

About Max Life Whole Life Participating Insurance Plan.

Life is a long journey and a companion who is with you at each milestone of the way, is welcome. So as you walk down the path of life, let Max Life Whole Life Participating Insurance Plan accompany you. It is a lever for growth in your early years, a plan for your children, and a pension plan with steady income in your golden years.

Why Max Life Whole Life Participating Insurance Plan

- **Coverage till age 100**

A plan that provides you a lifetime of security and guarantees you cover till age 100.

- **Flexibility to customize with 3 Bonus options**

1. **Cash Bonus** – Bonuses declared are paid to the policyholder in cash.

2. **Premium Offset** – This option entitles the policyholder to offset the premium payable under the policy against the bonuses. In an event, the bonus is in excess of the payable premium, the excess is paid to the policyholder in cash.

3. **Paid Up Additions** – This option entitles the policyholder to utilize the bonus to buy single premium endowment benefits, which mature along with the base policy.

However, please note that the Bonuses are NOT guaranteed and may be as declared by the Company from time to time.

- **Customize with multiple Rider options**

Eight (8) Rider Options to choose from to help tailor-make your policy as per your needs.

Rider Options

We offer you Rider options, which allow you the flexibility to customize and enhance the value of your Whole Life Insurance Plan to suit your individual needs. You have the choice of attaching these Riders at the time of buying your Policy or anytime later, subject to meeting certain conditions. You may choose attach one or more of the following Riders to your Whole Life Insurance Plan.

Max Life Personal Accident Benefit Rider (UIN: 104C007V02): Additional life cover in case of accidental death.

**Max Life Whole Life Participating Plan
UIN: 104N004V01**

Max Life Guaranteed Insurability Option (GIO) Rider (UIN: 104B009V01): This Rider guarantees your insurability by giving you the right to purchase additional insurance (of the nature as in your Base Policy) at different stages in your life without having to undergo any further medical examination.

Max Life Term Rider (UIN: 104B019V01): This Rider allows you to match your changing needs and buy additional Life Insurance for a limited time period at the lowest possible cost. This rider is particularly useful when you need extra protection for a specified time period, such as the repayment period of a loan or mortgage.

Max Life Five Year Renewable and Convertible Term Insurance Rider (UIN: 104B012V01): This rider provides additional Life Insurance for a 5-year term at an affordable rate. Additionally, at the end of the term, it gives you the option of renewing it for an additional period of five (5) years without providing any evidence of insurability and also the option of converting it to a permanent (either Whole Life or Endowment) Life Insurance Plan.

Max Life Waiver of Premium (WOP) Rider (UIN: 104B018V01): In case the Life Insured becomes totally disabled because of an injury or sickness, this rider ensures that due Premiums for the Policy are waived till the life insured is able again, thus ensuring continuity of the policy and peace of mind for the family.

Max Life Dread Disease Rider (UIN: 104C010V02): Medical expenses are escalating by the day. This rider provides an additional benefit if the Life Insured is diagnosed to be suffering from any of the specified Dread Diseases.

Max Life Payor Rider (UIN: 104B013V02): This rider allows the unique advantage, when the Life Insured is a minor, guaranteeing the benefit even if the Proposer were unable to pay Premiums either due to death or disability.

Max Life Option to Participate in Progressive Bonus (OPPB) (UIN: 104B008V01): This rider option allows you to purchase additional benefit in the form of right to purchase Paid-up additions to the policy to which the rider is attached without further evidence of insurability. Benefit will be paid on maturity of the Base Policy or in the unfortunate event of the death of the Life Insured.

Please note that Sum Assured of the Rider should not exceed the Sum Assured of the Base Plan.

For more details on the riders and various terms and conditions, please refer to the Rider Brochure(s).

Max Life Whole Life Participating At A Glance

Minimum Entry Age	91 days			
Maximum Entry Age	70 years			
Expiry Age	100 years			
Minimum Sum Assured	₹1 lac			
Maximum Sum Assured	No Limit; Subject to underwriting			
Premium payment Options	Annual, Semi-Annual, Quarterly and Monthly			
Modal Factor	Annual:1.000	Semi Annual: 0.520	Quarterly: 0.265	Monthly: 0.090

For Example

Mr. Singh is 35 years old, and takes a Max Life Whole Life Participating Insurance Plan for a Sum Assured of ₹ 10,00,000, which would be with him throughout his life's various milestones. He pays an Annual of ₹ 25,480 for his Max Life Whole Life Participating Insurance Plan.

Age	Annual Premium (₹)	Sum Assured (₹)	Assumed Rate of Return	Cash Value at age 50 years (₹)	Cash Value at age 60 years (₹)	Cash Value at age 70 years (₹)	Maturity amount (₹)
35 years	25,480	10,00,000	6%	2,61,407	6,37,688	12,67,538	46,39,580
			10%	4,00,041	11,94,308	28,37,638	1,79,12,961

**Kindly note that the above are only illustrations and do not in any way create any rights and/or obligations. The actual experience on the contract may be different from illustrated. The non-guaranteed low and high rates mentioned above relate to assumed investment returns at different rates and may vary depending upon the market*

conditions. The guaranteed and non-guaranteed benefits are applicable only if all due premiums are paid. The premiums mentioned are exclusive of service tax charges. The bonus in the illustration is paid up additions.

Sample Premium Rates

Please refer to the grid below for computing Premiums for a healthy male life. The rates are per ₹1000 Sum Assured on an annual basis Modal factors as applicable.

Sum Assured	Age			
	25	30	35	40
₹1,00,000 to ₹2,49,999	20.68	23.60	27.84	34.44
₹2,50,000 to ₹4,99,999	19.65	22.42	26.45	32.72
₹5,00,000 to ₹9,99,999	19.24	21.95	25.90	32.03
₹10,00,000 to ₹49,99,999	18.93	21.59	25.48	31.51
₹50,00,000	18.62	21.24	25.06	30.99

Additional Benefits

Cash Surrender Value Accumulation: Max Life Whole Life Participating Plan Insurance Policy will acquire a Cash Surrender Value at the end of three years. This will continue to increase every year thereafter.

Facility of a Loan: Once the Policy has acquired a Cash Surrender Value, you will be eligible for a loan in accordance with the Company's terms and conditions at that point in time.

Terminal illness Benefit: While the policy is in force, should the Life Insured be diagnosed to be suffering from a disease which in the opinion of a Registered Medical Practitioner is likely to lead to Death of Life Insured within six (6) months from the date of diagnosis, the Life Insured has access to a portion of the

Policy's Death Benefit, upto 50% of the Sum Assured, subject to a maximum cumulative of ₹ 5 lacs under all policies which provide for the Terminal Illness Benefit, then in force with the Company.

Exclusion: If the Life Insured dies by suicide within one year from the Date of Policy / Revival of Policy, whether sane or insane, the Policy coverage shall come to an end and we will refund the Premium(s) received without interest, less any expenses incurred by us.

- **Surrender Benefits-** The plan can be surrendered any time. Cash value built in the policy will be paid at the time of surrender of policy. Cash value is generated only after 3 years premium has been paid in full. The cash surrender value will be at least 30% of all premiums paid (excluding first years' premium)
- Once the policy acquires surrender value your cash value may be utilized in the following ways if you decide to stop paying future premiums
 - **Reduced paid-up Insurance (RPU):** The surrender value will be utilized to purchase a paid up insurance for the remaining term of the policy (sum assured reduces and tenure remains same).
 - **Extended Term Insurance (ETI):** The surrender value will be utilized to buy Term Insurance for the full face amount (sum assured remains the same and tenure reduces).
- **Lapse and Revival:** You will enjoy a grace period of 30 days (15 days in case of monthly mode) from the due date for payment of premium. The insurance coverage continues during the grace period. If the premium is not received within the grace period, the policy shall lapse. A lapsed policy shall be revived at the sole discretion of the Company, within three years from the due date of payment of premium if you:
 - Give us a written request
 - Produce an evidence of insurability acceptable to us and bear the cost of the same and
 - Pay all **overdue premiums with interest** at such rates as may be determined by the Company

Life Insured Under 10 years of Age: If the age at entry of the Life Insured is less than 10 years, then the benefits payable under the Policy on this happening of the insured event prior to attaining age of 10 years will be limited to refund of the Premium(s) received by the Company, together without interest at the rate of 4% per annum, compounded annually, subject to maximum Sum Assured.

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.

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 changes in tax laws.

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 policyholder will be responsible for paying these statutory impositions.

Free Look period:

The Policy holder has a period of 15 days from the date of receipt of the policy to review the terms and conditions of the policy. If the policyholder disagrees with any of these terms or conditions, he/she has the option to return the policy, stating the reasons for the objections, upon which he/she shall be entitled to refund of the premium paid subject to deduction of the proportionate risk premium for the period of cover and the expenses incurred by the Company on medical examination and on account of stamp duty.

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 City, 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.

Company Website

<http://www.maxlifeinsurance.com>

Registered Office

Max Life Insurance Company Limited

Max House, 3rd Floor, 1 Dr. Jha Marg, Okhla

New Delhi - 110020 Tel: (011) 6933610

Corporate Office

Max Life Insurance Company Limited

11th Floor, DLF Square Building, Jacaranda Marg,

DLF City Phase II, Gurgaon - 122002 Tel: (0124) 2561717

Customer Services Numbers

18002005577 (accessible from all service providers including mobiles)

18001805577 (accessible from BSNL and MTNL)

Customer Service Timings: 7:30 AM - 11:00 PM Monday to Saturday (except National holidays)