

TIMELY CANCER TREATMENT CAN SAVE LIFE. BUT IT CAN COST AN ENTIRE LIFE'S SAVINGS.



A Non-Linked Non-Participating
Insurance Plan
UIN : 104N093V02

THIS LIFE INSURANCE PRODUCT IS OFFERED AND UNDERWRITTEN BY MAX LIFE INSURANCE COMPANY LIMITED

A comprehensive insurance plan that gives you an honest chance to fight cancer

Our current lifestyle and stress make us prone to many critical diseases, sometimes even at early ages. Cancer is one such disease that one wishes, would never happen to them. It is amongst the fastest growing critical diseases in India. 1 in 8 men and 1 in 9 women in India could develop some form of Cancer in their lifetime, latest government data reveals*. Moreover, the cost of treatment is extensive and with medical inflation rising, Cancer has the potential to put a huge financial burden on the family and a big dent in your future pool of savings.

PLAN BENEFITS



Comprehensive Cancer plan covering all stages of Cancer



Income Benefit for 5 years if diagnosed with Major Stage Cancer along with lump sum



Lump sum Payouts to cover medical expenses across all stages



Sum Insured increases by 10% (simple rate) for every claim-free year up to a maximum of 150% of base Sum Insured



Waiver of Premium for entire Policy Term if diagnosed with Carcinoma in Situ (CiS) or Early Stage Cancer



Tax Benefit as per prevailing tax laws

STAGES OF CANCER COVERED

CARCINOMA IN SITU (CiS) / (PRE-CANCER)

- Lump sum Benefit - 20% of Indexed Sum Insured
- Waiver of all future premiums
- Up to 5 Carcinoma in Situ claims payable for Cancer of different organs

EARLY STAGE CANCER

- Lump sum Benefit - 20% of Indexed Sum Insured
- Waiver of all future premiums
- Up to 5 Early Stage claims payable for Cancer of different organs

MAJOR STAGE CANCER

- Lump sum Benefit - 100% of Indexed Sum Insured less CiS / Early Stage claims paid
- Income Benefit - 10% of Sum Insured payable as income for 5 years
- Income payment irrespective of death or Policy Term
- Policy Terminates

*Source - Hindustan Times, May 2016.

<http://www.hindustantimes.com/india/cancer-grips-nation-1-45-million-new-cases-expected-this-year/story-FadywdwbPCUOnSpEHIDOKJ.html>

- Above benefits are subject to the waiting period, survival period & exclusions under the plan. No claim will be paid again for the same Carcinoma in Situ, or specified Early Stage Cancer for the same organ
- Coverage under the policy will continue even after payment of Early Stage Cancer or Carcinoma in Situ claim (for Income Benefit or remaining Sum Insured)
- Diagnosis shall be done by registered independent medical practitioner
- Basic Sum Insured - Sum Insured purchased at the start of the policy
- Indexed Sum Insured - Increased Sum Insured at the time of claim



DISTRIBUTED BY



PLAN FEATURES

Features		Max Life Cancer Insurance Plan	
Type of Plan	A Non-Linked Non-Participating Insurance Plan		
Coverage	All individuals in accordance with Board approved underwriting policy of the Company		
Age of the Life Insured at Entry (Age as on Last Birthday)	Minimum – 25 years Maximum – 65 years		
Maximum Maturity Age of the Life Insured (Age as on Last Birthday)	75 years		
Premium Payment Term	Regular, Premium Payment Term will be equal to Policy Term		
Policy Term	Minimum – 10 years Maximum – 40 years		
Policy Expiry Age (Maturity Age)	Choose from the following options with respect to policy expiry term subject to Minimum and Maximum Policy Term as stated above at start of policy - Coverage till age - 55 years; 60 years; 65 years; 70 years; 75 years Policy Term = Opted policy expiry age less entry age		
Annual Premium	Minimum - ₹1,960 per annum Maximum - ₹1,49,750 per annum		
Sum Insured	Minimum - ₹10 Lakhs Maximum - ₹50 Lakhs Please note that the Sum Insured can be chosen only in intervals of ₹5 Lakhs. The product offers an inbuilt indexation benefit; where in the Sum Insured under the product increases by 10% (simple rate) on each Policy Anniversary till the time no claim has been admitted in the past; up to a maximum of 150% of the Basic Sum Insured at the start of the policy. Maximum Sum Insured under this plan will be ₹75 Lakhs after allowing inbuilt indexation benefit (subject to no claim during indexation period)		
Maturity / Survival Benefit	There is no Maturity / Survival Benefit under this plan		
Death Benefit	No benefit is payable in the event of death of the Life Insured but if Life Insured dies within the waiting period then 100% of the premium paid since the date of commencement or reinstatement of policy (as the case may be) excluding all applicable taxes, cesses and levies as imposed by the Government		
Product Benefit	Subject to the waiting period, survival period and exclusions under the plan, the product offers following benefits depending on stage of Cancer :		
	<ul style="list-style-type: none"> • Lump sum benefit • Waiver of all future premiums • Income Benefit 		
	Events	Early Stage Cancer or Carcinoma in Situ (CiS)	Major Stage Cancer
	Lump sum Benefit	20% of Basic or Indexed Sum Insured (whichever is applicable)	100% of Basic or Indexed Sum Insured (whichever is applicable) less prior cumulative lump sum payments on the event(s) of Early Stage Cancer or Carcinoma in Situ (CiS)
	Waiver of Premium Benefit	All future premiums payable under the policy are waived off and the policy continues	Not Applicable
Income Benefit	Not Applicable	10% of Basic Sum Insured is payable for a period of up to 5 years, payable annually on next five Policy Anniversaries following or coinciding with the date of diagnosis of Major Stage Cancer. The Income Benefit will be paid as and when due irrespective of the expiry of the Policy Term or in case of death of Policyholder. In case of death of Policyholder during Income Benefit payout period, the benefit will be paid to the Nominee / Legal heir	
Please note that coverage under the policy will continue even after payment of Early Stage Cancer or CiS claim. This means that if you are diagnosed with Major Stage Cancer or another Early Stage Cancer or CiS in future, then benefit as mentioned above will be payable. You can claim multiple instances of CiS or Early Stage Cancer claim till the total lump sum payment made on CiS or Early Stage Cancer claims made in the past do not exceed 100% of Indexed Sum Insured. Thereafter, only Income Benefit will be payable on diagnosis of Major Stage Cancer as the entire lump sum Benefit (100% of Indexed Sum Insured) has already been paid out on multiple incidence of CiS claim or Early Stage Cancer. No claim will be paid again for the same CiS, or specified Early Stage Cancer for the same organ			
Waiting Period	180 Days waiting period is applicable from the date of commencement or reinstatement of cover whichever is later. For reinstatement cases, waiting period is only applicable if reinstatement happens post 90 days of date of last unpaid premium, i.e., if the policy is revived within 90 days from date of last unpaid premium then no waiting period is applicable. If Life Insured is diagnosed with CiS or Early Stage Cancer or Major Stage Cancer or dies during the waiting period, then no benefit is payable apart from refund of 100% of the premium paid since the date of commencement or reinstatement of policy (as the case may be) excluding all applicable taxes, cesses and levies as imposed by the Government and late fee and / or interest payment paid on reinstatement		
Survival Period	Survival time period of 7 days is required from the date of diagnosis of Cancer for the claims to be eligible. A confirmed diagnosis or test leading to histo-pathological diagnosis of Cancer must be performed when Life Insured is still alive for the eligibility of claim		

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

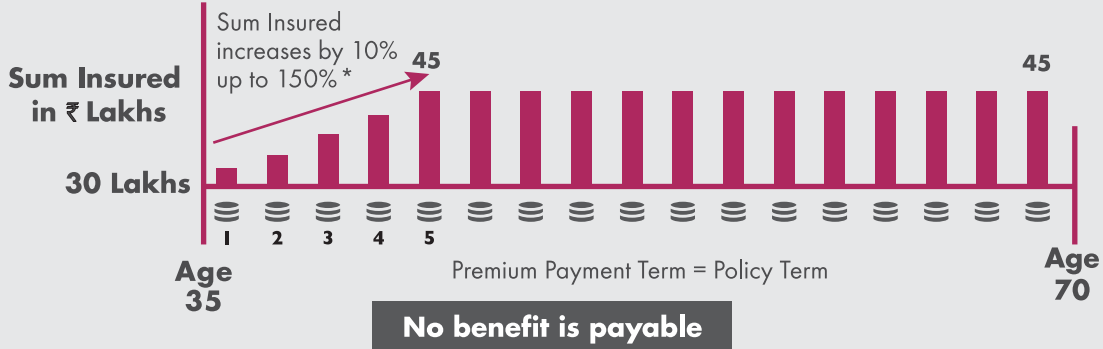
LET US UNDERSTAND THE PRODUCT WITH AN EXAMPLE

Mr. Bajaj, aged 35 years, buys Max Life Cancer Insurance Plan. The coverage option chosen was cover till age of 70 years with base Sum Insured of ₹30 Lakhs.

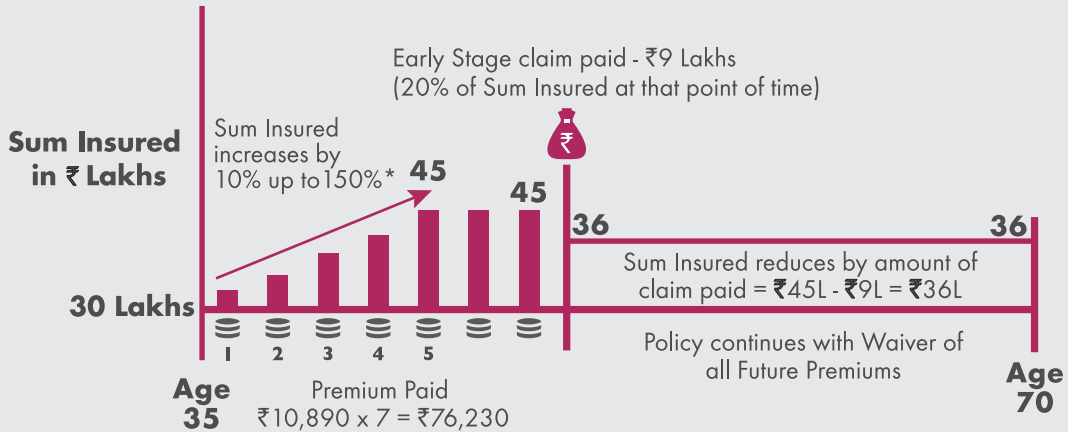
Annual Premium paid by Mr. Bajaj (excluding all applicable taxes, cesses and levies as imposed by the Government) - ₹10,890

Let's see what benefit Mr. Bajaj gets in various scenarios -

Scenario 1: Mr. Bajaj survives through the Policy Term without being diagnosed with Cancer



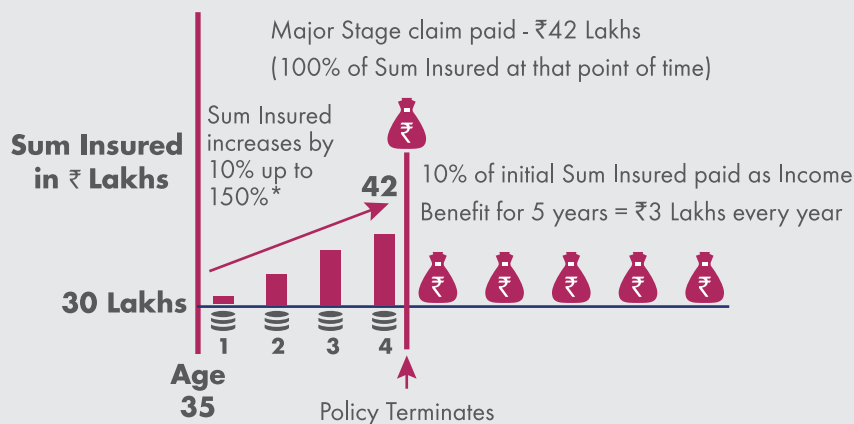
Scenario 2 : Mr. Bajaj was diagnosed with Early Stage Cancer in 8th policy year. He survived the rest of Policy Term without being diagnosed with any Major Stage Cancer or another Early Stage Cancer / CiS



Early Stage Cancer benefit payable = ₹9 Lakhs

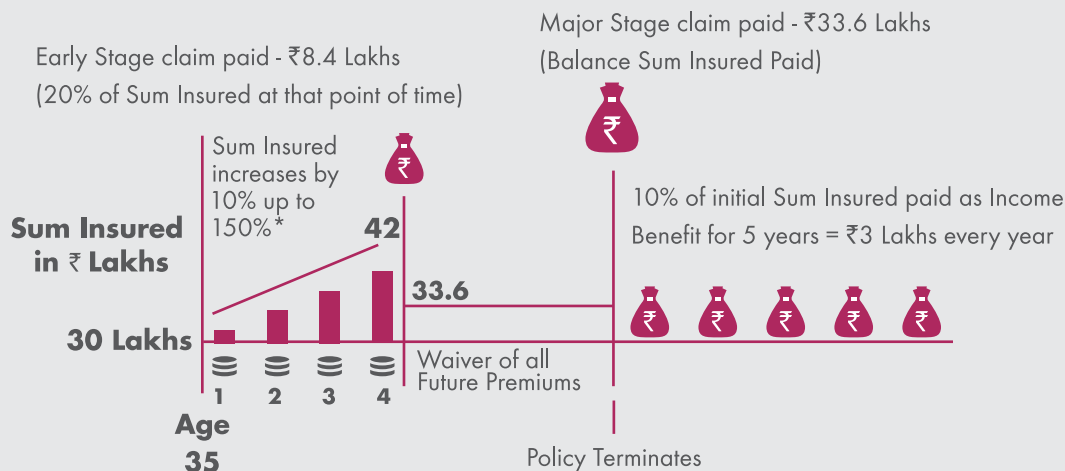
Sum Insured reduced by amount of early stage claim paid out and plan continues for rest of Policy Term with Waiver of all Future Premiums

Scenario 3 : Mr. Bajaj was diagnosed with Major Stage Cancer in 5th policy year



Major Stage Cancer benefit payable = ₹42 Lakhs, Policy Terminates
+ Income Benefit payable for 5 years = ₹15 Lakhs over 5 years
Total Payout = ₹42 Lakhs + ₹15 Lakhs = ₹57 Lakhs

Scenario 4 : Mr. Bajaj was diagnosed with CiS in 5th policy year and Major Stage Cancer in 9th policy year



Early Stage Cancer benefit payable = ₹8.4 Lakhs
 + Major Stage Cancer benefit payable = ₹33.6 Lakhs, Policy Terminates
 + Income Benefit payable for 5 years = ₹15 Lakhs over 5 years
Total Payout = ₹8.4 Lakhs + ₹33.6 Lakhs + ₹15 Lakhs = ₹57 Lakhs

*On each Policy Anniversary till the time no claim has been admitted in the past.

Kindly note that the above case studies are only examples and do not in any way create any rights and / or obligations. The actual experience of the policy may be different from what is shown above.

Make sure you and your family are financially protected against this disease, with Max Life Cancer Insurance plan.

CHOOSE YOUR PLAN IN THREE SIMPLE STEPS

1

Choose the amount of Insurance Cover (Sum Insured) you need

2

Choose the Maximum Coverage age

3

Arrive at the premium amount basis your age, gender, chosen Sum Insured and Maximum Coverage Age

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ARN : Max Life/Ads/Ogilvy/Axis/Cancer Insurance Plan/Offline/Web/Aug 2018 **IRDAI Regn. No - 104 IRDAI Certificate Regn. No.: CA0069**

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- Public receiving such phone calls are requested to lodge a police complaint.

CUSTOMER HELPLINE NO: 1860-120-5577