



THANK GOD!  
SOME THINGS IN LIFE ARE **GUARANTEED**,  
JUST LIKE THE LOVE OF YOUR FAMILY.



An easy and simple plan, that's hassle-free to buy and provides guaranteed benefit to ensure a financially secure future for your family.

## WHAT THIS PLAN OFFERS YOU



### Life Insurance Coverage

The product offers Life Insurance cover to take care of your loved ones in case you are not around



### Guaranteed Financial Protection throughout the Policy Term

The product offers Guaranteed Maturity Benefit or Guaranteed Death Benefit:

- Maturity Benefit: Get Guaranteed Lump Sum benefit on maturity to meet your savings goals, or
- Death Benefit: Lump Sum Death Benefit is paid immediately on death ensuring complete financial security of your loved ones



### Short Premium Payment Term and Policy Term

Build a corpus for your dream in a short span of time by saving systematically as the product offers a short Premium Payment Term of 5 years and Policy Term of 10 years



### Easy Plan And Simple Process

Simple and easy-to-understand plan which acts as a solution to your insurance needs



### Tax Benefits

Tax benefits may apply to the premiums paid and benefits received by you as per the prevailing tax laws



# PLAN FEATURES AND BENEFITS

Features	Max Life POS Guaranteed Benefit Plan
Type of Plan	A Non-Linked Non-Participating Individual Life Insurance Savings Plan
Coverage	All individuals in accordance with Board approved underwriting policy of the Company
Age at Entry (Age as on last birthday)	Minimum entry age: 18 years Maximum entry age: 50 years
Maximum Maturity Age (Age as on last birthday)	60 years
Premium Payment Term	5 years
Policy Term	10 years
Premium Payment Mode	Annual and Monthly Mode available
Minimum Annualised Premium*	₹ 15,000 Please note the Minimum Annualised Premium is exclusive of all applicable taxes, cesses and levies as imposed by the Government and underwriting extra premiums (if any)
Maximum Annualised Premium*	₹ 99,000 Please note the Maximum Annualised Premium is exclusive of all applicable taxes, cesses and levies as imposed by the Government and inclusive of Premium plus Underwriting extra Premiums (if any)
Guaranteed Sum Assured at Maturity	Minimum: ₹ 98,309 Maximum: ₹ 7,61,714
Premium Rates	Premium Rates and the benefits are uni-smoker and uni-sex (same for all genders)
Policy Loan Provision	Policy loans will be available under this product subject to a maximum of 80% of Special Surrender Value as per existing Terms and Conditions of policy loans at Max Life Insurance

Benefits	Details
Death Benefit	The Lump Sum Death Benefit is payable immediately on the death of the life insured and is defined as the higher of: i) 10 times the (Annualised Premium* plus underwriting extra premiums** if any), ii) 105% of (Total Premiums paid* plus underwriting extra premiums as on the date of death of life insured), iii) Guaranteed Sum Assured at Maturity iv) Any absolute amount assured to be paid on death* **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.
Maturity Benefit	Maturity Benefit is equal to Guaranteed Sum Assured at Maturity (GSAM). The policy gets terminated after the payment of Maturity Benefit
Surrender Benefit	The policy can only be surrendered once it acquires a Guaranteed Surrender Value (GSV), i.e., on payment of first 2 full year's Premium. The Surrender Value will be equal to the higher of Guaranteed Surrender Value (GSV) or Special Surrender Value (SSV). The GSV is defined as <b>GSV factor x (Total premiums paid plus loadings for modal premiums paid for base policy)</b> Total Premiums paid for base policy refers to the total Annualised Premium paid under the policy In practice, an SSV will be paid to the policyholder which will always be higher than or equal to the GSV The policy gets terminated after payment of Surrender Benefit
Reduced Paid Up (RPU) Benefit	Once the policy has acquired a Surrender Value, in case of non-payment of due premiums till the expiry of the grace period, the policy will not lapse but will become Reduced Paid Up (RPU)
Tax Benefit	You may be entitled to certain applicable tax benefits on your Premiums paid and policy benefits. Please note that all the tax benefits are subject to tax laws prevailing at the time of payment of Premium or receipt of benefits by you. It is advisable to seek an independent tax advice
Waiting Period	Please note that there is a Waiting Period of 90 days under this product which is applicable from the date of commencement of cover. If the customer dies during the Waiting Period, then no benefit is payable apart from refund of 100% of the Premium paid since the date of commencement of policy excluding all applicable taxes, cesses and levies as imposed by the Government. Please note that if the customer dies due to accident then Waiting Period is not applicable and full lump sum Death Benefit is payable. The Waiting Period is not applicable in case of revival of the policy
Free Look Period	You have a period of 15 days (30 days in case the policy has been bought through Distance Marketing) 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, you have 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

## ILLUSTRATION

	Example 1	Example 2	Example 3	Example 4
Age of Life Insured	35 years	35 years	35 years	35 years
Premium Payment Term / Policy Term	5 Years / 10 Years	5 Years / 10 Years	5 Years / 10 Years	5 Years / 10 Years
Annualised Premium*	₹ 25,000	₹ 35,000	₹ 50,000	₹ 75,000
Total Annualised Premium	₹ 1,25,000	₹ 1,75,000	₹ 2,50,000	₹ 3,75,000
Guaranteed Sum Assured at Maturity	₹ 1,72,070	₹ 2,51,365	₹ 3,82,497	₹ 5,73,745

\*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.

Kindly note that the above case studies are only examples and do not in any way create any rights and / or obligations.



Customer Helpline Number  
1860 120 55 77



SMS  
'LIFE' to 5616188



Website  
[www.maxlifeinsurance.com](http://www.maxlifeinsurance.com)

### LIFE INSURANCE COVERAGE IS AVAILABLE IN THIS PRODUCT.

**Max Life Insurance Company Limited is a Joint Venture between Max Financial Services Limited and Axis Bank Limited.** Corporate Office: 11<sup>th</sup> Floor, DLF Square Building, Jacaranda Marg, DLF City Phase II, Gurugram (Haryana) - 122 002. For more details on the risk factors, Terms and Conditions, please read the prospectus carefully before concluding a sale. Insurance is a subject matter of solicitation. You may be entitled to certain applicable tax benefits on your premiums and policy benefits. Please note all the tax benefits are subject to tax laws prevailing at the time of payment of premium or receipt of benefits by you. Tax benefits are subject to changes in tax laws. Trade logo displayed belongs to Max Financial Services Ltd. and Axis Bank Ltd. respectively and with their consents, are used by Max Life Insurance Co. Ltd. You can call us on our Customer Helpline No. 1860 120 5577 or SMS 'LIFE' to 5616188 or Website: [www.maxlifeinsurance.com](http://www.maxlifeinsurance.com)

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#### 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.