MAX LIFE INSURANCE

Aaj ka SWAG Kal ki happiness guaranteed.+

PRESENTING MAX LIFE

SWAG

SMART WEALTH ADVANTAGE GUARANTEE

Non-Linked Non-Participating Individual Life Insurance Savings Plan. UIN: 104N124V03

BECAUSE FOR YOUR LOVED ONES

YOU ARE THE DIFFERENCE™

Your family looks up to you to make their dreams a reality. With **Smart Wealth Advantage Guarantee**, you can. Because it allows you the flexibility to customise your plan to suit your convenience.

Helping you fulfil your dreams while also offering you enhanced protection.

Enhanced Flexibility

Choose your Premium Payment Term / Income Period / Policy Term

Receive income on special occasions through our "Save the Date" option#

Liquidity

Option to get income as early as first year through our "Early Wealth" variant

Option to accrue your income** and withdraw it anytime during the policy term

Enhanced Protection

In-built accidental death benefit of 50% of the sum assured~ (after premium payment term is over)

Optional Policy Continuance Benefit##

A Max Financial and AXIS BANK JV

KEY FEATURES OF MAX LIFE SMART WEALTH ADVANTAGE GUARANTEE PLAN

As you grow, your needs and aspirations also keep growing, whether it is buying your dream house, your child's education or your peaceful retirement. We understand the significance of your milestones in life and aim to help you protect them.

Presenting Max Life **Smart Wealth Advantage Guarantee Plan,** that gives you an unmatched flexibility to grow your wealth and protect your loved ones! It gives enhanced protection with guaranteed return on your savings and offers a highly customizable solution to fulfil the certain as well as uncertain needs of your family, assuring you and your loved ones a guaranteed smart life.

Tax Benefits - You may be eligible for tax benefits as per prevailing tax laws.

HOW DOES THIS PLAN WORK?

VARIANT	YOU PAY	YOU GET			
		SURVIVAL BENEFIT	MATURITY BENEFIT	DEATH BENEFIT	
		It is payable if the Life Insured is alive on the due date of benefit provided the Policy is in-force.	It is payable on survival of the Life Insured on the maturity date, provided the Policy is in-force.	Considering PCB is not opted -Payable if Life Insured dies during the Policy Term	Considering PCB is opted
Wealth For Milestones	Single Pay/ 5/6/8/10/12 years	Not Applicable	• Sum Assured on Maturity, plus • Accrued guaranteed additions *Please refer to the premium rates table available on company website for the Sum Assured on Maturity rate (% of total premiums payable) for all entry ages, gender, premium band and sub-variants.* *The Guaranteed Additions are equal to 8% of the Sum Assured on Maturity each year-they will accrue at the end of the last four policy years, provided the policy is either premium paying or fully paid up.*	**Single Pay: Death Benefit shall be higher of:** i) Sum Assured on Death ii) 125% of Surrender Value applicable as on date of death **Other than single pay: Death benefit shall be higher of:** i) Sum Assured on Death ii) 105% of (Total Premiums Paid plus underwriting extra premiums plus loadings for modal premiums) as on the date of death of life insured iii) 125% of Surrender Value applicable as on date of death Any accrued income benefit and loyalty income boosters, if not already paid shall be paid in addition to death benefit.	If the Life Insured dies during the Policy Term provided the Policy is in-force, the Death Benefit is the sum of: • **Death Benefit equal to higher of:** a) Sum Assured on Death b) 105% of (Total premiums paid plus underwriting extra premiums plus loadings for modal premiums) as on the date of death of life insured • **Plus, Policy Continuance Benefit:** All future Survival Benefit and Maturity Benefit shall be paid to your beneficiary, as and when due in future without any need for the premium payment. • Plus, Any accrued income benefit and loyalty income boosters, if not already paid shall be paid in addition to death benefit to your beneficiary. Please refer section 'Option to accrue the income benefits and loyalty income boosters' for details.
Regular Wealth	5/6/8/10/12 years	• Income Benefit, plus • Loyalty Income Boosters (equal to 10% of Income Benefit)	Not Applicable		
Early Wealth	10/12/15/20 years	• Income Benefit	• Sum Assured on Maturity, plus • Accrued guaranteed additions *Please refer to the premium rates table available on company website for the Sum Assured on Maturity rate (% of total premiums payable) for all entry ages, gender, premium band and sub-variants.* *The Guaranteed Additions are equal to 8% of the Sum Assured on Maturity each year- they will accrue at the end of the last four years of premium payment term, provided the policy is premium paying.*		
Long Term Wealth	5/6/8/10/12 years	• Income Benefit, plus • Loyalty Income Boosters (equal to 20% of Income Benefit)	Sum Assured on Maturity - Where Sum Assured at Maturity is equal to Total Premiums Payable under the policy		
Life Long Wealth	5/6/8/10/12 years	• Income Benefit, plus • Loyalty Income Boosters (equal to 20% of Income Benefit), plus • Money Back Benefit, payable at age 85 years	Sum Assured on Maturity - Where Sum Assured at Maturity is equal to Total Premiums Payable under the policy Last regular guaranteed income payment		PCB is not applicable in this variant.

In addition to the above death benefit, this plan offers an inbuilt 'Additional Accidental Death Benefit' in other than single premium variants. This is payable if death happens during the Additional Accidental Death Benefit Term, provided the Policy is in-force. The value of this benefit is equal to 50% of the Sum Assured on Death.
~Money Back benefit applicable under lifelong wealth shall be equal to 50% of Sum Assured on Maturity (SAM). SAM is equal to Total Premiums Payable under this variant.

For more details on survival benefits, please refer to the product prospectus.

For both PCB and non-PCB cases, please note that a waiting period of 90 days is applicable for the policies sold through POS Persons which is applicable from the date of acceptance of risk. If the life insured dies during the waiting period, then no benefit is payable apart from refund of 100%. The premium paid since the date of acceptance of risk, 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 'Death Benefit' is payable. The waiting period is not applicable on the revival of a policy.

MAX LIFE SMART WEALTH ADVANTAGE GUARANTEE AT A GLANCE

CRITERIA	SPECIFICATION
Product type	Non-Linked Non-Participating Individual Life Insurance Savings Plan
Coverage	All individuals in accordance with the Board Approved Underwriting Policy
Minimum/Maximum age of the Life Insured at entry (age as on last birthday)	The minimum entry age offered under each of the variant is as follows.

Variant	Premium Payment Term	Minimum Entry Age (Age last birthday, in years)	
		Policy Continuance Benefit Option	
		Not Opted	Opted
Wealth For Milestones	Single Pay	8 years	NA
	5,6,8,10,12	91 days	18 years
Regular Wealth	5,6,8,10,12	91 days	18 years
Long Term Wealth	5,6,8,10,12	91 days	18 years
Early Wealth	10	91 days	18 years
	12	91 days	18 years
	15	3 years	18 years
	20	91 days	18 years
Lifelong Wealth	5	40 years	NA
	6	40 years	
	8	40 years	
	10	40 years	
	12	40 years	

CRITERIA	SPECIFICATION
Maximum Entry Age	The minimum entry age for additional accidental death benefit is 18 years. However, this inbuilt benefit shall not be available throughout the policy term for policies where the entry age is lower than the allowed minimum entry age for this benefit. The risk commencement date of the policy is same as date of commencement of the policy. In case of minor lives (entry age of less than 18 years), the policy shall vest in the life insured on attainment of his/her majority i.e. 18 years. The maximum entry age offered under each of the variant is as follows.

Variant	Premium Payment Term	Maximum Entry Age (Age last birthday, in years)	
		PCB Not Opted	PCB Opted
Wealth For Milestones	Single Pay	1.25x DB Multiple: 65 years 10x DB Multiple: 45 years	NA
	5,6,8,10,12	65 years less PPT	60 years less PPT
Regular Wealth	5,6,8,10,12	65 years less PPT	60 years less PPT
Long Term Wealth	5,6,8,10,12	65 years less PPT	60 years less PPT
Early Wealth	10,12,15,20	65 years less PPT	58 years less PPT
Lifelong Wealth	5,6,8,10,12	65 years less PPT	NA

Premium Payment Term

The available premium payment terms are as follows.

Variant	Premium Payment Term (in years)
Wealth for Milestones	Single Pay, 5,6,8,10,12
Regular Wealth	5,6,8,10,12
Long Term Wealth	5,6,8,10,12
Early Wealth	10,12,15,20
Lifelong Wealth	5,6,8,10,12

CRITERIA	SPECIFICATION

Maturity Age

The minimum maturity age for all available variants is 18 years (age last birthday).
Maximum Maturity Age for combinations of premium payment term and policy terms is shown in the table below.

Variant	Premium Payment Term	Maximum Maturity Age (Age last birthday, in years)	
		PCB Not Opted	PCB Opted
Wealth for Milestones	Single Pay	1.25x DB Multiple: 75 years 10x DB Multiple: 55 years	NA
	5,6,8,10,12	90	85
Regular Wealth	5,6,8,10,12	85	80
Long Term Wealth	5,6,8,10,12	100	95
Early Wealth	10,12,15,20	95	88
Lifelong Wealth	5,6,8,10,12	100	NA

In the above table, for Single Pay option, DB multiple can be chosen by customer at 1.25X or 10X and accordingly the maximum maturity age shall vary.

Maximum maturity age for additional accidental death benefit is 80 years. ADB coverage shall cease on attainment of age at maturity of the underlying policy or at the end of policy year in which life insured attains age 80 years, whichever is earlier

Minimum Annualised Premium~ and Sum Assured on Maturity

Minimum premium (in Rs.) applicable under this plan is as per the in the table below.

Variant / Premium Payment Mode	Single	Annual	Semi-Annual	Quarterly	Monthly
Wealth For Milestones	50,000	11,000	5,583	2,814	943
Regular Wealth	NA	11,000	5,583	2,814	943
Long Term Wealth	NA	11,000	5,583	2,814	943
Early Wealth	NA	11,000	5,583	2,814	943
Lifelong Wealth	NA	50,000	25,375	12,790	4,285

Please note: The above premiums are inclusive of modal loadings basis the applicable modal factor

The minimum Sum Assured on Maturity under the plan is determined basis the minimum premium as per the above table and will vary basis the chosen premium.

Maximum Annualised Premium

No Limit, subject to underwriting.
For POS variants sourced through POSP or intermediaries
It will be derived from the Death Benefit. System should restrict the sourcing wherever the Sum Assured on Death at inception is more than Rs. 25 lakhs.

Maximum Sum Assured on Maturity

Maximum Sum Assured under the product is subject to the limits determined in accordance with the board approved underwriting policy of the company.

Premium Payment Mode and Modal Factors

The Premium Payment Mode can be changed anytime during the Policy term. Provided it meets minimum premium requirement criteria. A change in Premium Payment Mode will be effective from subsequent policy anniversary.

4 premium payment modes are available with all plan variants except single pay.

Modal Factors	
Premium Payment Mode	Factor
Annual	1.0000
Semi-annual	0.5075
Quarterly	0.2558
Monthly	0.0857

CRITERIA	SPECIFICATION
Premium Bands	The premium bands in this product are as follows. The benefits under all plan variants increase as you choose a higher premium band.

Annualised Premium Bands(in Rs.)
Less than 50,000
From 50,000 to less than 1,00,000
From 1,00,000 to less than 2,00,000
From 2,00,000 to less than 5,00,000
From 5,00,000 to less than 10,00,000
10,00,000 and above

BOUNDARY CONDITIONS FOR POLICIES SOLD THROUGH POSP

While all the above boundary conditions are applicable to the policies sold through POS persons or sellers selling through POS platform. The below table enlists the further boundary conditions applicable to such policies.

Please note: This product will be made available only without a medical examination, in case it is sourced through a point of sale person

For both PCB and non-PCB cases, please note that a waiting period of 90 days is applicable for the policies sold through POS persons. This is applicable from the date of acceptance of risk. If the life insured dies during the waiting period, then no benefit is payable apart from refund of 100% of the premium paid since the date of acceptance of risk, 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 'Death Benefit' is payable. The waiting period is not applicable on the revival of a policy.

POS Parameters

The variants and their corresponding premium payment terms and policy terms allowed under this plan to be sourced by POS persons are as follows.

Variant	Premium Payment Term (Years)	Income Deferment period (years)	Income period for Variant 2 & 3 / Income start year for Variant 4 (years)	Available Policy Term* (Years)	Minimum Policy Term (Years)
Wealth for Milestones^	Single Pay	NA	NA	5 to 10	5
	5			10 to 20	10
	6			11 to 20	11
	8			13 to 20	13
	10			15 to 20	15
	12			17 to 20	17
Regular Wealth	5, 6, 8, 10, 12	0,1,2,3,4,5	5, 10, 15	PPT+ Income Deferment period + Income period	10
Long Term Wealth	POS is not applicable				
Early Wealth	10		5	10	10
	12		5, 7	12	12
	15		5, 7, 10	15	15
	20		5, 7, 10	20	20
Lifelong Wealth	POS is not applicable				

^Provided that the difference between the Policy Term and Premium Payment term is at least 5 years.

*** This is subject to a maximum policy term of 20 years only.**

ADDITIONAL SPECIFICATIONS

CRITERIA	SPECIFICATION
Discounts and Rebates	Following types of discounts/added benefits are applicable under this plan **1. Existing customer discount[4]** A 2% discount will be applicable on first year premium as a % of premium for non-single pay. For single pay variants this discount is 0.5% of single premium. **2. Auto Debit Booster** For all premiums paid through auto debit mode (ECS, direct debit etc.), an amount equal to 1% of the premiums (including modal loadings) paid through auto debit mode will be paid on survival of life assured till the end of premium payment term. This booster shall be payable only to the fully paid-up policies where all due premiums have been paid. **3. Staff/ Seller Discount** A 2% discount will be applicable only on first year premium for non-single pay variants. This will be applicable: 1. All employees of Max Life, 2. All employees of Max Life's licensed intermediaries (Corporate agents, Insurance marketing firms, Broker and Web aggregator) and their partners. 3. All Insurance Agents Max Life Insurance Co. Ltd For single pay variants this discount is 0.5% of single premium **4. Transgender discount** A 2% discount will be applicable on first year premium for non-single pay variants. For single pay variants this discount is 0.5% of single premium. *Note that only one out of above three types of discount (existing customer / staff/ transgender lives) shall be applicable for a policy.* **5. Special Rates for Female Lives** For variants 1, 2, 3 & 4, a 3-year setback on male rates is applicable for female lives. For variant 5, separate rates will apply for female lives.
Riders available with the plan	Following riders are available under the product: Max Life Waiver of Premium plus Rider (UIN: 104B029V04), which provides waiver of all future premiums in case of critical illness or dismemberment or death (only when Life Insured and Policyholder are different individuals). Max Life Accidental Death and Dismemberment Rider (UIN: 104B027V04), which provides additional benefits in case of death or dismemberment of the Life Insured due to an accident. Max Life Term plus Rider (UIN: 104B026V03), which provides additional lump sum benefit in case of death of the life insured. Max Life Critical Illness and Disability Rider (UIN: 104B033V01), which provides additional lump sum benefit in case of critical illness diagnosis. • The above riders and their subsequent versions may be attached with this product or any future versions of this product • No riders will be available with the policies sold through POS persons • A rider, if any, will not be offered if the term of the rider exceeds outstanding term under the base policy
Minimum Sum Assured on Death	The minimum Sum Assured on Death under the plan is Rs. 62,500.
Minimum/Maximum Sum Assured on Death	The maximum sum assured on death is subject to limits determined in accordance with the board approved underwriting policy (BAUP) of the company. The inbuilt additional accidental sum assured on death is payable for a maximum amount of Rs. 1 crore.

[4]The minimum premium condition should be maintained exclusive of the discount at all times while calculating the first year premium.

CRITERIA	SPECIFICATION
Gender	Male, female and transgender
Premium Rates/ Benefits	Premium rates and benefits are uni-smoker. This plan can also be offered to substandard lives with extra mortality charges subject to limits determined in accordance with the board approved underwriting policy of the company. Premium will vary depending upon the variant and option chosen by the customer.

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)
^Subject to Board Approved Underwriting Policy (BAUP)

ADDITIONAL FLEXIBILITIES:

"SAVE THE DATE": Option to avail Income on date of your choice

The income is payable on the date of policy anniversary by default under variants 2, 3, 4 and 5.
However, you have the flexibility to receive income on any date other than the policy anniversary.

- This option is available only in case the income payment frequency is annual.
- This option is available only at inception and no change will be allowed during the policy term.
- Pro-rated income shall be payable in first and last year of the income period in case the chosen income date is different from the policy anniversary date.

OPTION TO CHOOSE THE PAYMENT FREQUENCY FOR INCOME BENEFIT AND LOYALTY INCOME BOOSTERS

You may receive the income benefit and loyalty income boosters at a monthly, quarterly, semi-annual and annual frequency under variants 2, 3 and 5 only.

- This option can be exercised at the policy inception or any time during the Policy term.
- Both income benefit and loyalty income boosters will be payable against the same chosen frequency.

SETTLEMENT OPTIONS

You have the flexibility to break your maturity and death benefit and take them in instalments.

1. Death Benefit as settlement

Two settlement options are available to receive the 'Death Benefit' as Settlement:

a) Regular Monthly Income for 60 months: You shall get 1.88% of 'Death Benefit' as monthly income payable for 60 months.

b) Regular Annual Income for 5 years: You shall get 22.10% of 'Death Benefit' as annual income payable for 5 years.

2. Maturity Benefit as settlement

Two settlement options are available to receive the 'Maturity Benefit' as Settlement:

a) Regular Monthly Income for 60 months

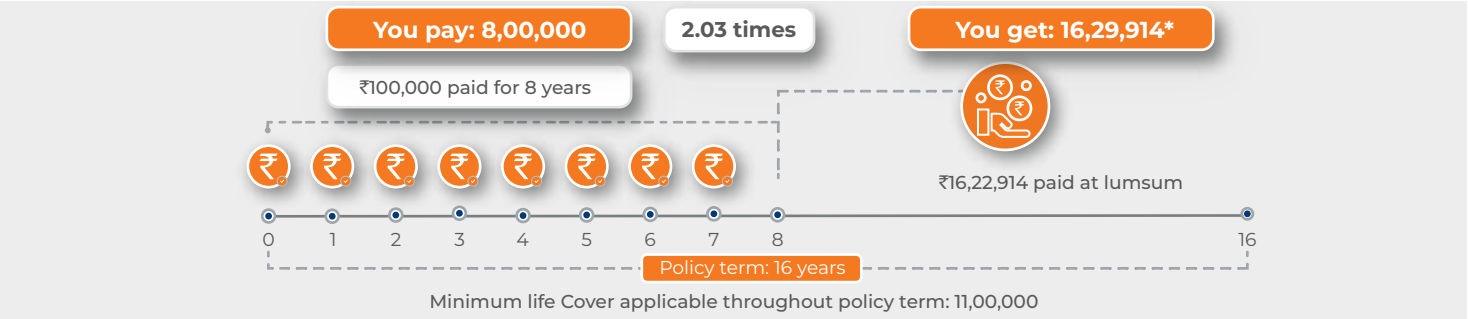
b) Regular Annual Income for 5 years

For further details on settlement options, please refer to the product prospectus.

Sample Illustrations

Variant 1 (Wealth For Milestones):

Mr. Bhalla, aged 35 years, pays a premium of Rs. 1,00,000 (via ECS mode of payment) in Max Life Smart Wealth Advantage Guarantee Plan on an annual mode. He opts for the Wealth for Milestones variant, 8 year Premium Payment Term & 16 year Policy Term. His Sum Assured at Maturity is Rs. 12,29,480. Let us see how this plan would work for him:

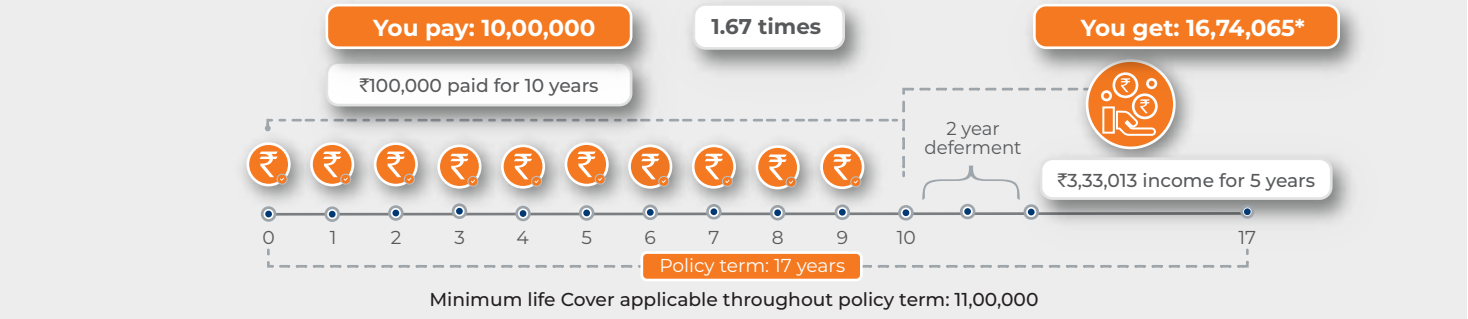


***Inclusive of auto debit booster paid at the end of PPT**

The total premiums paid by Mr. Bhalla is Rs. 8,00,000.
He receives a maturity benefit of Rs. 16,22,914 at end of year 16.
The Life Cover applicable for him at inception of the policy is Rs, 11,00,000 and it may keep increasing further as per the applicable terms of his policy.

Variant 2 (Regular Wealth):

Mr. Singh, aged 35 years, pays a premium of Rs. 1,00,000 (via ECS mode of payment) in Max Life Smart Wealth Advantage Guarantee Plan on an annual mode. He opts for Regular Wealth variant, 10 year Premium Payment Term, 2 year Deferment Period and a 5 year Income Term. He chooses income payout option as Annually. Let us see how this plan would work for him:

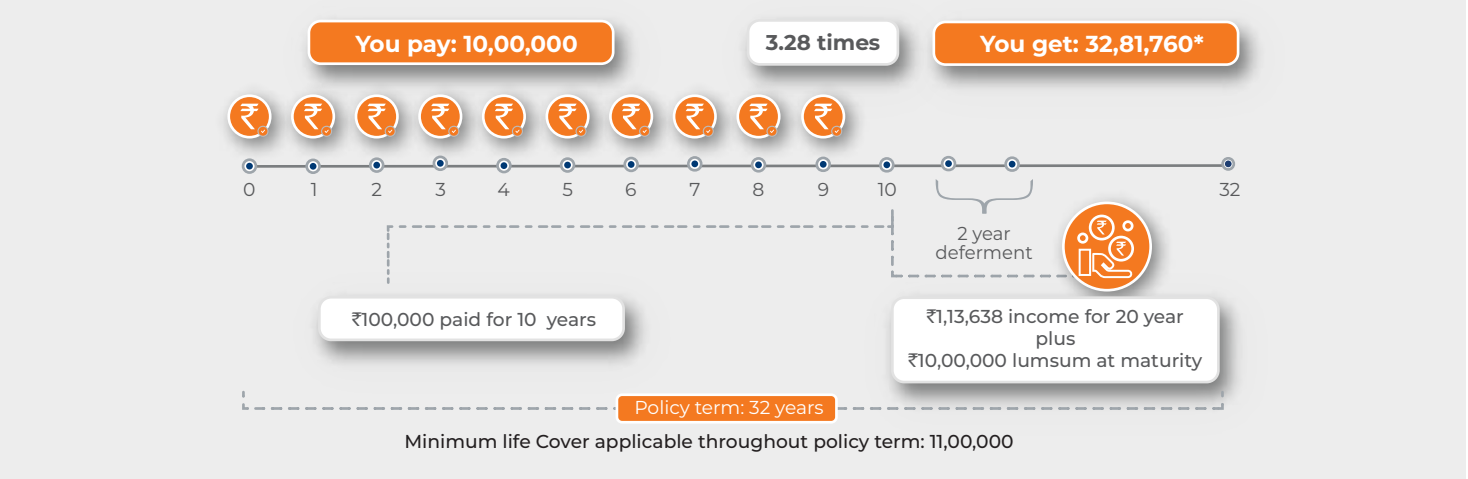


***Inclusive of auto debit booster paid at the end of PPT**

The total premiums paid by Mr. Singh is Rs. 10,00,000, to receive a total income of Rs.16,65,065 (Rs.3,33,103 every year).
The Life Cover applicable for him at inception of the policy is Rs, 11,00,000 and it may keep increasing further as per the applicable terms of his policy.

Variant 3 (Long Term Wealth):

Mr. Kumar, aged 35 years, pays a premium of Rs. 1,00,000 (via Direct Debit mode of payment) in Max Life Smart Wealth Advantage Guarantee Plan on an annual mode. He opts for Long Term Wealth variant, 10 year Premium Payment Term, 2 year deferment period and 20 year income term. He chooses income payout option as Annually. Let us see how this plan would work for him:



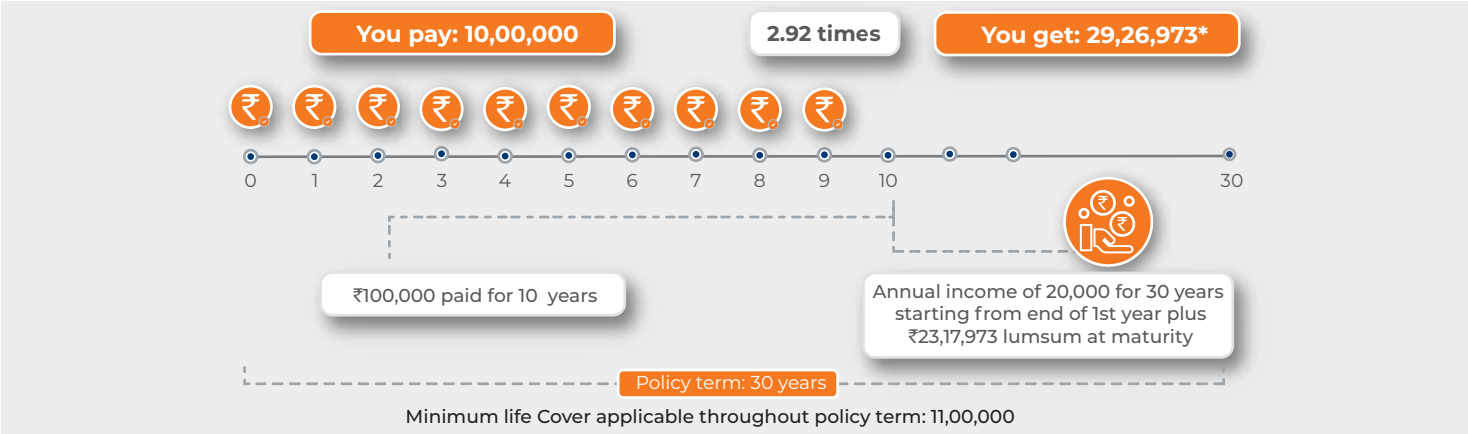
***Inclusive of auto debit booster paid at the end of PPT**

The total premiums paid by Mr. Kumar is Rs. 10,00,000. He receives a total income benefit of Rs. 22,72,760 (1,13,638 every year) and maturity benefit (return of total premiums payable) of Rs. 10,00,000 at the end of 32nd year.
The Life Cover applicable for him at inception of the policy is Rs. 11,00,000 and it may keep increasing further as per the applicable terms of his policy.

Sample Illustrations

Variant 4 (Early Wealth):

Mr. Saharan, aged 35 years, pays a premium of Rs. 1,00,000 (via ECS mode of payment) in Max Life Smart Wealth Advantage Guarantee Plan on an annual mode. He opts for Early Wealth variant, 10 year Premium Payment Term and 30 year Policy Term. He chooses to take his income from 1st year and payout option as Annually. Let us see how this plan would work for him

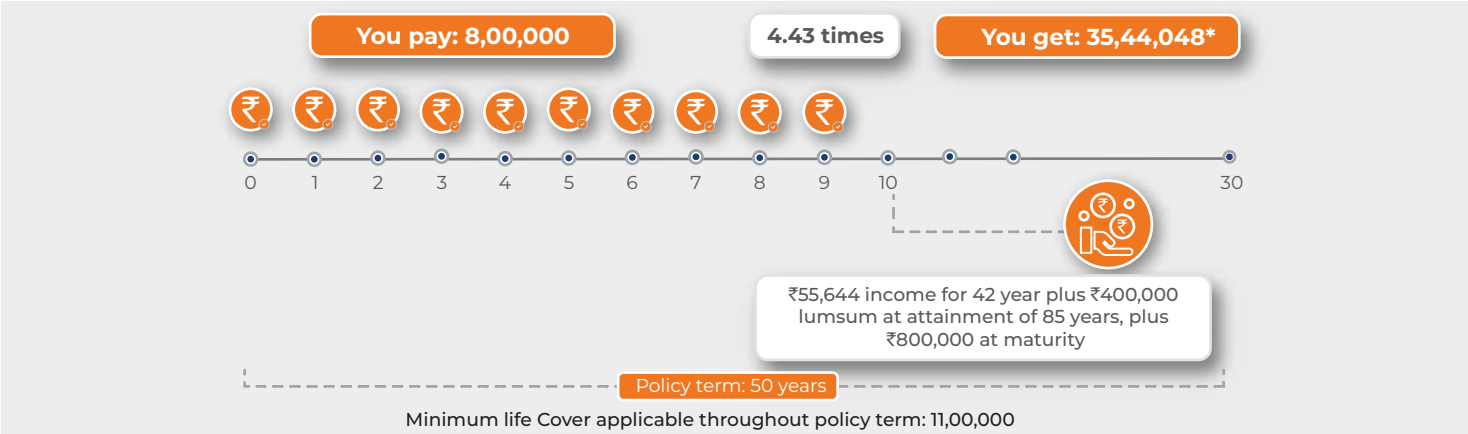


***Inclusive of auto debit booster paid at the end of PPT**

The total premiums paid by Mr. Saharan is Rs. 10,00,000. He receives a total income benefit of Rs.6,00,000 (20,000 every year) and a maturity benefit of Rs. 23,17,973 at the end of 30th year.
The Life Cover applicable for him at inception of the policy is Rs, 11,00,000 and it may keep increasing further as per the applicable terms of his policy.

Variant 5 (Lifelong Wealth):

Mr. Somani, aged 50 years pays a premium of Rs. 1,00,000 in Max Life Smart Wealth Advantage Guarantee Plan. He opts for Lifelong Wealth variant with an 8 year Premium Payment Term. He chooses income payout option as annually. Let us see how this plan would work for him:



***Inclusive of auto debit booster paid at the end of PPT**

The total premiums paid by Mr. Somani is Rs. 8,00,000. Further he receives a total income benefit of Rs. 55,644 every year. Upon death any time before attaining 100 years of age, he further receives a death benefit as applicable.
The Life Cover applicable for him at inception of the policy is Rs, 11,00,000 and it may keep increasing further as per the applicable terms of his policy.

India Ke Bharose Ka Number 99.34%^ Claims Paid Ratio

₹1 LAKH CRORE ASSETS UNDER MANAGEMENT WINNING TRUST EVERYDAY

^Individual Death Claims Paid Ratio as per IRDAI Annual Report FY 2021-2022. | *As per Public Disclosures 2022.
LIFE INSURANCE COVERAGE IS AVAILABLE IN THIS PRODUCT.
+The guaranteed benefits are applicable only if all due premiums are paid.
##Policy Continuance Benefit is not available with Lifelong Wealth variant.
**The accrued income will be accumulated on an annual basis at the prevailing reverse repo rate (published on RBI's website). Refer section 'Option to accrue the Income Benefit and loyalty income booster' (in Policy Contract).
#With "Save the Date", you can choose to take your annual income on any special date in a year. This option is not available with Wealth for Milestones variant.
You may be eligible for tax benefits as per prevailing tax laws.
The premium is exclusive of Goods and service tax and any other cess, underwriting extra premium (if any).
Collection of advance premium shall be allowed within the same financial year for the premium due in that financial year. However, where the premium due in a financial year is being collected in previous financial year, the premium may be collected for a maximum period of three months in advance of the due date of the premium. The premium so collected in advance shall only be adjusted on the due date of the premium. Such advance premium, if any, paid by the Policyholder shall not carry any interest.
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ARN - Max Life/FCB/Marketing/SWAG/Leaflet V03/May 2023 **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