

A tree gives protection in the form of shade and benefits in the form of fruits. Similarly, Max Life Insurance's Max Life Max Vriksha Money Back Plan caters to both your financial and protection needs. It makes money available while you are around thereby enabling you to enjoy its fruits and offers enhanced protection in case you are no longer there to cater to the financial needs of your loved ones.

Plan Details

Entry age	Minimum – 18 years Maximum – 50 years
Maximum maturity age	66 years
Policy Term	16 years
Premium payment term	12 years
Minimum Initial Sum Assured	Rs. 50,000
Maximum Initial Sum Assured	Rs. 400,000
Survival Benefits	10% of the sum assured payable as Money Back at the end of 4 th and 8 th policy years and 15% of the sum assured at the end of 12 th policy year, and An additional coupon amount equal to 2% of initial sum assured is payable from 3 rd to 11 th policy years, which will be used to offset the policyholder premiums in those years.
Benefit at maturity	115% of initial sum assured
Death Benefit	Equal to initial Sum Assured plus increase of 4% per annum (simple) until the year of death, together with Sum Assured of paid up additions, if any.
Premium payment options	Annual, Semi-annual , Quarterly , Monthly
Premium payment frequency factor	Annual: 1, Semi annual: 0.52, Quarterly : 0.265, Monthly: 0.09

Key benefits

Maturity benefit

You will receive 115% of the initial sum assured together with sum assured of paid up additions, if any, on maturity date of the policy. Please note that this maturity benefit is in addition to the survival benefits you receive during the tenure of the plan.

Survival Benefit

During the term of policy, you will receive 10% of sum assured payable as Money Back at the end of 4th and 8th policy years and 15% of sum assured at the end of 12th policy year. In addition, we shall also pay an amount equal to 2% of sum assured every year from end of 3rd policy year to end of 11th policy year. This amount will be used to offset the due premiums in those years. To receive the survival benefits you should have paid all due premiums till the date of survival benefit payment.

Benefit payable upon death

In the unfortunate event of death of life insured during the term of the policy, we will pay the initial sum assured or an increasing sum assured as explained below together with sum assured of paid up additions, if any. The original sum assured shall increase by 4% of the initial sum assured at simple rate at the end of every policy year until the year of death of the life insured.

Year	Death benefit increasing at 4% of Initial Sum Assured (SA)
1	100% of original SA
2	104% of original SA
3	108% of original SA
4	112% of original SA
5	116% of original SA
6	120% of original SA
7	124% of original SA
8	128% of original SA
9	132% of original SA
10	136% of original SA
11	140% of original SA
12	144% of original SA
13	148% of original SA
14	152% of original SA
15	156% of original SA

Additional Benefits

Bonus* - This is a participating plan, eligible for bonuses. The Company may declare bonuses, from time to time, from the third policy year and these will be used to purchase Paid up additions (single premium endowment benefits).

** Bonuses are NOT guaranteed and may be as declared by the Company from time to time..*

Tax benefits** – The premiums paid by the individual under this plan, qualify for deduction from your income under Section 80C of the Income Tax Act (if applicable), while the maturity benefits are exempt from tax under Section 10(10D) of Income Tax Act 1961.

** 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.

Surrender Value

This policy will acquire a guaranteed cash value if it has been in force for at least three years and provided all premiums that have fallen due have been received. The guaranteed cash value in this policy will be higher of (a) 30% of all premiums received excluding the first year premium or (b) a net level premium reserve as per the table filed with IRDA.

Non-Forfeiture benefits

At any time after the policy has acquired a surrender value, you may exercise the following non-forfeiture option or surrender your policy for cash.

Reduced Paid Up Insurance

The guaranteed cash value under this policy will be applied as a single premium to purchase a reduced paid up insurance which will be higher of (a) reduced paid up insurance calculated at RPU conversion rates filed with IRDA or (b) the extent of paid up sum assured as prescribed by law. The reduced paid up insurance shall not be entitled to any bonus

Revival Of Policy

Within three years after the Policy has lapsed you may apply in writing for revival of the Policy, if you have not surrendered it for cash. We may upon written request from you, and on satisfactory declaration of good health acceptable to us, revive the policy on such terms and conditions as are applicable at the time of revival. All overdue Premiums must be paid together with interest at such rates as may be declared by us from time to time. The revival of the Policy shall take effect only after its revival is approved by us and communicated to you in writing. Upon revival the Company shall pay all benefits that would have become due and payable under the Policy had the policy not lapsed.

Sample Illustration *

A male aged 30 buys for sum assured of Rs 50,000 Max Life Max Vriksha Money Back plan. He will be required to pay Rs 8107 each year for 12 years.

Survival benefits

At the end of 4 th year	Rs 5,000
At the end of 8 th year	Rs 5,000
At the end of 12 th year	Rs 7,500
From 3 rd to 11 th policy year	Rs 1,000 every year
On maturity at age 46	
Guaranteed	Rs 57,500
Non guaranteed Low rate @6% p.a.	Rs 84,784
Non guaranteed High rate @10% p.a.	Rs 116,212

Death Benefit as per above illustrated table

During 5th year Rs 58,000 plus sum assured of paid up additions, if any.

**Kindly note that above is only an illustration and does not in any way create any rights and/or obligations. The actual experience on the contract may be different from what is illustrated. The Non-guaranteed rates as mentioned above are basis assumed investment returns which may vary depending upon actual market conditions. The guaranteed and non-guaranteed benefits are applicable only if all due premiums are paid. For more details please request for your specific benefit illustration*

Important terms and conditions:

For terms and conditions, please refer to the Policy Contract and Benefit Illustration and request your Agent Advisor or intermediaries for better understanding of the product before concluding the sale.

Statutory impositions:

Premiums payable and benefits secured under your policy will be subject to applicable statutory levy, CESS and taxes including service tax at the prevailing rates and Policy Holder will be responsible for paying these statutory impositions.

Exclusion

Notwithstanding anything stated in the policy, if the life insured dies by suicide, whether sane or insane, within one year from the date of commencement or effective date of revival, the policy will terminate and the surrender value, if any, will be paid.

Prohibition of Rebates:

Section 41 of the Insurance Act, 1938 states: 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 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 insurer. A fine of ` 500 is applicable in case of non adherence to the same along with other applicable provision of law.

Non-Disclosure:

Section 45 of the Insurance Act, 1938 states: "No policy of life insurance effected after the expiry of two years from the date on which it was effected be called in question by an insurer on the ground that a statement made in the proposal form for insurance or in any report of a medical officer, or referee, or friend of the insured, or in any other document leading to the issue of the policy, was inaccurate or false, unless the insurer shows that such statement was on a material matter or suppressed facts which it was material to disclose and that it was fraudulently made by the Policyholder and that the Policyholder knew at the time of making it that the statement was false or that it suppressed facts which it was material to disclose.

Provided that 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."

Nomination & Assignment:

If a policy has been taken on your own life, You can nominate a person to receive benefits secured under the policy. Such nomination only indicates the person who is authorized to receive the benefits and to give valid discharge to us of our liability under this policy. Change in nomination, if any, may be made by You at any time during the Policy Term and the same must be registered with Us.

You may assign the entire policy i.e. the benefits, rights and title under the policy in favor of the person named by you.

Expert Advice at Your Doorstep:

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

Disclaimers:

Max Life Insurance is a joint venture between Max India Ltd. and Mitsui Sumitomo Insurance Co. Ltd. Max Life Insurance Co. Ltd., 11th Floor, DLF Square Building, Jacaranda Marg, DLF Phase II, Gurgaon (Haryana) – 122002. For more details on the risk factors, terms and conditions, please read the sales brochure carefully before concluding a sale. 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. Insurance is the subject matter of solicitation.

- Life Insurance coverage is available in this product.

About Max Life Insurance Co. Ltd.

Max Life Insurance, one of the leading life insurers, is a joint venture between Max India Ltd. and Mitsui Sumitomo Insurance Co. Ltd. Max India is a leading Indian multi-business corporate, while Mitsui Sumitomo Insurance is a member of MS&AD Insurance Group, which is amongst the top general insurers in the world. Max Life Insurance offers comprehensive life insurance and retirement solutions for long term savings and protection. A financially stable company with sound investment expertise, Max Life Insurance has a strong customer-centric approach focused on advise-based sales and quality service.

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