Max Life Smart Wealth Plan
Non-Linked Non-Participating Individual Life Insurance Savings Plan
UIN: 104N116V05
PROSPECTUS

LIFE INSURANCE COVERAGE IS AVAILABLE IN THIS PRODUCT.

ABOUT MAX LIFE INSURANCE

Max Life Insurance Co. Ltd. ("Max Life") is a joint venture between Max Financial Services Ltd. and Mitsui Sumitomo Insurance Co. Ltd. Max Financial Services Ltd. is a part of the Max group, an Indian multi business corporation, while Mitsui Sumitomo Insurance is a member of MS&AD Insurance group.

Max Life offers comprehensive protection and long-term saving solutions, through its multichannel distribution including agency and third distribution partners. Max Life has built its business over almost two decades through need-based sales process, a customer-centric approach to engagement and service delivery, and trained human capital.

During the financial year 2018-19, Max Life achieved gross written premium of ₹ 14,575 crore. As on 31st March 2019, the Company had ₹ 62,798 crore of assets under management (AUM) and a share capital including reserves and surplus of ₹ 2,767 crore. For more information, please visit the company's website at www.maxlifeinsurance.com.

MAX LIFE SMART WEALTH PLAN

Life is all about fulfilling your dreams for your loved ones. You plan to save for your milestones like your children's education, marriage and your peaceful retirement. However, in an environment, which is full of uncertainty and volatility, you need guaranteed assurance, that surmounts all such risks. We understand the significance of such milestones and secure your financial future by helping you pursue your dreams towards accomplishment of these milestones with certainty.

Presenting ***Max Life Smart Wealth Plan,*** which combines protection and savings into a simple and flexible solution to fulfill the certain as well as uncertain needs of your family and assures you and your loved ones a guaranteed smart life.

KEY FEATURES & BENEFITS OF SMART WEALTH PLAN

This product offers you:

1. **Guaranteed Returns**

   Fully guaranteed benefits to help you save for your milestones.

2. **Flexibility**

   Flexibility to choose plan Option as per your need- Lumpsum, Short Term Income, Long Term Income and Whole Life Income

3. **Guaranteed Additions under lumpsum option**

   Guaranteed Additions that boost your maturity corpus under Lumpsum Option

4. **Whole life Income Option with Joint Life coverage**

   Flexibility to cover life of spouse under the same policy with Whole Life Income Option

5. **Financial security in case of death**

The product offers comprehensive death benefit in case of death of Life Insured during the policy term, provided the policy is in force.

6. **Tax Benefit**

You may be eligible for tax benefits as per prevailing tax laws

7. **Enhanced protection through optional riders**

Additional rider(s) can be taken with the policy to provide for additional protection as per your need.

MAX LIFE SMART WEALTH PLAN AT A GLANCE

Eligibility Criteria	Plan Option	Minimum	Maximum
Age at Entry (Years)*	Lumpsum	0 (91 Days)	60
	Short Term Income	5	60
	Long Term Income	4	60
	Whole Life Income	Single Pay- 45 (Younger life)	65 (Older Life)
		Regular pay- 40 (Younger Life)	65 (Older Life)
	In case the Life Insured is a minor, the Policy will automatically vest in him/her on his/her attaining the age of majority. The risk coverage for the minors will start from the Date of Commencement of Risk.		
Age at Maturity (Years)*	Lumpsum	18	80
	Short Term Income	18	73
	Long Term Income	18	74
	Whole Life Income	50	71
Minimum Premium#	Lumpsum	Annual: Rs. 11,000 Monthly: Rs. 1,000	
	Short Term Income		
	Long Term Income		
	Whole Life Income	Single Pay: Rs. 2,50,000 Regular Pay: 50,000	
Maximum Premium	All Options	No Limit, subject to Board Approved Underwriting Policy (BAUP)	
Premium Payment Mode & Modal Factors	Lumpsum	Annual & Monthly **Premium Payment Mode** – **Modal Factors** Annual – 1 Monthly – 0.09	
	Short Term Income		
	Long Term Income		
	Whole Life Income	Single Premium & Regular Pay Annual & Monthly **Premium Payment Mode** – **Modal Factors** Annual – 1 Monthly – 0.09	
Gender	Male, Female and Transgender		
Premium Rates/Benefits	Premium rates and benefits are uni-smoker.		

	This plan can also be offered to sub standard lives with extra mortality charges subject to limits determined in accordance with the Board approved underwriting policy of the Company.

Boundary conditions for policies sold through POSP

Eligibility Criteria	Variant	Policy Term	Age
Maximum age at entry*	Lumpsum	10	55
		12	53
		15	50
		16	49
		20	45
	Short Term Income	7	58
		9	56
		11	54
		13	52
	Long Term Income	7	58
		10	55
		11	54
		14	51
	Whole Life Income	6	59
Maximum Age at Maturity*	65 years		
Maximum Premium	Subject to 25 lakhs death benefit during the policy term		

**All ages mentioned above are age as on last birthday*
 # The minimum premium is exclusive of Goods and service tax and any other cess, underwriting extra premium (if any)
Single pay in variant 4 of the product shall not be available for sales through POS persons.

Please note- For policies sold through POS persons, the product shall comply with all the extant provision, rules, regulations, guidelines, circulars, directions, etc. applicable for POS products, as amended from time to time.

HOW DOES THIS PLAN WORKS?

Step 1: Choose the variant as mentioned below:

- Lumpsum
- Short Term Income
- Long Term Income
- Whole Life Long Income

Step 2: Choose your Premium/Income Payout

Step 3: Choose your sub-variant i.e. Policy Term and Premium Payment Term from the available options

Variant	PPT	PT	Maturity Benefit	Single Life/Joint Life
Lumpsum	5	10,12,15,20	Lump sum at the end of policy term	Single Life
	8	10,12,16,20		
	10	10,12,15,20		
	12	12,15,20		

Short Term Income	6	7	Guaranteed income benefit for 6 years (from 8th year to 13th year in arrears)	
	8	9	Guaranteed income benefit for 8 years (from 10th year to 17th year in arrears)	
	10	11	Guaranteed income benefit for 10 years (from 12th year to 21st year in arrears)	
	12	13	Guaranteed income benefit for 12 years (from 14th year to 25th year in arrears)	
Long Term Income	6	7	Guaranteed income benefit for 30 years (from 8th year to 37th year in arrears *plus* Terminal Benefit)	
	8	10	Guaranteed income benefit for 30 years (from 11th year to 40th year in arrears *plus* Terminal Benefit)	
	10	11	Guaranteed income benefit for 25 years (from 12th year to 36th year in arrears *plus* Terminal Benefit)	
	12	14	Guaranteed income benefit for 25 years (from 15th year to 39th year in arrears *plus* Terminal Benefit)	
Whole Life Income	Single Pay	5	Guaranteed income benefit until the death of last survivor from 6^{th} year in arrears	Joint Life
	6	6	Guaranteed income benefit until the death of last survivor from 7^{th} year in arrears	

BENEFITS IN DETAIL

This section details the benefits payable during the policy term and payout period as per the variant chosen.

Plan Benefits		
Benefit	**How and when Benefits are payable**	**Details**
Death Benefit	Payable on death of the Life Insured during the Policy Term provided the policy is inforce. Further for Variant 4, on death of	<u>**Variant 1, 2 and 3**</u>: A lump sum guaranteed 'Death Benefit' is payable immediately on the death of the life insured during the policy term and is defined as higher of: • 11 times the sum of Annualised Premium* and underwriting extra premiums***, (if any), • 105% of all sum of Total Premiums Paid**, underwriting extra premiums*** and loadings for modal premiums, (if any) as on the date of death of life insured, • Any absolute amount assured to be payable on death #

	the last surviving policyholder after the policy term, a benefit equivalent to the Single Premium *plus* Underwriting Extra Premium in case of single pay and Total Premiums Paid plus underwriting extra premiums in case of regular pay will be payable to the beneficiary.	**"Annualised Premium" means Premium amount payable during a Policy Year chosen by Policyholder, excluding Underwriting Extra Premium, loading for modal premium, Rider Premiums and applicable taxes, cesses or levies if any;* *** "Total Premiums Paid" means the total of all Premiums received, excluding Underwriting Extra Premium, loading for modal premium, Rider Premiums, and applicable taxes, cesses or levies, if any.* ****"Underwriting Extra Premium" means an additional amount charged by Us, as per Underwriting Policy, which is determined on the basis of disclosures made by Policyholder in the Proposal Form or any other information received by Us including medical examination report of the Life Insured* #The absolute amount assured to be payable on death under these variants is equal to the Total Premiums Paid accumulated monthly at an interest rate of 8% p.a. **<u>Variant 4:</u>** A lump sum guaranteed 'Death Benefit' is payable immediately on the death of the life insured(s) during the term of the policy and is defined as the higher of: • In case of Single Pay- 1.25 times the Single Premium* plus underwriting extra premiums (if any), • In case of regular pay- 7 times the Annualised Premium* plus underwriting extra premiums (if any), • 105% of sum of Total Premiums Paid**, underwriting extra premiums and loadings for modal premiums, (if any) as on the date of death of life insured, • Any absolute amount assured to be payable on death # **"Single Premium" means the lump sum premium amount paid by the policyholder at the inception of the policy excluding the taxes if any.* #The absolute amount assured to be payable on death under the Variant 4 on event of first death is equal to 1.25 times the Single Premium plus underwriting extra premiums (if any) in case of single pay and 7 times the Annualized Premium plus underwriting extra premiums (if any) in case of regular pay , and 10 times the Single Premium (Single Pay)/Annualised Premium (Regular pay) plus underwriting extra premiums (if any) on the event of the second death during the policy term. The policy shall continue until the death of the last surviving policyholder. On death of the last surviving policyholder post expiry of the policy Term, Single Premium plus underwriting extra premiums (if any) in case of single pay and total premiums paid plus underwriting extra premiums (if any) in case of regular pay shall be payable to the beneficiary. The policy shall terminate on payment of the death benefit for the last surviving policyholder and no further benefits will be payable.
Maturity benefit	Payable on survival of the Life insured(s)	The maturity benefit for each Variant is given below. **<u>Variant 1:</u>** On maturity the following benefit will be paid: • Guaranteed Sum Assured on Maturity, plus

through the Policy Term

Please note: Premium will vary depending upon the option (variant and sub-variant) chosen.

- Accrued Guaranteed Additions (if any).

The Guaranteed Sum Assured on Maturity for the variant is defined as follows:

Policy Term	Guaranteed Sum Assured on maturity
10,12	110% x Annualised Premium x Premium Payment Term
15,16	140% x Annualised Premium x Premium Payment Term
20	160% x Annualised Premium x Premium Payment Term

Guaranteed Additions is expressed as a percentage of annualised premium and varies by the entry age, premium band and gender of the life insured and the sub-variant selected.

Guaranteed additions accrue at the end of the last four policy years, provided the policy is either premium paying or fully paid up.

The Guaranteed Additions will be payable only in the event of maturity or surrender of the policy.

Sample Guaranteed Additions are mentioned below-

Guaranteed Additions for sub-variant 5 pay 10				
Gender	Age/Annualised Premium	Rs. 50,000	Rs. 75,000	Rs. 1,00,000
Male	30	41.62%	45.55%	47.51%
Male	35	40.83%	44.77%	46.74%
Female	40	40.32%	44.26%	46.24%
Female	45	38.25%	42.22%	44.21%

Guaranteed Additions for sub-variant 8 pay 16				
Gender	Age/Annualised Premium	Rs. 50,000	Rs. 75,000	Rs. 1,00,000
Male	30	103.34%	111.27%	115.23%
Male	35	101.74%	109.73%	113.72%
Female	40	100.71%	108.72%	112.73%
Female	45	96.74%	104.86%	108.93%

Variant 2:

A guaranteed "Income Benefit" is payable at the end of the period (monthly, quarterly, Half yearly or annually) as per the frequency chosen, for the pay-out Period as per the sub-variant selected by you, post completion of the Policy Term.

		Income Benefit is expressed as a percentage of annualised premium and varies by the entry age, premium band and gender of the life insured and the sub-variant selected. The beneficiary will continue to receive the outstanding income benefit even after the death of the life insured/policyholder during the pay-out period. You have the option to the receive income in monthly, quarterly and semi-annually mode post the application of modal factor. Sample Income benefit rates are mentioned below-

Income Benefit for sub-variant 6 pay 7				
Gender	**Age/Annualised Premium**	**Rs. 50,000**	**Rs. 75,000**	**Rs. 1,00,000**
Male	30	139.47%	141.74%	142.87%
Male	35	139.17%	141.44%	142.57%
Female	40	138.98%	141.25%	142.38%
Female	45	138.21%	140.48%	141.62%

Income Benefit for sub-variant 12 pay 13				
Gender	**Age/Annualised Premium**	**Rs. 50,000**	**Rs. 75,000**	**Rs. 1,00,000**
Male	30	195.28%	199.29%	201.29%
Male	35	194.85%	198.88%	200.86%
Female	40	194.57%	198.60%	200.58%
Female	45	193.43%	197.48%	199.46%

Variant 3:

A guaranteed "Income Benefit" is payable at the end of the period (monthly, quarterly, Half yearly or annually as per the frequency chosen , for the pay-out Period as per the sub-variant selected by you, post completion of the Policy Term. At the end of pay-out period a "Terminal Benefit" equal to the Total Premiums Paid, will be payable to the beneficiary.

Income Benefit is expressed as a percentage of Annualised premium and varies by the entry age, premium band and gender of the life insured and the sub-variant selected.

The beneficiary will continue to receive the outstanding income benefit even after the death of the life insured/policyholder during the pay-out period.

You have the option to receive income in monthly, quarterly and semi-annually mode post the application of modal factor.

Sample Income benefit rates are mentioned below-

Income Benefit for sub-variant 6 pay 7

Gender	Age/Annualised Premium	Rs. 50,000	Rs. 75,000	Rs. 1,00,000
Male	30	37.04%	38.93%	39.86%
Male	35	36.92%	38.81%	39.75%
Female	40	36.86%	38.74%	39.68%
Female	45	36.56%	38.45%	39.39%

Income Benefit for sub-variant 10 pay 11				
Gender	**Age/Annualised Premium**	**Rs. 50,000**	**Rs. 75,000**	**Rs. 1,00,000**
Male	30	87.76%	90.71%	96.20%
Male	35	87.57%	90.52%	96.15%
Female	40	87.44%	90.40%	96.07%
Female	45	86.96%	89.93%	95.87%

Variant 4:

Provided that, either of the two life insured have survived the policy term, a guaranteed "Income Benefit" is payable at the end of the period (monthly, quarterly, Half yearly or annually as per the frequency chosen , post the policy term, until the death of the last surviving life.

The policy shall terminate on payment of the death benefit for the last surviving life and no further benefits will be payable.

Income Benefit is expressed as a percentage of Single premium in case of Single pay and as a percentage of Annualized premium in case of regular pay and varies by the entry age, gender and premium band.

You have the option to receive income in monthly, quarterly and semi-annually mode post the application of modal factor.

Sample income benefit rates are mentioned below-

Income Benefit				
Single Premium	**Age-Male/Female**	**45**	**50**	**55**
1000000	45	7.55%	7.59%	7.62%
	50	7.58%	7.63%	7.68%
	55	7.60%	7.67%	7.75%
2000000	45	7.63%	7.67%	7.70%
	50	7.66%	7.71%	7.76%
	55	7.68%	7.75%	7.82%

Surrender	Payable immediately on surrender	You can surrender the policy anytime during the policy term, after it has acquired a surrender value. The policy acquires a Surrender Value as follows:

	during the policy term	**<u>For Variant 1, 2, 3 and regular pay in variant 4:</u>** On payment of two full years' premium. **<u>For Single Pay in Variant 4:</u>** After expiry of free look cancellation period. For monthly premium payment mode, the policy acquires Surrender Value after payment of 24 monthly premiums. There will be Guaranteed Surrender Value and a Special Surrender Value with the latter being non-guaranteed. The surrender value will be equal to the higher of Guaranteed Surrender Value (GSV) or Special Surrender Value (SSV). The policy is terminated after payment of surrender benefit. **Guaranteed Surrender Value (GSV)** **<u>Variant 1</u>**: The GSV is defined as: **GSV of Base + GSV of accrued Guaranteed Additions (if any)** Where, ***GSV of Base*** = *GSV Factor* x *(Total Premiums Paid plus loading for modal premium (if any))* ***GSV of accrued Guaranteed Additions*** = *GSV Factor of Guaranteed Additions* x *(accrued Guaranteed Additions (if any))* GSV factor for Guaranteed Additions is 30%. GSV factor of base is as given below:

Policy Year	% of (Total Premiums paid plus loading for modal premium (if any)
1	NIL
2	30%
3	35%
4-7	50%
8 +	Graduating linearly from 50% to 90% during the last two policy years Minimum (50% + [(40% x (N-7)) /(Policy Term - 8)], 90%) N : Year of Surrender

		Variant 2, 3 and Regular pay in variant 4: The GSV is defined as: **GSV** = *GSV Factor* x *(Total Premiums Paid plus loading for modal premium (if any))* GSV factor of base is as given below: <table><tr><th>Policy Year</th><th>% of (Total Premiums paid plus loading for modal premium (if any))</th></tr><tr><td>1</td><td>NIL</td></tr><tr><td>2</td><td>30%</td></tr><tr><td>3</td><td>35%</td></tr><tr><td>4-7</td><td>50%</td></tr><tr><td>8 +</td><td>Graduating linearly from 50% to 90% during the last two policy years Minimum (50% + [(40% x (N-7)) /(Policy Term - 8)], 90%) N : Year of Surrender</td></tr></table> Variant 4 (Single Pay): The GSV is defined as: **GSV** = *GSV Factor* x *Single Premium* GSV factor of base is as given below: <table><tr><th>Policy Year</th><th>% of Single Premium</th></tr><tr><td>1-3</td><td>75%</td></tr><tr><td>4-5</td><td>90%</td></tr></table> **Special Surrender Value ('SSV')** Variant 1: The SSV is defined as follows: **SSV = SSV of Base + SSV of accrued Guaranteed Additions (if any)** Where; ***SSV of Base*** = *SSV Factor for base * (Total Premiums paid)*

		SSV of accrued Guaranteed addition *= SSV Factor for accrued Guaranteed Additions* (Accrued Guaranteed Additions (if any))* **Variant 2 and 3**: The SSV is defined as follows: **SSV =** *SSV Factor * (Total Premiums paid)* **Variant 4**: The SSV is defined as follows: **SSV** for Single Pay= F3* (F1 * Yearly Income amount + F2 * Single premium) **SSV** for Regular Pay = F3* (F1 * Yearly Income amount + F2 * Total premiums payable)* ((Total Premiums Paid plus loadings for modal premiums paid (if any) for base policy) / (Total Premiums Payable plus loadings for modal premiums payable (if any) for base policy)) The factors F1 & F2 depend on the (age at entry + 5 years for Single pay and 6 years for regular pay) of the younger life. The factor F3 shall be dependent on the year of surrender. The Company has the right to review the SSV factors and the basis for calculating the SSV factors from time to time based on the experience, subject to prior approval of IRDAI. Details of Surrender Value computation has been outlined in the policy document.
Reduced Paid-Up	Once the policy acquires a surrender value as mentioned above, by default the policy will become RPU in case of non-payment of any further premium.	**Variant 1:** ***Death Benefit,*** which will be as follows in case of a policy in RPU mode; **RPU Death Benefit** = ((*Total Premiums Paid plus loadings for modal premiums paid (if any) for base policy) / (Total Premiums Payable plus loadings for modal premiums payable (if any) for base policy)) * Death Benefit at the time of premium discontinuance.* Please note that the death benefit shall not increase after premium discontinuance. ***Maturity Benefit,*** which will be as follows in case of a policy in RPU mode • RPU Guaranteed Sum Assured on Maturity, plus • Accrued Guaranteed Additions (if any). **RPU Guaranteed Sum Assured on Maturity** = *((Total Premiums Paid plus loadings for modal premiums paid (if any) for base policy) / (Total Premiums Payable plus loadings for modal premiums payable (if any) for base policy)) * Guaranteed Sum Assured on Maturity.*

		Please note, the accrued Guaranteed additions till the date on which the policy becomes RPU shall be payable. No Guaranteed additions will accrue after the policy has become reduced paid up. **<u>Variant 2</u>:** ***Death Benefit,*** which will be as follows in case of a policy in RPU mode; **RPU Death Benefit** = (*(Total Premiums Paid plus loadings for modal premiums paid (if any) for base policy) / (Total Premiums Payable plus loadings for modal premiums payable (if any) for base policy)) * Death Benefit at the time of premium discontinuance.* Please note that the death benefit shall not increase after premium discontinuance. ***Maturity Benefit,*** which will be as follows in case of a policy in RPU mode **RPU Income Benefit**= *((Total Premiums Paid plus loadings for modal premiums paid (if any) for base policy) / (Total Premiums Payable plus loadings for modal premiums payable (if any) for base policy)) * Income Benefit.* **<u>Variant 3</u>:** ***Death Benefit,*** which will be as follows in case of a policy in RPU mode; **RPU Death Benefit** = (*(Total Premiums Paid plus loadings for modal premiums paid (if any) for base policy) / (Total Premiums Payable plus loadings for modal premiums payable (if any) for base policy)) * Death Benefit at the time of premium discontinuance.* Please note that the death benefit shall not increase after premium discontinuance. ***Maturity Benefit,*** which will be as follows in case of a policy in RPU mode **RPU Income Benefit**= *((Total Premiums Paid plus loadings for modal premiums paid (if any) for base policy) / (Total Premiums Payable plus loadings for modal premiums payable (if any) for base policy)) * Income Benefit.* **RPU Terminal Benefit** = "*Total Premiums Paid*" until the date in which the policy becomes RPU shall be payable to the beneficiary. **<u>Variant 4</u>:** **<u>Single Premium:</u>** RPU benefits are not applicable. **<u>Regular Pay:</u>**

		Death Benefit, which will be as follows in case of a policy in RPU mode; **RPU Death Benefit during Policy Term for first death**= (*(Total Premiums Paid plus loadings for modal premiums paid (if any) for base policy) / (Total Premiums Payable plus loadings for modal premiums payable (if any) for base policy)) * 7 times annualized premium plus underwriting extra premium if any.* **RPU Death Benefit during Policy Term for second death**= (*(Total Premiums Paid plus loadings for modal premiums paid (if any) for base policy) / (Total Premiums Payable plus loadings for modal premiums payable (if any) for base policy)) * 10 times annualized premium plus underwriting extra premium if any.* **RPU Death Benefit after Policy Term for first death** = Nil **RPU Death Benefit after Policy Term for second death** = (*(Total Premiums Paid plus loadings for modal premiums paid (if any) for base policy) / (Total Premiums Payable plus loadings for modal premiums payable (if any) for base policy)) * Total premiums payable plus underwriting extra premium, if any.* **RPU Income Benefit**= *((Total Premiums Paid plus loadings for modal premiums paid (if any) for base policy) / (Total Premiums Payable plus loadings for modal premiums payable (if any) for base policy)) * Income Benefit.*

SAMPLE ILLUSTRATIONS

Case Study for Variant 1 (Lumpsum):

Mr. Dutta, aged 35 years, pays a premium of Rs. 1,00,000 in Max Life Smart Wealth Plan on an annual mode. He opts for Lump sum variant, 8 year Premium Payment Term & 16 year Policy Term. His Guaranteed Sum Assured at Maturity is Rs. 11,20,000. Let us see how this plan would work for him:

Policy Year	Life Insured's Age at Entry	Annualised Premium	Accrued Guaranteed Additions [1] (End of Year)	Guaranteed Sum Assured at Maturity [2] (End of Year)	Maturity Benefit (1+2) (End of Year)	11 times the sum of Annualised Premium and underwriting extra premiums (a) (End of Year)	105% of all sum of Total Premiums Paid, underwriting extra premiums and loadings for modal premiums (b) (End of Year)	Any absolute amount assured, Total Premiums Paid accumulated monthly at an interest rate of 8% p.a (c) (End of Year)	Death Benefit (higher of a, b or c) (End of Year)
0*	35	100000	-	-	-	1100000	105000	100000	1100000
1	36	100000	-	-	-	1100000	105000	108000	1100000
2	37	100000	-	-	-	1100000	210000	224640	1100000
3	38	100000	-	-	-	1100000	315000	350610	1100000

4	39	100000	-	-	-	1100000	420000	486680	1100000
5	40	100000	-	-	-	1100000	525000	633600	1100000
6	41	100000	-	-	-	1100000	630000	792300	1100000
7	42	100000	-	-	-	1100000	735000	963690	1100000
8	43	-	-	-	-	1100000	840000	1148720	1148720
9	44	-	-	-	-	1100000	840000	1240640	1240640
10	45	-	-	-	-	1100000	840000	1339920	1339920
11	46	-	-	-	-	1100000	840000	1447120	1447120
12	47	-	-	-	-	1100000	840000	1562880	1562880
13	48	-	113720	-	-	1100000	840000	1687920	1687920
14	49	-	227440	-	-	1100000	840000	1822960	1822960
15	50	-	341160	-	-	1100000	840000	1968800	1968800
16	51	-	454880	1120000	1574880	1100000	840000	2126240	2126240

**End of year 0 is equivalent to Beginning of year 1*

The total premiums paid by Mr. Dutta is Rs. 8,00,000, to receive a maturity benefit of Rs. 15,74,880.

Case Study for Variant 2 (Short Term Income):

Mr. Dutta, aged 35 years, pays a premium of Rs. 1,00,000 in Max Life Smart Wealth Plan on an annual mode. He opts for Short Term Income variant, 12 year Premium Payment Term & 13 year Policy Term. He chooses income payout option as Annually. Let us see how this plan would work for him:

Policy Year	Life Insured's Age at Entry	Annualised Premium	Income Benefit (End of Year)	11 times the sum of Annualised Premium and underwriting extra premiums (a) (End of Year)	105% of all sum of Total Premiums Paid, underwriting extra premiums and loadings for modal premiums (b) (End of Year)	Any absolute amount assured, Total Premiums Paid accumulated monthly at an interest rate of 8% p.a (c) (End of Year)	Death Benefit (higher of a, b or c) (End of Year)
0*	35	100000	-	1100000	105000	100000	1100000
1	36	100000	-	1100000	105000	108000	1100000
2	37	100000	-	1100000	210000	224640	1100000
3	38	100000	-	1100000	315000	350610	1100000
4	39	100000	-	1100000	420000	486680	1100000
5	40	100000	-	1100000	525000	633600	1100000
6	41	100000	-	1100000	630000	792300	1100000
7	42	100000	-	1100000	735000	963690	1100000
8	43	100000	-	1100000	840000	1148720	1148720
9	44	100000	-	1100000	945000	1348650	1348650
10	45	100000	-	1100000	1050000	1564500	1564500
11	46	100000	-	1100000	1155000	1797730	1797730
12	47	-	-	1100000	1260000	2049480	2049480

13	48	-	-	1100000	1260000	2213520	2213520
14	49	-	200860	-	-	-	-
15	50	-	200860	-	-	-	-
16	51	-	200860	-	-	-	-
17	52	-	200860	-	-	-	-
18	53	-	200860	-	-	-	-
19	54	-	200860	-	-	-	-
20	55	-	200860	-	-	-	-
21	56	-	200860	-	-	-	-
22	57	-	200860	-	-	-	-
23	58	-	200860	-	-	-	-
24	59	-	200860	-	-	-	-
25	60	-	200860	-	-	-	-

**End of year 0 is equivalent to Beginning of year 1*

The total premiums paid by Mr. Dutta is Rs. 12,00,000, to receive a total income of Rs. 24,10,320 (Rs. 2,00,860 every year).

Case Study for Variant 3 (Long Term Income):

Mr. Dutta, aged 35 years, pays a premium of Rs. 1,00,000 in Max Life Smart Wealth Plan on an annual mode. He opts for Long Term Income variant, 6 year Premium Payment Term & 7 year Policy Term. He chooses income payout option as Annually. Let us see how this plan would work for him:

Policy Year	Life Insured's Age at Entry	Annualised Premium	Income Benefit (End of Year)	Terminal Benefit (End of Year)	11 times the sum of Annualised Premium and underwriting extra premiums (a) (End of Year)	105% of all sum of Total Premiums Paid, underwriting extra premiums and loadings for modal premiums (b) (End of Year)	Any absolute amount assured, Total Premiums Paid accumulated monthly at an interest rate of 8% p.a (c) (End of Year)	Death Benefit (higher of a, b or c) (End of Year)
0*	35	100000	-	-	1100000	105000	100000	1100000
1	36	100000	-	-	1100000	105000	108000	1100000
2	37	100000	-	-	1100000	210000	224640	1100000
3	38	100000	-	-	1100000	315000	350610	1100000
4	39	100000	-	-	1100000	420000	486680	1100000
5	40	100000	-	-	1100000	525000	633600	1100000
6	41	-	-	-	1100000	630000	792300	1100000
7	42	-	-	-	1100000	630000	855660	1100000
8	43	-	39750	-	-	-	-	-
9	44	-	39750	-	-	-	-	-
10	45	-	39750	-	-	-	-	-
11	46	-	39750	-	-	-	-	-
12	47	-	39750	-	-	-	-	-
13	48	-	39750	-	-	-	-	-
14	49	-	39750	-	-	-	-	-

15	50	-	39750	-	-	-	-	-	-
16	51	-	39750	-	-	-	-	-	-
17	52	-	39750	-	-	-	-	-	-
18	53	-	39750	-	-	-	-	-	-
19	54	-	39750	-	-	-	-	-	-
20	55	-	39750	-	-	-	-	-	-
21	56	-	39750	-	-	-	-	-	-
22	57	-	39750	-	-	-	-	-	-
23	58	-	39750	-	-	-	-	-	-
24	59	-	39750	-	-	-	-	-	-
25	60	-	39750	-	-	-	-	-	-
26	61	-	39750	-	-	-	-	-	-
27	62	-	39750	-	-	-	-	-	-
28	63	-	39750	-	-	-	-	-	-
29	64	-	39750	-	-	-	-	-	-
30	65	-	39750	-	-	-	-	-	-
31	66	-	39750	-	-	-	-	-	-
32	67	-	39750	-	-	-	-	-	-
33	68	-	39750	-	-	-	-	-	-
34	69	-	39750	-	-	-	-	-	-
35	70	-	39750	-	-	-	-	-	-
36	71	-	39750	-	-	-	-	-	-
37	72	-	39750	600000	-	-	-	-	-

**End of year 0 is equivalent to Beginning of year 1*

The total premiums paid by Mr. Dutta is Rs. 6,00,000 to receive a total income benefit of Rs. 11,92,500 (Rs. 39,750 every year) and terminal benefit (return of total premiums paid) of Rs. 6,00,000 at the end of income of payout period.

Case Study for Variant 4 (Whole Life Income):

Mr. Sharma, aged 50 years and his wife aged 45 years pays a premium of Rs. 10,00,000 in Max Life Smart Wealth Plan. He opts for Whole Life Income variant, Single Premium Payment Term & 5 year Policy Term. He chooses income payout option as annually. Let us see how this plan would work for him:

Policy Year	Age at Entry of Insured Person 1	Age at entry of Insured Person 2	Single Premium	Income Benefit (End of Year)	Benefit on first death (End of Year)	Benefit on second death (End of Year)
0*	50	45	1000000	-	1250000	10000000
1	51	46	-	-	1250000	10000000
2	52	47	-	-	1250000	10000000
3	53	48	-	-	1250000	10000000
4	54	49	-	-	1250000	10000000
5	55	50	-	-	1250000	10000000
6	56	51	-	75780	-	1000000
7	57	52	-	75780	-	1000000
8	58	53	-	75780	-	1000000
9	59	54	-	75780	-	1000000
10 to 49	60 to 99#	55 to 94	-	75780	-	1000000

**End of year 0 is equivalent to Beginning of year 1*

#Assuming the policy ends after the second death.
The total premiums paid by Mr. Sharma is Rs. 10,00,000, to receive a total income benefit of Rs. 33,34,320 (Rs. 75,780 every year) and return of single premium paid i.e. Rs. 10,00,000 on the second death. Total Benefit amounts to Rs. 43,34,320

HIGHER BENEFITS FOR HIGHER PREMIUM POLICIES

Higher maturity benefits will be offered for higher premium bands. The premium bands applicable under the product are shared in the below tables.

Variant 1, 2 & 3	
Premium Band	**Annualised Premium (in Rs.)**
1	11,000 - 49,999
2	50,000-74,999
3	75,000 to 99,999
4	1,00,000 - 1,49,999
5	1,50,000 - 2,99,999
6	3,00,000 and above

Variant 4 (Single Pay)	
Premium Band	**Single Premium (in Rs.)**
1	2,50,000 – 4,99,999
2	5,00,000 – 9,99,999
3	10,00,000 -19,99,999
4	20,00,000 and above

Variant 4 (Regular Pay)	
Premium Band	**Annualised Premium (in Rs.)**
1	50,000-74,999
2	75,000 to 99,999
3	1,00,000 - 1,49,999
4	1,50,000 - 2,99,999
5	3,00,000 and above

COMMUTATION OPTION

The commutation option is only available with Variant 2, 3 and 4.

The Company shall provide an option to the beneficiary/policyholder during the pay-out period (called Commutation option) to receive the present value of the outstanding income and death benefit (if any) as lump sum.

On receipt of the Commutation request, all future income and Death (if any) Benefit payable (as the case may be) will be stopped and a lump sum amount will be made available to the beneficiary. The policy shall terminate on payment of the commuted value.

In case of the Variant 4, the commuted value of the future benefit will be capped to the Single premium in case of Single pay and will be capped to total premiums paid in case of Regular pay.

<u>Commutation for Variant 2 and 3</u>

The Company shall derive the commuted value by using a discount rate of 9% per annum from the date of receipt of request of commutation.

The discount rate can be changed by the Company subject to IRDAI's approval basis changing investment returns.

For clarity, the following benefits will be discounted at a discount rate 9% p.a.:

- Variant 2 : Outstanding Income Benefit
- Variant 3 : Outstanding Income Benefit and Terminal Benefit

Commutation for Variant 4

The commuted value of the future benefits for Variant 4 will be calculated as follows:

*(F1 * Yearly Income amount + F2 * Single premium for Single Pay and total premiums paid for regular pay) – Any income paid during the year*

The factors F1 & F2 depend on the age of the younger life at the time of commutation. 'F1' factor is the expected present value of the income benefits receivable by the policyholder. 'F2' factor is the expected present value of the return of premium on death of the last surviving life insured payable to the beneficiary, The discount rate can be changed by the Company subject to IRDAI's approval basis changing investment returns.

Sample F1 & F2 factors are mentioned below-

Single Pay		
Age at date of commutation	**F1 (Annual income)**	**F2 (Single Premium)**
45	11.46	6.22%
46	11.41	6.63%
47	11.35	7.07%
48	11.29	7.54%
49	11.23	8.02%
50	11.17	8.53%

For Variant 4 (Regular Pay)		
Age at date of commutation	**F1 (Annual income)**	**F2 (Total Premiums Paid**
45	11.46	6.22%
46	11.41	6.63%
47	11.35	7.07%
48	11.29	7.54%
49	11.23	8.02%
50	11.17	8.53%

INCOME PAYOUT FREQUENCY

You may choose to receive the income benefits in non-annual mode under the Short Term Income, Long Term Income and Whole Life Income options.

Modal factors applicable for all the modes are mentioned below:

Frequency	Modal Factor
Annual	1

Monthly	0.08
Quarterly	0.24
Semi-Annual	0.49

You will have the option to choose the income payment frequency at the inception of the policy only. The income payment frequency cannot be changed anytime during the policy term or during the pay-out period.

REVIVAL/REINSTATEMENTS

For Variant 1, 2, 3 and Regular pay in variant 4:

A lapse/RPU policy can be revived within a revival period of five consecutive years from the due date of first unpaid premium, subject to following conditions:

- You paying all overdue premiums, together with late fee applicable as on the date of revival and as determined by the Company from time to time depending upon the number of days between the date of lapse and the date of revival of policy. The current late fee structure is mentioned below:

No. of Days between lapse/RPU and revival of policy	Late fee
0-60	Nil
61-180	RBI Bank Rate + 1% p.a. compounded annually on due premiums.
>180	RBI Bank Rate + 3% p.a. compounded annually on due premiums.

- You producing an evidence of insurability at his/her own cost which is acceptable to the Company; and
- The revival of the policy shall take effect only after revival of the policy is approved by Max Life Insurance basis the Board approved underwriting policy and communicated to you in writing. Once the policy has been revived, all the accrued GA (if any) and benefits will get reinstated to original levels, which would have been the case had the policy remained premium paying all throughout.

If a lapsed policy is not revived within five years, the policy shall be terminated and no value is payable to you.

After a policy has acquired surrender value, the policy shall not lapse. In case of premium discontinuance, the policy will by default become Reduced Paid-Up (RPU). A RPU policy can be revived within a revival period of five years from the due date of first unpaid premium, subject to conditions mentioned above for revival of lapsed policy.

Once the policy has been revived, all the benefits will get reinstated to original levels, which would have been the case had the policy remained premium paying all throughout.

If a RPU policy is not revived within five years of it becoming RPU, then the policy cannot be revived and will continue as RPU for the rest of its Policy Term.

The 'RBI Bank Rate' for the financial year ending 31st March (every year) will be considered for determining the revival late fee.

On grounds of simplicity and operational ease, the late fee is revised only if the RBI Bank Rate changes by 100 bps or more from the RBI Bank rate used to determine the prevailing revival late fee (reviewed on every 31st March).

As the interest rate will be reviewed at the beginning of each financial year, any change in revival late fee will be applicable from 1st July to 30th June to allow sufficient time for making changes in the policy administration system.

The current revival late fee is based on RBI Bank rate of 7.0% p.a. prevailing as at 5th April 2016 plus relevant margins stated in the table above. The interest rate was reviewed on 31st March 2017 and 31st March 2018. Since the change in RBI Bank rate on these review dates was less than 100 bps, there is no change in the prevailing revival late fee.

Any change in the basis of determination of revival interest rate will be done only after prior approval of the Authority.

For the avoidance of doubt, the Policy cannot be revived beyond the Policy Term.

Variant 4 (Single pay): Revivals/reinstatements are not applicable in case of Single pay option.

RIDERS

Following riders are available under Variant 1, 2 and 3 of the product:

Max Life Waiver of Premium plus Rider (UIN: 104B029V03), which provides waiver of all future premiums in case of Critical Illness or dismemberment or Death (only when Life Insured and Policyholder are different individuals). This product does not have an inbuilt Waiver of Premium benefit and thus rider benefit is an additional benefit.

Max Life Accidental Death and Dismemberment Rider (UIN: 104B027V03), which provides additional benefits in case of death or dismemberment of the Life Insured due to an accident.

Max Life Term plus Rider (UIN: 104B026V03), which provides additional lump sum benefit in case of death of the Life Insured.

No riders will be available with Variant 4 and the policies sold through POS persons.

TERMINATION OF POLICY

This Policy will terminate upon the happening of any of the following events:

- the date on which We receive free look cancellation request
- the date of intimation of repudiation of the death claim by Us in accordance with the provisions of this Policy;
- on the expiry of the Revival Period, if the Lapsed Policy has not been revived. However, if a Policy under Reduced Paid Up Mode is not revived within the Revival Period then, it will not terminate and will continue to be under Reduced Paid Up Mode for the remaining part of the Policy Term
- on the date of payment of Surrender Value
- on the Maturity Date
- on the death of the Life Insured
- on the commutation of the policy

TERMS AND CONDITIONS

We urge you to read this prospectus and the benefit illustration, understand the plan details & how it works before you decide to purchase this Policy.

Free Look Option

You have a period of 15 days (30 days if the policy is sourced through Distance Marketing modes) from the date of receipt of the policy document, to review the terms and conditions of the policy, where if you disagree to any of those terms and conditions, he/she has the option to return the policy stating the reasons for objection. You shall be entitled to a refund of the premiums paid, subject only to deduction of a proportionate risk premium for the period of cover and the expenses incurred by the company on medical examination of the life insured and stamp duty charges.

The following distance marketing modes are applicable for this product:

- Voice mode, which includes telephone-calling;
- Short Messaging service (SMS);
- Electronic mode which includes e-mail, and interactive television (DTH);
- Physical mode which includes direct postal mail and newspaper and magazine inserts.

Waiting Period (Applicable only for policies sold through POSP)

There is a waiting period of 90 days from the Date of Commencement of Risk of this Policy ("Waiting Period"). In case of death (for other than accidental death only) during this Waiting Period, 100% of the total premiums paid till the date of death will be payable excluding applicable taxes, cesses, levies, if any. The Death Benefit will not be payable.
In case of death of Life Insured due to accident, the Waiting Period is not applicable, and Death Benefit shall be payable. The Waiting Period is not applicable in case of revival of the Policy.

Suicide Exclusions

Notwithstanding anything stated herein, if the Life Insured (for Variant 4, either of the Life Insured), whether sane or insane, dies by suicide within 12 months from the date of commencement of risk or the date of revival of policy, the policy shall terminate immediately. In such cases, the Company shall pay either:

- Higher of Surrender Value or sum of total premiums paid, underwriting extra premiums and loadings for modal premiums (if any) and exclusive of taxes, cesses and levies as on date death, in case the policy has acquired a surrender value; or
- Total Premiums paid *plus* underwriting extra premiums *plus* loadings for modal premium and exclusive of taxes, cesses and levies, in case the policy has not acquired a surrender value.

Grace period

A grace period of thirty (30) days for annual mode and fifteen (15) days for monthly mode from the due date for payment of each premium will be allowed to you for payment of contractual premium.

During the grace period, the Company will accept the premium without late fee.

The insurance coverage continues during the grace period but if the life insured dies during the grace period, the Company will deduct the due premium (if any) till the date of death from the benefits payable under the policy.

Loan Provision

Policy loans will be available under this product subject to maximum of 50% of the surrender value during the policy term. The minimum loan amount that can be granted under the policy at any time will be Rs. 10,000. Upon grant of a loan under this Policy, the Policy shall automatically be assigned in favour of the Company, till the time the entire loan amount including interest, any fees or dues towards such loan has been repaid to the Company. On such repayment of the loan and accumulated interest before the expiry of policy term, the Policy will be reassigned to you and the maturity/income/death/surrender benefits will continue.

Any outstanding loan (together with accrued interest) will be deducted from any benefit payable on termination of the policy (i.e. surrender or death benefit).

In case of non-payment of loan till the expiry of policy term, the excess of surrender value over the loan amount along with accrued interest will be paid back to you and the policy will be terminated. The surrender value of a policy at the end of the policy term is the representation of the policy value at that time. For Variant 1, the surrender value at the end of policy term is equal to the maturity benefit, while for other variants it is comparable to the present value of future benefits. Thus, at the end of the policy term, in case of non-repayment of loan, the excess of policy value over the loan amount along with accrued interest shall be returned to you.

In case outstanding loan amount including interest exceeds 95% of the surrender value or the remaining policy term is 6 months (whichever is earlier), customer communication will be sent within next 3 working days for repayment of loan along with the accrued interest.

In case at any time thereafter, should the loan together with interest (currently 9.9% p.a. compounded annually) thereon exceed the surrender value, the policy shall terminate.

The policy loan interest rate is determined in accordance with the Max Life Policy for setting interest rates for policy loans, wherein the loan interest rate is determined by considering the potential loss in fund earning (plus administrative charges) due to lending money to a customer. The policy loan interest rate is determined by using the RBI Bank rate + 3.0% as a reference point, and is modified only if the RBI Bank rate changes by 100 bps or more from the RBI Bank rate used to determine the prevailing policy loan interest rate, on grounds of simplicity and operational ease.

The loan interest rate is reviewed on 31st March of every year and any change in loan interest rate will be applicable from the following 1st July to 30th June period.

For reference, the existing loan interest rate is 9.9% p.a. compounded annually and is based on the RBI Bank rate of 7.0% p.a. prevailing as at 5th April 2016 plus a margin of 3%. A further adjustment of -10 bps was made to ensure that the rates were competitive.

The loan interest rate was reviewed on 31st March 2017, 31st March 2018 and 31st March 2019. Since the change in RBI Bank rate on these review dates was less than 100 bps, the policy loan rate has been maintained at 9.9% p.a.

Please note that any change in the basis of determining policy loan interest rate shall be made by the Company with prior approval of the IRDAI.

Proof of Living

For the Whole life income variant, a “Living Certificate”, in the format prescribed by the Company is required to be submitted 30 days before the end of every policy year.

Availability of product via online mode

Product will be available for sale through online mode, if allowed.

Full Disclosure & Incontestability:
We draw your attention to Section 45 and statutory warning under Section 41 of the Insurance Act 1938 as amended from time to time – which reads as follows:

Section 45 of the insurance Act, 1938 as amended from time to time states that:

(1) No policy of life insurance shall be called in question on any ground whatsoever after the expiry of three 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 three 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:

Provided that the insurer shall have to communicate in writing to the insured or the legal representatives or nominees of the insured the grounds and materials on which such decisions are based.

Explanation I – For the purposes of this sub-section, the expression "fraud" means any of the following acts committed by the insured or by his agent, with the intent to deceive the insurer or to induce the insurer to issue a life insurance policy:
a) the suggestion, as a fact of that which is not true and which the insured does not believe to be true;
b) the active concealment of fact by the insured having knowledge or belief of the fact;
c) any other act fitted to deceive; and
d) any such act or omission as the law specially declares to be fraudulent.

Explanation II – Mere silence as to facts likely to affect the assessment of the risk by the insurer is not fraud, unless the circumstances of the case are such that regard being had to them, it is the duty of the insured or his agent, keeping silence to speak, or unless his silence is, in itself, equivalent to speak.

(3) Notwithstanding anything contained in sub-section (2) no insurer shall repudiate a life insurance policy on the ground of fraud if the insured can prove that the mis-statement of or suppression of a material fact was true to the best of his knowledge and belief or that such mis-statement of or suppression of a material fact are within the knowledge of the insurer:
Provided that in case of fraud, the onus of disproving lies upon the beneficiaries, in case the member is not alive.

Explanation – A person who solicits and negotiates a contract of insurance shall be deemed for the purpose of the formation of the contract, to be the agent of the insurer.

(4) A policy of the life insurance may be called in question at any time within three 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 that any statement of or suppression of a fact material to the expectancy of the life of the insured was incorrectly made in the proposal or other document on the basis of which the policy was issued or revived or rider issued:

Provided that the insurer shall have to communicate in writing to the insured or the legal representatives or nominees of the insured the grounds and material on which such decision to repudiate the policy of life insurance is based:

Provided further that in case of repudiation of the policy on the ground of misstatement or suppression of a material fact, and not on the ground of fraud, the premiums collected on the policy till the date of repudiation shall be paid to the insured or the legal representatives or nominees of the insured within a period of ninety days from the date of such repudiation

Explanation – For the purposes of this sub-section, the mis-statement of or suppression of fact shall not be considered material unless it has a direct bearing on the risk undertaken by the insurer, the onus is on the insurer to show that had the insurer been aware of the said fact no life insurance policy would have been issued to the insured.

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

Prohibition of Rebates: Section 41 of the Insurance Act, 1938 as amended from time to time states:

(1) No person shall allow or offer to allow, either directly or indirectly, as an inducement to any person to take or renew or continue an insurance in respect of any kind of risk relating to lives or property in India, any rebate of the whole or part of the commission payable or any rebate of the premium shown on the policy, nor shall any person taking out or renewing or continuing a policy accept any rebate, except such rebate as may be allowed in accordance with the published prospectuses or tables of the insurer:

(2) Any person making default in complying with the provisions of this section shall be liable for a penalty which may extend to ten lakh rupees.

Nomination

Nomination shall be applicable in accordance with provisions of Section 39 of the Insurance Act 1938 respectively, as amended from time to time.

Assignment

Assignment shall be applicable in accordance with provisions of Section 38 of the Insurance Act 1938 respectively, as amended from time to time.

Rights and Responsibility of the Nominee

In case of death of the Life Insured during the term of the Policy, the nominee will be entitled to receive the benefits secured under the Policy.

In addition, while processing claim for the death benefit / maturity benefit, the nominee will be required:

1. To produce all the necessary documents.
2. To give valid discharge for the payment of the benefits secured under the Policy.

Expert Advice at Your Doorstep

Our distributors have been professionally trained to understand and evaluate your unique financial requirements and recommend a Policy which best meets your needs. With experienced and trained distributors, we are fully resourced to help you achieve your life's financial objectives. Please call us today. We would be delighted to meet you.

Important Notes:

1. This is only a prospectus. It does not purport to be a contract of insurance and does not in any way create any rights and/or obligations. All the benefits are payable subject to the terms and conditions of the Policy.
2. Benefits are available provided all premiums are paid, as and when they are due.
3. All applicable taxes, cesses and levies as imposed by the Government from time to time would be levied as per applicable laws.
4. Insurance is the subject matter of solicitation.
5. Life Insurance Coverage is available in this Product.
6. All Policy benefits are subject to policy being in force.
7. "We", "Us", "Our" or "the Company" means Max Life Insurance Company Limited.
8. "You" or "Your" means the Policyholder.
9. Policyholder and Life Insured can be different under this product.

Should you need any further information from us, please do not hesitate to contact on the below mentioned address and numbers. We look forward to have you as a part of the Max Life Insurance family.

For other terms and conditions, request your Agent Advisor or intermediaries for giving a detailed presentation of the product before concluding the sale.

CONTACT DETAILS OF THE COMPANY

Company Website

http://www.maxlifeinsurance.com

Registered Office

Max Life Insurance Company Limited
419, Bhai Mohan Singh Nagar, Railmajra, Tehsil Balachaur, District Nawanshahr,
Punjab -144 533 Tel: (01881) 462000

Communication Address

Max Life Insurance Company Limited
Plot No. 90A, Sector 18,
Gurugram – 122015, Haryana, India.
Tel No.: (0124) 4219090

Customer Helpline Number: 1860 120 5577
Customer Service Timings: 9:00 AM - 6:00 PM Monday to Saturday (except National holidays) or SMS 'Life' to 5616188

BEWARE OF SPURIOUS / FRAUD PHONE CALLS!

- 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