of his family's future in case of an eventuality. He opts for the Regular Pay Variant of the **Max Life Smart Secure Plus Plan** and pays a Annualised Premium## of ₹ 13,043 with a Sum Assured of ₹1 Crore. His Policy Term is of 40 years. However, he meets an eventuality in the 6th policy year. Let's see how this plan helps Mr. Shankar fulfills his wish and allows his family to continue leading the same lifestyle in his absence.



Important Notes:

1. Kindly note that the above case studies are only examples and do not in any way create any rights and / or obligations.
2. Premium shown in all of the above illustrations is inclusive of GST.

Monthly Premium means the premium amount payable in a month chosen by the Policyholder, including the taxes, and excluding Riders Premium, underwriting extra Premiums and loading for modal Premium, if any.

Scenario 2

Mr. Rajesh, a 35-year-old non-smoker, wishes to ensure the financial security of his family's future in case of an eventuality. He opts for the **Max Life Smart Secure Plus Plan** **Return of Premium Variant and pays Annulaised Premium## of ₹ 69,347 for a Sum Assured of ₹ 1 Crore. His Policy Term is of 50 years with 15 years of Premium Payment Term. He survives the Policy Term and receives his Premiums back. Let's see how this plan helps Mr. Rajesh fullfill his wish and allows him and his family to continue leading the same lifestyle.



Mr. Rajesh 35 years old



Important Notes:

- Kindly note that the above case studies are only examples and do not in any way create any rights and / or obligations.
- Premium shown in all of the above illustrations is inclusive of GST.

~Total Premiums Paid means total of all the Premiums received, excluding any extra Premium, any Rider Premium and taxes.

Monthly Premium means the premium amount payable in a month chosen by the Policyholder, including the taxes, and excluding Riders Premium, underwriting extra Premiums and loading for modal Premium, if any.

^Condition for special exit value: Option to receive all premiums paid back at the age of 60 years post which the life cover also gets terminated in case the policy holder wishes to completely exit the policy. Benefit available with special exit value-the total premiums paid plus underwriting extra premiums paid plus loadings for modal premiums exclusive of all applicable taxes, cesses or levies. This value shall be applicable on the base cover premium only and not to additional optional benefits like ACI, Accident cover, Joint life cover and Voluntary Sum Assured Top-Up. Special Exit Value depends on policy term if 40th-44th year, SEV can be taken at 25th year, if policy term is 45th year & above than SEV can be taken at 30th policy year

What is Covered?

Death due to any reason (Eg. Natural or accidental, illnesses, calamity, and COVID) anytime during the policy duration/policy term. In this case, family (nominee) will get the amount equivalent to the life cover and policy terminates.

What is Not Covered?

Suicide within 12 months from the start date of the policy

Free Benefits available with this plan

Terminal Illness Benefit

If you are diagnosed with a terminal illness (E.g. advanced cancer, dementia, and advanced heart disease) which is likely to lead to death within six months, 100% of the life cover (up to Rs. 1 Cr.) will be paid out instantly rather than at death. The Terminal Illness benefit thus paid out will be reduced from the life cover amount, and this remaining life cover (if any) will be payable on death.

Voluntary Top-up Benefit

At any time of your need, based on your life stage (Eg. marriage, kids), you can increase your life cover by up to 100% of your chosen Life Cover (Sum Assured) at inception (subject to underwriting) after the first policy year.

Tax Benefit

Tax benefits up to Rs. 1.5 lakhs on the premiums paid for a term plan under Section 80C of the Income Tax Act, 1961. Section 80D ensures a deduction of up to Rs. 25k² on premiums paid for critical illness and disability add-ons. Section 10(10D) offers tax exemption on claim payouts received subject to fulfillment of conditions provided thereunder.

Special Exit Value

With this benefit, you can get all your premiums back (minus add on paid benefits, GST) at no additional cost and exit the plan. This is applicable:

1. If you have opted for a policy duration of 40 years or more, and
2. Not opted for Return of Premium Option.

You can avail this benefit during the specified policy year depending on the 'Cover till age' selected initially. The policy will terminate once this benefit is availed.

For example, if you are 30 years old and have bought a term plan of Rs. 1 Cr with coverage till age 80 years without Return of Premium (ROP) option, you can claim this option at the age of 60 years and get all your premiums back and then policy terminates.

For example, if you are 40 years old and have bought a term plan of Rs. 1 Cr with coverage till age 80 years without Return of Premium (ROP) option, you can claim this option at the age of 65 years and get all your premiums back and then policy terminates.

Paid Add-on Benefits available with this plan

While the life cover is for the security of your family, the following add-on benefits are specially designed to enhance your personal protection and well-being during the policy duration.

Feature	What does it offer?	Why should you buy?
Return of premium	Double benefit: You get life cover for policy duration and premiums back (minus add on paid benefits, GST), if you survive at maturity.	Survival benefit: Value for money
Critical Illness	<ul style="list-style-type: none">• Upfront lump sum payout (equal to critical illness cover chosen) on diagnosis irrespective of the medical expenses incurred• This lump sum payout is over and above the claim payments you may have received from your existing mediclaim/health insurance policies.• Tax benefits under Section 80(D)	Acts as income replacement and lets you focus on recovery
Waiver of future premium	You need not pay any future premiums on diagnosis of up to any of the 11 listed critical illnesses (Eg. cancer, first heart attack, stroke, coma, kidney failure, major organ/bone marrow transplantation, etc.) or disability (loss of limbs, loss of eyesight, etc.).	Enhance your life cover at a very affordable premium
Total and Permanent Disability	<ul style="list-style-type: none">• Upfront payment in case of permanent disability (lasting for 6 months or more) or physical impairment for life due to any accidental injury or illness• Tax benefits under Section 80(D)	Financial benefit to cope with lost income in case of inability to work

Under Critical Illness cover, you have the following options to choose from:

Feature	Platinum*	Accelerated Critical Illness
No. of Illnesses covered	64	40
Monetary benefit	Additional to life cover	Amount deducted from life cover
Payout	Upfront lump sum payout on diagnosis irrespective of the medical expenses incurred	

*Part of Critical Illness and Disability Rider

Enhance your family's protection beyond the life cover with the following add-on benefits, providing them with an extra layer of security and support.

Feature	What does it offer?	Why should you buy?
Spouse cover through Joint Life	<ul style="list-style-type: none"> If you are diagnosed with terminal illness or death earlier than your spouse, then your life cover is paid out to your nominee, and your spouse's life cover becomes Rs. 50 lakhs which continues throughout the policy, and all the future premiums will be waived off If your spouse is diagnosed with terminal illness or death earlier than you, then your spouse's life cover of Rs. 10 lakhs is paid out and your life cover continues till the end of policy 	Protect your spouse in the same plan at a very affordable premium
Accidental Death Benefit	<ul style="list-style-type: none"> Lump sum upfront payout 100% of Accident Cover will be payable over and above your life cover in case of death due to an unfortunate accident 	Enhance your life cover at a very affordable premium

~Total Premiums Paid means total of all the Premiums received, excluding any extra Premium, any Rider Premium and taxes.

#Applicable Riders available on the payment of Additional Premium are Max Life Critical Illness and Disability Rider | Non-Linked Non-Participating Individual Pure Risk Premium Health Insurance Rider | UIN: 104B033V01 and Max Life Waiver of Premium Plus Rider | A Non-Linked Non-Participating Individual Pure Risk Premium Health Insurance Rider | UIN: 104B029V04

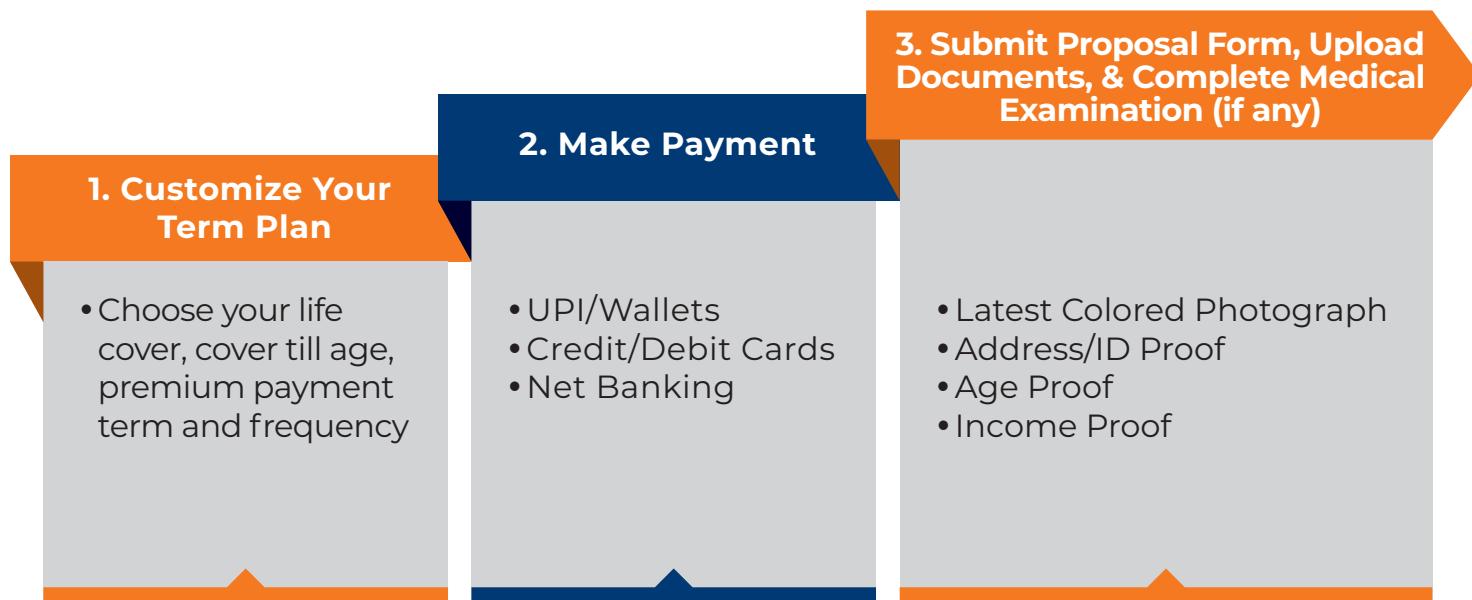
**The Return of Premium Option is available on payment of Additional Premium. Premium does not include amount paid for riders and is excluding taxes, cesses and levies. Upon policyholder's selection of Return of Premium variant this product shall be a Non-Linked Non-Participating Individual Life Insurance Savings Plan.

Plan at a glance

Feature	Specification
Coverage	All individuals in accordance with Board approved underwriting policy of the Company.
Maximum Sum Assured	<p>Base Death Benefit No Limit, subject to limits determined in accordance with the Board approved underwriting policy of the Company. For Secondary Life, in Joint Life: Rs. 50,00,000 Accelerated Critical Illness (ACI) Benefit Option Maximum: a) ACI benefit: 50% of Base Death Benefit Sum Assured chosen at inception capped at Rs. 50,00,000.</p> <p>Note: - The ACI Sum Assured chosen at inception can only be in multiple of Rs. 5,00,000.</p> <p>Accident Cover Maximum: a) Rs. 1,00,00,000. In addition, note that Accident Cover Sum Assured cannot be higher than the Base Death Benefit Sum Assured.</p>
Premium Payment Term (to be chosen at inception; cannot be changed subsequently)	Single Pay, Regular Pay, 5 Pay, 10 Pay, 12 pay, 15 Pay Pay Till 60; the premium payment term will be equal to (60 less Entry Age (Age last birthday))
Premium Payment Modes	Annual, Semi-Annual, quarterly & monthly

Sr. No.	Benefits	Additional / Accelerated Sum Assured**	Brief Description
1	Death Benefit	Base	Max Life Smart Secure Plus Plan helps you customise the protection required at affordable prices by offering 2 Death Benefit Cover options to choose from, at the time of purchase <ul style="list-style-type: none"> • Life Cover • Increasing Life Cover
2	Claims Payout	Base	Empower the nominee to choose the payout mode, at claims stage: <ul style="list-style-type: none"> • Lump sum • Monthly Income • Part Lump sum and Part Monthly Income
3	Return of Premium**	NA	Return of 100% of ~Total Premiums Paid (plus underwriting extra Premiums paid plus loading for modal Premiums, if any), at end of Policy Term upon survival.
4	Total and Permanent Disability	Additional	Upfront payment in case of permanent disability (lasting for 6 months or more) or physical impairment for life due to any accidental injury or illness
5	Critical Illness*	Accelerated	Enhance your Life Cover with an additional health cover and an accelerated Lump Sum Payout, in case Life Insured is diagnosed with any of the 40 Critical Illnesses .
6	Waiver of Premium Plus Rider#	NA	Comprehensive protection (waiver of future premiums) against Death, Disability (loss of limbs, loss of eyesight, etc.), and Critical Illnesses (e.g. cancer, first heart attack, stroke, coma, kidney failure, and major organ/bone marrow transplantation)
7	Special Exit Value~ ¹	NA	Option to receive all Premiums paid back, at a specified point during policy term (free of cost). Available when Return of Premium variant is not chosen. No Additional Premium to be paid.

Steps to Buy Max Life Smart Secure Plus Plan



So, give your loved ones the financial protection they deserve with Max Life Smart Secure Plus.

YOU ARE THE DIFFERENCE™



^Individual Death Claims Paid Ratio as per Audited Financials for FY 2022-2023 | *As per Public Disclosures 2022.

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