



LIFE INVESTMENTS FOR YOU,  
*ab Simple hai!*

WITH



**MAX LIFE**  
**SMART**  
**FIXED-RETURN**  
**DIGITAL PLAN**  
Non-Linked Non-Participating Individual Life Insurance Savings Plan, UIN: 104NI23V02



THAT OFFERS:



Lumpsum Tax-free##  
Guaranteed# Returns



Life  
Cover



Shorter tenure  
of 5 years

Make a Smart choice, because when it comes to fulfilling your dreams,

**#YouAreTheDifference™**

Experience shows us that the best way to tackle uncertainty is to plan for it. We understand that in life, you have some goals which are non-negotiable and hence require a solid plan.

Presenting the **Max Life Smart Fixed-return Digital Plan**, a stepping stone in your savings journey; a plan that combines protection along with giving you lump sum benefits that are assured right at the outset.

### KEY FEATURES OF MAX LIFE SMART FIXED-RETURN DIGITAL PLAN



**Guaranteed<sup>#</sup> returns** payable as a lump sum at maturity



**Simplified on-boarding process** that is easy, quick, and hassle free



**Enjoy higher benefits** for higher premiums paid



**Special benefits for women customers**



**Tax benefits<sup>##</sup>**



**Option of loan facility**

<sup>#</sup>Provided all due premiums have been paid and the policy is in force.

<sup>##</sup>Available as per prevailing tax laws.

Variant	You Pay	You Get			
		Maturity Benefit		Life Insurance Benefit	
		What is benefit?	When is it payable?	What is benefit?	When is it payable?
Gold	Only once	<b>Guaranteed<sup>#</sup> lump sum corpus</b>	On survival at the end of the chosen period (Policy Term) of 5 or 10 years	Either 1.25 times or 10 times of the Single Premium as chosen by you	On death of the insured life during the chosen period (Policy Term) of 5 or 10 years
Platinum	For 5 years	<b>Guaranteed<sup>#</sup> lump sum corpus</b>		At least 11 times of the Annualized Premium	
Titanium	For 5 years	<b>Guaranteed<sup>#</sup> lump sum corpus + Accrued Guaranteed<sup>#</sup> Additions</b>		At least 11 times of the Annualized Premium	

### 3 EASY STEPS TO BUY THIS PLAN

1. Choose the variant (Gold, Platinum or Titanium)
2. Decide the amount you want to invest and how frequently you wish to invest
3. Choose your Policy Term and submit your documents along with the proposal form

Enjoy the feeling of staying protected for your family & guaranteed<sup>#</sup> benefits associated with your plan customized as per your needs.

## PLAN AT A GLANCE

Criteria	Details																																		
<b>Product Type</b>	A Non-Linked Non-Participating Individual Life Insurance Savings Plan. UIN: 104N123V01																																		
<b>Coverage</b>	All individuals in accordance with the Board Approved Underwriting Policy																																		
<b>Age* of the Life Insured at Entry</b>	<table border="1" style="width: 100%; border-collapse: collapse; margin-bottom: 10px;"> <thead> <tr style="background-color: #e6f2ff;"> <th rowspan="2">Variant</th> <th rowspan="2">Coverage Type</th> <th rowspan="2">Death Benefit Multiple</th> <th rowspan="2">Policy Term (in years)</th> <th colspan="2">Age at Entry (in years)</th> </tr> <tr style="background-color: #e6f2ff;"> <th>Min</th> <th>Max</th> </tr> </thead> <tbody> <tr> <td rowspan="4" style="text-align: center; vertical-align: middle;"><b>Gold</b></td> <td rowspan="2" style="text-align: center; vertical-align: middle;">Single Life</td> <td rowspan="2" style="text-align: center; vertical-align: middle;">1.25</td> <td style="text-align: center;">5</td> <td style="text-align: center;">13</td> <td style="text-align: center;">50</td> </tr> <tr> <td style="text-align: center;">10</td> <td style="text-align: center;">8</td> <td style="text-align: center;">50</td> </tr> <tr> <td rowspan="2" style="text-align: center; vertical-align: middle;">Joint Life</td> <td rowspan="2" style="text-align: center; vertical-align: middle;">10</td> <td style="text-align: center;">5</td> <td style="text-align: center;">13</td> <td style="text-align: center;">45</td> </tr> <tr> <td style="text-align: center;">10</td> <td style="text-align: center;">8</td> <td style="text-align: center;">45</td> </tr> <tr> <td rowspan="2" style="text-align: center; vertical-align: middle;"><b>Platinum / Titanium</b></td> <td rowspan="2" style="text-align: center; vertical-align: middle;">Single Life</td> <td rowspan="2" style="text-align: center; vertical-align: middle;">11</td> <td style="text-align: center;">5</td> <td style="text-align: center;">13</td> <td style="text-align: center;">50</td> </tr> <tr> <td style="text-align: center;">10</td> <td style="text-align: center;">8</td> <td style="text-align: center;">50</td> </tr> </tbody> </table> <p>In case the Life Insured is a minor, the Policy will automatically vest in him / her on his / her attaining the age of majority (18). The risk coverage for minors will start from the Date of Commencement of Risk. There should be specific insurable interest between proposer and life insured.</p>	Variant	Coverage Type	Death Benefit Multiple	Policy Term (in years)	Age at Entry (in years)		Min	Max	<b>Gold</b>	Single Life	1.25	5	13	50	10	8	50	Joint Life	10	5	13	45	10	8	45	<b>Platinum / Titanium</b>	Single Life	11	5	13	50	10	8	50
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<b>Maximum Premium</b>	No Limit, subject to board approved underwriting policy																																		

## PLAN AT A GLANCE

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\*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).

### Eligibility for Joint Life (Applicable only for Gold variant)

#### In case of Joint Life policies:

- Age of older life shall be considered for arriving at maximum entry age and maximum maturity age
- One of the lives has to be major (entry age of 18+ years), who will be the policyholder
- There should be insurable interest between both the lives. Insurable interest will be established at the time of issuing the policy and as per underwriting norms of our Board Approved Underwriting Policy (BAUP). The following relationships will be allowed to be covered under joint life option:
  - Husband – Wife, and
  - Parents with children under 18 years at Policy inception

#### Boundary conditions for POS variant

All the boundary conditions as mentioned above remain the same for POS policies with the maximum death benefit capped at ₹ 25,00,000 per insurer.

## EXAMPLES

### Example 1: Variant chosen: Titanium

Mr Sharma is 35 years old and he pays a premium of ₹ 10,000 every month for 5 years resulting in a total of ₹ 6 Lakhs. He opts for a policy term of 10 years and the plan will mature when Mr. Sharma is 45 years old.

Variant	Monthly ^Premium	Premium Payment Term	Premiums paid in total over 5 years	Policy Term	Total Maturity Benefit	Net Rate of Return <sup>1</sup>
Titanium	₹ 10,000	5 years	₹ 6,00,000	10 years	₹ 10,10,000	7.08%



In case of an unfortunate event of death of Mr. Sharma during the Policy Term, his nominee will receive the death benefit of ₹ 12,83,547. The Policy shall terminate on payment of the death benefit and no further benefits will be payable.

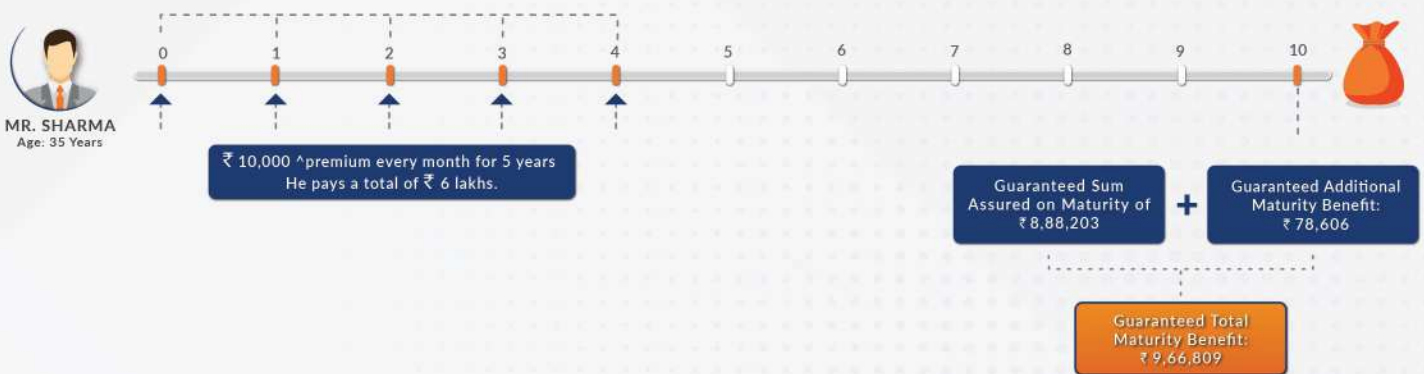
<sup>1</sup>Premium is exclusive of applicable taxes

<sup>2</sup>Net Rate of Return has been calculated based on the total maturity benefit, assuming that all premiums have been paid as and when due (excluding applicable taxes, cesses and levies and rider premiums, if any).

### Example 2: Variant Chosen: Platinum

Mr Sharma is 35 years old and he pays a premium of ₹ 10,000 every month for 5 years resulting in a total of ₹ 6 Lakhs. He opts for a policy term of 10 years and the plan will mature when Mr. Sharma is 45 years old.

Variant	Monthly ^Premium	Premium Payment Term	Premiums paid in total over 5 years	Policy Term	Total Maturity Benefit	Net Rate of Return <sup>2</sup>
Platinum	₹ 10,000	5 years	₹ 6,00,000	10 years	₹ 9,66,809	6.47%



In case of an unfortunate event of death of Mr. Sharma during the Policy Term, his nominee will receive the death benefit of ₹ 12,83,547. The Policy shall terminate on payment of the death benefit and no further benefits will be payable.

<sup>1</sup>Premium is exclusive of applicable taxes

<sup>2</sup>Net Rate of Return has been calculated based on the total maturity benefit, assuming that all premiums have been paid as and when due (excluding applicable taxes, cesses and levies and rider premiums, if any).

### Example 3: Variant Chosen: Platinum

Mr Sharma is 35 years old and he pays a premium of ₹ 10,000 every month for only 3 years resulting in a total of ₹ 3.6 Lakhs. He opts for a policy term of 10 years and the plan will mature when Mr. Sharma is 45 years old

Variant	Monthly ^Premium	Premium Payment Term	Premiums paid in total over 3 years	Policy Term	Total Maturity Benefit	Net Rate of Return <sup>3</sup>
Platinum	₹ 10,000	5 years	₹ 3,60,000	10 years	₹ 5,80,085	5.73%



In case of an unfortunate event of death of Mr. Sharma during the Policy Term, his nominee will receive the death benefit of ₹ 12,83,547 during the first 3 years and ₹ 7,70,128 for the remaining of the policy term.

<sup>^</sup>Premium is exclusive of applicable taxes

<sup>3</sup>Net Rate of Return has been calculated based on the reduced paid-up maturity benefit, assuming that all premiums have been paid as and when due only for first 3 years (excluding applicable taxes, cesses and levies and rider premiums, if any).

### Example 4: Variant Chosen: Gold

Mr. Sharma is 35 years old and he pays a one-time premium of ₹ 5 Lakhs at the beginning of the Policy. He opts for a policy term of 10 years. The plan will mature when Mr. Sharma is 45 years old.

Variant	^Premium	Premium Payment Frequency	Policy Term	Total Maturity Benefit	Net Rate of Return <sup>4</sup>
Gold	₹ 5,00,000	Once	10 years	₹ 8,25,745	5.14%



In case of an unfortunate event of death of Mr. Sharma during the Policy Term, his nominee will receive the death benefit of ₹ 50,00,000. The Policy shall terminate on payment of the death benefit and no further benefits will be payable.

<sup>^</sup>Premium is exclusive of applicable taxes

<sup>4</sup>Net Rate of Return has been calculated based on the total maturity benefit (excluding applicable taxes, cesses and levies and rider premiums, if any).

## Terms and Conditions

### Tax benefits

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 change in tax laws. It is advisable to seek an independent tax advice.

**Waiting Period applicable only for POS variant:** The Policy has a waiting period of 90 days from the date of acceptance of risk. If the customer dies during the waiting period (other than due to accident), then no benefit is payable apart from refund of 100% of the premium paid since the date of commencement of policy excluding Goods and service tax, any other cess. 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 on the revival of a policy.

### Grace period

A grace period of thirty (30) days for annual, semi-annual and quarterly modes and (fifteen (15) days in case of monthly premium payment mode) from the due date for payment of each premium will be allowed to the Policyholder 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.

### Cancellation in the Free Look period

You have a period of 15 days (30 days in case of electronic policies and policies obtained 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 an amount which will be equal to premium paid less proportionate risk premium for providing risk coverage for the period of cover, expenses incurred on medical examination, if any, 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.

### Loan Provision

You may take a loan under this Policy subject to a maximum of 75% of Surrender Value as per the applicable terms and conditions of the Policy contract. The minimum loan amount that can be granted under the policy at any time will be ₹ 10,000. The existing loan interest rate as on 31<sup>st</sup> March 2022 is 7.65% p.a. compounded annually.

### Reduced Paid-up Benefits applicable only for Titanium and Platinum variants

If you stop paying premiums after paying for 2 or more years, your policy will continue with reduced benefits as per the applicable terms and conditions of the Policy contract. If you stop paying premiums before paying premiums for 2 years, you will not be eligible for any benefit.

Please refer to the prospectus and policy contract for more details.

**Make a smart choice today,  
because when it comes to fulfilling your dreams,**

**#YouAreTheDifference™**



<sup>^</sup>As per Annual Audited Financials for the FY 2021-22 | <sup>\*</sup>As per Public Disclosures 2022.

LIFE INSURANCE COVERAGE IS AVAILABLE IN THIS PRODUCT.

<sup>†</sup>The guaranteed benefits are applicable only if all due premiums are paid.

<sup>\*\*</sup>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.

Max Life Insurance Company Limited is a joint venture between Max Financial Services Limited and Axis Bank Ltd. Max Life Insurance Co. Ltd., Corporate Office: 11<sup>th</sup> Floor, DLF Square Building, Jacaranda Marg, DLF City Phase II, Gurugram - 122 002 (Haryana). Insurance is the subject matter of solicitation.

For more details on the risk factors, Terms and Conditions, please read the prospectus carefully before concluding a sale. Trade logos displayed belongs to Max Financial Services Ltd. and Axis Bank Ltd. respectively and with their consents, are used by Max Life Insurance Co. Ltd. Customer Helpline Number: 1860 120 5577. Website: www.maxlifeinsurance.com, SMS 'LIFE' to 5616188.

ARN: Max Life/AURAA/Marketing/SFRD Leaflet/August 2022

IRDAI Regn. No. 104

#### 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