MAX LIFE INSURANCE

EXTRA PROTECTION. EXTRA BENEFIT.

Get additional Death Benefit. And secure your family from future uncertainties.

MAX LIFE Term Plus Rider
Non-Linked Non-Participating Individual Pure Risk Premium Life Insurance Rider
UIN: 1048026V03
LIFE INSURANCE COVERAGES ARE AVAILABLE IN THE MARKET

Additional Death Benefit in case of Life Insured’s Death.

Rajiv Sharma is 35 years old and is married to Rita who is 32 years old. In order to plan for his financial security, Rajiv buys Max Life Savings Advantage Plan (A Non-Linked Participating Individual Life Insurance Savings Plan: UIN-104N111V02) (Base Product), chooses a regular pay variant with Premium Payment Term of 20 years and an Annual Premium of ₹50,000 per annum. Further, in order to ensure comprehensive protection, Mr. Sharma purchases Max Life Term Plus Rider (UIN-1048026V03) with a Sum Assured of ₹6,00,000.

HOW THIS RIDER WORKS

If Rajiv dies after paying 6 premiums, his beneficiary gets the Death Benefit of Max Life Savings Advantage Plan and Max Life Term Plus Rider.

**Death Benefit payable to beneficiary:**
- Max Life Savings Advantage Plan - ₹18,09,338 (at 4% illustrated rate)¹
- ₹21,35,221 (at 8% illustrated rate)²
- Max Life Term Plus Rider - ₹6,00,000
- Total Death Benefit - ₹24,09,338 (at 4% illustrated rate)³
- ₹27,35,221 (at 8% illustrated rate)⁴

**Rajiv dies after paying 6 premiums**

**Premiums**
- MaxLife Savings Advantage Plan - ₹50,000 p.a.
- Max Life Term Plus Rider
- Premium - ₹2,460 p.a.
- Total Premium - ₹52,460 p.a.⁵

For more details, please refer to the Rider Prospectus available at www.maxlifeinsurance.com

¹ All applicable taxes, cesses and levies as imposed by the Government will apply.
² Kindly note that the above are only illustrations and do not create any rights and / or obligations. The assumed non - guaranteed rates of return are not guaranteed and they are not the upper or lower limits of what you might get back as the value of your policy is dependent on a number of factors including future investment performance. The actual experience on the contract may be different from the illustrated. The guaranteed and non - guaranteed benefits are applicable only if all due premiums are paid. The premiums mentioned above are exclusive of all applicable taxes, cesses and levies as imposed by the Government. Please note that Bonuses are NOT guaranteed and may be as declared by the Company from time to time. The Bonus Option chosen is Paid Up Additional.

ATTACH YOUR RIDER IN THREE SIMPLE STEPS

1. Choose the Base Product
2. Choose the variant on the Base Product
3. Add Max Life Term Plus Rider for additional protection

A Max Financial Services and MS Joint Venture
RIDER FEATURES

<table>
<thead>
<tr>
<th>Features</th>
<th>Max Life Term Plus Rider</th>
</tr>
</thead>
<tbody>
<tr>
<td>Type of Rider</td>
<td>A Non-Linked Non-Participating Individual Pure Risk Life Insurance Rider</td>
</tr>
<tr>
<td>Coverage</td>
<td>All individuals in accordance with Board approved underwriting policy of the Company</td>
</tr>
</tbody>
</table>

**Minimum Entry Age (Age as on Last Birthday)**
- 18 Years

**Maximum Entry Age (Age as on Last Birthday)**
- 65 Years

**Maximum Maturity Age (Age as on Last Birthday)**
- On Policy Anniversary coinciding with or immediately following the Policyholder attaining age of 70 years, subject to the Rider termination conditions

**Rider Term**
- **Minimum Rider Term**: Same as the base plan Premium Payment Term or remaining Premium Paying Term of base plan in case the rider is not taken at inception, subject to a Minimum Rider Term of 5 years
- **Maximum Rider Term**: Same as the base plan Premium Payment Term, subject to a maximum of 35 years and Life Insured not exceeding age of 70 years (age as on last birthday)
- The Rider can be attached at inception of the base policy or at any time concurrently with the base policy’s Premium Payment Mode, subject to the above conditions

**Premium Payment Term**
- Same as the Rider Term which is equal to outstanding Premium Payment Term of the base policy

**Premium Payment Mode**
- The Premium Payment Mode will be same as the base plan Premium Payment Mode. Modality factors applicable on modes are as follows:
  - Annual
  - Semi-Annual: 0.529
  - Quarterly: 0.243
  - Monthly: 0.090

**Minimum Annualised Premium**
- The Minimum Annualised Premium is 791 per annum for entire 18 years as age on last birthday, Rider Term 5 years and Rider Sum Assured of ₹50,000

**Maximum Annualised Premium**
- As per Maximum Rider Sum Assured of ₹15 Lakhs and age of Life Insured.
  - The Maximum Annualised Premium for standard Life is ₹46,290 per annum for age at entry of 65 years (age as on last birthday), Rider Term 5 years and Rider Sum Assured of ₹15 Lakhs. However, the premiums under all other life insurance riders put together shall not exceed 30% of premiums under the base plan and any benefit arising under the captioned rider shall not exceed the sum assured under the base plan.

**Death Benefit**
- On death of the Life Insured, provided the rider is in force, Guaranteed Death Benefit shall be paid as lump sum along with base policy Death Benefit(s).
- Guaranteed Death Benefit is defined as higher of:
  - 10 times the Annualised Premium for Rider; or
  - 105% of all Total Premiums Paid for the Rider as on the date of death; or
  - Rider Sum Assured

**Annualised Premium**
- 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**
- 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 / Survival Benefit**
- No Maturity or Survival Benefit is payable under this Rider

**Minimum Sum Assured**
- ₹50,000

**Maximum Sum Assured**
- ₹15,00,000, subject to a maximum of the base plan’s Guaranteed Death Benefit as at the inception of the base policy

**Lapse and Revival**
- Refer to the Rider prospectus at www.maxlifeinsurance.com

**Non-Forfeiture Option**
- If the base policy goes into non-forfeiture mode, the Rider will automatically lapse and no Rider Benefit will be payable

**Termination of Rider**
- The Rider shall automatically terminate on the occurrence of any of the following events:
  - If the base policy has matured, lapsed, surrendered, cancelled, converted into reduced paid up or terminated for whatever reason; or
  - If the Premium Payment Term of the base policy is over; or
  - Upon payment of Death Benefit specified or on the date of repudiation of the claim (in case of death of the Life Insured); or
  - On the anniversary of the base policy at which the Life Insured is of age 70 years; or
  - Upon the Policyholder’s written request for cancellation of the Rider. The Rider coverage will continue up to the date for which the premium has been paid. Cancellation of the Rider will thus be effective from the next premium payment date

**Grace Period**
- A Grace Period of 30 days from the due date for payment of each premium will be allowed for all Premium Payment Modes except for monthly mode, wherein a Grace Period of only 15 days will be allowed. During the Grace Period, the Company will accept the premium without interest, and the Insurance cover continues

**Free Look Period**
- The Policyholder has a period of 15 days (30 days, if the policy has been acquired through Direct Marketing) from the date of receipt of the policy document, to review the Terms and Conditions of the policy, where if you disagree with any of those Terms and Conditions, you have the option to return the policy stating the reasons for your objection. The Policyholder 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

**Suicide Clause**
- Notwithstanding anything stated herein, if the Life Insured whether sane or insane, dies by suicide within 12 months of the effective date of inception of coverage or the date of revival of Rider, the Rider shall terminate immediately. In such cases, the Company shall pay 100% of Total Premiums Paid plus Underwriting Extra Premium plus loadings for modal premiums paid (but exclusive of taxes, cesses and levies, if any) to the beneficiary

**Surrender Benefit**
- This rider does not offer any Surrender Benefit

**Premium Rates**
- The Rider is available for sale to both males and females, and premium rates vary by gender of the Life Insured. The Rider Premium rates are at-risk smoker. However, sub-standard lives will be subject to extra mortality loading in accordance with the Board approved underwriting policy of the Company

<table>
<thead>
<tr>
<th>Policy Term</th>
<th>5</th>
<th>10</th>
<th>15</th>
<th>20</th>
<th>25</th>
<th>30</th>
<th>35</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age (in yrs)</td>
<td>25.02</td>
<td>3.08</td>
<td>3.40</td>
<td>3.54</td>
<td>3.60</td>
<td>3.75</td>
<td>3.98</td>
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<tr>
<td>Premium Rates per ₹1000 Sum Assured for standard life, Male (excluding all applicable taxes, cesses and levies as imposed by the Government) (in ₹)</td>
<td>2.70</td>
<td>3.92</td>
<td>4.60</td>
<td>4.10</td>
<td>4.54</td>
<td>5.03</td>
<td>5.57</td>
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<tr>
<td>45</td>
<td>5.79</td>
<td>6.70</td>
<td>8.44</td>
<td>9.54</td>
<td>10.39</td>
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<td>-</td>
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<tr>
<td>55</td>
<td>14.39</td>
<td>16.92</td>
<td>19.91</td>
<td>-</td>
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<tr>
<td>65</td>
<td>30.06</td>
<td>-</td>
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Female rates age setback of 3 years. For eg, the premium rate applicable for a 28 year old female will be same as the premium rate applicable for a 25 year old male

Max Life Insurance Company Limited is a Joint Venture between Max Financial Services Limited and Mitsui Sumitomo Insurance Co. Ltd. Max Life Insurance Co. Ltd., 11th Floor, DLF Square Tower, Jacaranda Marg, DLF City Phase II, Gurugram - 122 002 (Haryana). Insurance is the subject matter of solicitation. Trade logos displayed belong to Max Financial Services Limited and Mitsui Sumitomo Insurance Co. Ltd. respectively and are used by Max Life Insurance Co. Ltd. under a license. For more details on the risk factors, terms and conditions, please read the Prospectus carefully before concluding a sale. Customer helpline number - 1860 120 5577, Website: www.maxlifeinsurance.com, SMS ‘LIFE’ to 561688.

ARN: Max Life/AURAA/Term Plus RiderLeaflet/November 2019

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.