

*Needs always grow,
so should
your protection cover.*



MAX LIFE
**Super
Term
Plan**

A Non-Linked, Non-Participating,
Term Insurance Plan


UIN : 104N086V03


LIFE INSURANCE COVERAGE IS AVAILABLE IN THIS PRODUCT.


THIS LIFE INSURANCE PRODUCT IS OFFERED AND UNDERWRITTEN BY MAX LIFE INSURANCE CO. LTD.


Cover your family's needs with a Term Plan that gives you an increasing Sum Assured option to cope with the rising inflation

WHAT THIS PLAN OFFERS YOU

- 

Option To Cope Up With Rising Inflation
Max Life Super Term Plan offers a unique Sum Assured option, where the Sum Assured increases by 5% every year at simple rate till the end of the Policy Term without any increase in the premium. This helps your Life Insurance Plan cope with the rising inflation and in line with your upgrading life style
- 

Flexibility To Choose The Benefit Payout
On death of the Life Insured, the nominee can choose the Settlement Option :
Option 1 : He / she will have an option to receive the entire Death Benefit as lump sum
Option 2 : Receive 50% of Guaranteed Death Benefit as lump sum and 0.42% of Guaranteed Death Benefit as monthly income for 10 years increasing at 8.50% p.a. (simple rate) every year starting from the policy anniversary following the date of death
- 

Flexibility To Choose Between Policy Terms
Choose Policy Terms from a minimum of 10 years to maximum of 35 years
- 

Comprehensive Insurance Cover At Affordable Rates
Max Life Super Term Plan offers comprehensive insurance cover at affordable rates to take care of your loved ones in case you are not around

CHOOSE YOUR PLAN IN FOUR SIMPLE STEPS

- 1**
CHOOSE THE AMOUNT OF INSURANCE COVER (SUM ASSURED) YOU NEED
- 2**
CHOOSE THE POLICY TERM OPTION BASIS YOUR NEED FROM 10 YEARS TO 35 YEARS
- 3**
CHOOSE THE VARIANT – LEVEL OR INCREASING SUM ASSURED BASIS YOUR NEED
- 4**
BASIS THE SUM ASSURED, POLICY TERM AND VARIANT CHOSEN, ARRIVE AT THE PREMIUM AMOUNT



DISTRIBUTED BY



PLAN FEATURES

Features	Max Life Super Term Plan																																		
Type of Plan	A Non - Linked, Non - Participating, Term Insurance Plan																																		
Coverage	All individuals in accordance with Board approved underwriting policy of the Company																																		
Minimum / Maximum Age of Life Insured at Entry (Age as on Last Birthday)	Minimum Age : 18 years Maximum Age : 65 years																																		
Maximum Maturity Age of the Life Insured (Age as on Last Birthday)	75 years																																		
Premium Payment Term & Modes	This is a regular premium paying plan. Premium Payment Term is same as Policy Term. This product allows Annual, Semi - Annual, Quarterly and Monthly Premium Payment Modes																																		
Policy Term	Minimum Policy Term : 10 years Maximum Policy Term : 35 years The Policyholder will have the option to choose a term between 10 years and 35 years, with intervals of 1 year																																		
Premium	Minimum Premium : The minimum premium for the product is ₹5,000 p.a. excluding extra premium, modal extra, all applicable taxes, cesses and levies as imposed by the Government Maximum Premium : No limit, subject to the limits determined in accordance with Board approved underwriting policy of the Company																																		
Sum Assured	Minimum Sum Assured : ₹25 Lakhs subject to minimum premium limits Maximum Sum Assured : No limit, subject to the limits determined in accordance with Board approved underwriting policy of the Company Please note that the Sum Assured will be available in multiples of ₹1 Lakh only																																		
Premium Rates	Premium Rates vary basis the following parameters : a) Gender The premium rates vary by gender of the Policyholder. The premium rates for females will be same as that of males with a five year age offset. Where the corresponding rate is not available, the lowest available age premium rate for male life will be used b) Smokers / Non – Smokers The premium rates vary by smoker status (viz. Non - Smoker and Smoker) c) Sub - Standard Lives This product will be offered to all lives. However, sub - standard lives shall be rated up in accordance with the Board approved underwriting policy of the Company d) Sum Assured Option Chosen The premium rates will vary basis the Sum Assured option chosen by the Policyholder (Level Sum Assured or Increasing Sum Assured) at policy inception																																		
Sample Premium Amount	Examples of Annual Premium (in ₹) for a Life Cover (Sum Assured) of ₹50 Lakhs, 25 year term, healthy male. Please note the premium rates are exclusive of all applicable taxes, cesses and levies as imposed by the Government, loading for modal extra and loading for extra premium <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th rowspan="2">Age</th> <th colspan="2">Non - Smoker</th> <th colspan="2">Smoker</th> </tr> <tr> <th>Option 1 (₹)</th> <th>Option 2 (₹)</th> <th>Option 1 (₹)</th> <th>Option 2 (₹)</th> </tr> </thead> <tbody> <tr> <td>30</td> <td>6,500</td> <td>9,250</td> <td>8,700</td> <td>13,000</td> </tr> <tr> <td>35</td> <td>8,200</td> <td>12,450</td> <td>11,550</td> <td>18,200</td> </tr> <tr> <td>40</td> <td>11,300</td> <td>17,800</td> <td>16,500</td> <td>26,700</td> </tr> <tr> <td>45</td> <td>16,300</td> <td>26,050</td> <td>24,450</td> <td>39,700</td> </tr> <tr> <td>50</td> <td>23,950</td> <td>38,650</td> <td>36,550</td> <td>59,350</td> </tr> </tbody> </table> <p>Option 1 - Level Sum Assured Option Option 2 - Increasing Sum Assured Option</p>	Age	Non - Smoker		Smoker		Option 1 (₹)	Option 2 (₹)	Option 1 (₹)	Option 2 (₹)	30	6,500	9,250	8,700	13,000	35	8,200	12,450	11,550	18,200	40	11,300	17,800	16,500	26,700	45	16,300	26,050	24,450	39,700	50	23,950	38,650	36,550	59,350
Age	Non - Smoker		Smoker																																
	Option 1 (₹)	Option 2 (₹)	Option 1 (₹)	Option 2 (₹)																															
30	6,500	9,250	8,700	13,000																															
35	8,200	12,450	11,550	18,200																															
40	11,300	17,800	16,500	26,700																															
45	16,300	26,050	24,450	39,700																															
50	23,950	38,650	36,550	59,350																															
Survival / Surrender Benefit	No Survival / Surrender Benefit is available under this plan																																		
Sum Assured Options	The product offers following two options, to be chosen only at policy inception : <ul style="list-style-type: none"> Level Sum Assured : Under this option, the Sum Assured remains fixed throughout the Policy Term Increasing Sum Assured : Under this option, the Sum Assured increases by 5% p.a. (simple rate) on each policy anniversary without increase in premium amount 																																		
Maturity Benefit	No Maturity Benefit is payable under the plan																																		
Death Benefit	Payable on death of the Life Insured during the Policy Term provided the policy is in force or the Reduced Insurance Cover is active. On the death of the Life Insured anytime during the term of the policy, the Company will pay the Guaranteed Death Benefit under the plan. Guaranteed Death Benefit is defined as higher of : <ul style="list-style-type: none"> 10 times the Annualised Premium, 105% of all premiums paid as on the date of death, Guaranteed Maturity Sum Assured payable on Maturity Date, Sum Assured effective on the policy anniversary previous or coinciding with the date of death Annualised Premium is defined as premium inclusive of extra premium (if any) but exclusive of all applicable taxes, cesses and levies as imposed by the Government and any loadings for modal premiums and remains same irrespective of the Premium Payment Mode 																																		
Settlement Option	On death of the Life Insured, the nominee has two options : Option 1 : Take the full Guaranteed Death Benefit as lump sum; or Option 2 : Take 50% of the Guaranteed Death Benefit as lump sum and 0.42% of Guaranteed Death Benefit as monthly income for 10 years (Settlement Period) increasing at 8.50% p.a. (simple rate) every year starting from policy anniversary following the date of death. In case Option 2 is selected, at any time during the Settlement Period, the nominee shall have the right to commute the remaining payouts by submitting a written request to the Company. On receipt of such a request, the Company shall pay the present value of all future payouts discounted at the rate of 6.50% p.a. to the nominee																																		
Reduced Insurance Cover	The policy offers Reduced Insurance Cover from policy year 16 onwards in case Policyholder discontinues payment of premiums after paying premium for 15 years. This feature is only available for Policy Term greater than equal to 16 years. Reduced Insurance Cover is calculated as : $\text{Reduced Insurance Cover} = [\{ (\text{Policy Year of Discontinuance of Premium} - 1) / \text{Policy Term} \} - 0.25] \times \text{Guaranteed Death Benefit}$																																		
Riders Available*	Max Life Accidental Death & Dismemberment Rider (UIN - 104B027V02) provides lump sum benefit in case of death / dismemberment due to accident Max Life Waiver of Premium Plus Rider (UIN - 104B029V02) provides waiver of all future premiums in case of an eventuality. Where the Policyholder is same as Life Insured, waiver of all future premiums is provided in case of dismemberment or diagnosis of critical illness of the Policyholder, however, where the Policyholder and Life Insured are different; waiver of all future premiums is provided in case of dismemberment, diagnosis of critical illness or death of the Policyholder																																		

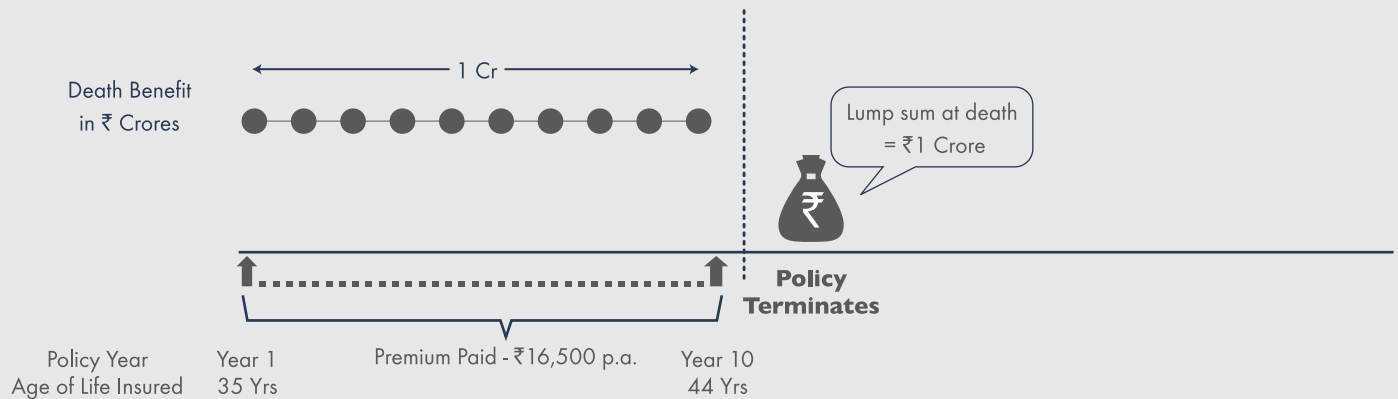
* For more details on Riders and various Terms and Conditions, please refer to the respective Rider Prospectus available at www.maxlifeinsurance.com

Example for Level Sum Assured Option

Mr. Sharma, 35 year old and healthy (non - smoker), opts for Max Life Super Term Plan. He chooses to buy Level Sum Assured option with a term of 30 years. He pays ₹16,500 as his yearly premium for a Sum Assured of ₹1 Crore.

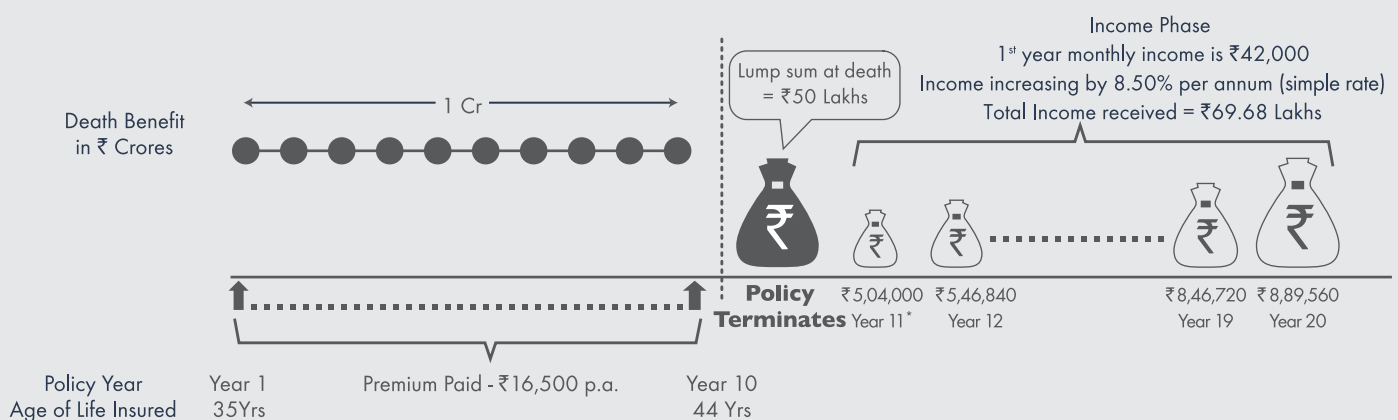
Settlement Option 1

On sudden demise of Mr. Sharma during 10th policy year (i.e., post payment of 10 Annual Premiums), his wife (nominee) opts to take the entire proceeds from the policy from which she receives the lump sum amount of ₹1 Crore immediately.



Settlement Option 2

On sudden demise of Mr. Sharma during 10th policy year (i.e., post payment of 10 Annual Premiums), his wife (nominee), is not sure how to use the entire Death Benefit. Instead of taking the entire amount as lump sum, she plans to opt for the Settlement Option 2 where she will get ₹50 Lakhs as lump sum immediately after death and the remaining ₹50 Lakhs as monthly income (starting from next policy anniversary) increasing at 8.50% p.a. (simple rate) every year starting from the policy anniversary following the date of death.



*The income will start from the policy anniversary following the date of death.

The above illustrations and stated values are only suggestive. Actual premium amount and Sum Assured may vary depending on the age, health conditions and certain other factors.

Example for Increasing Sum Assured Option

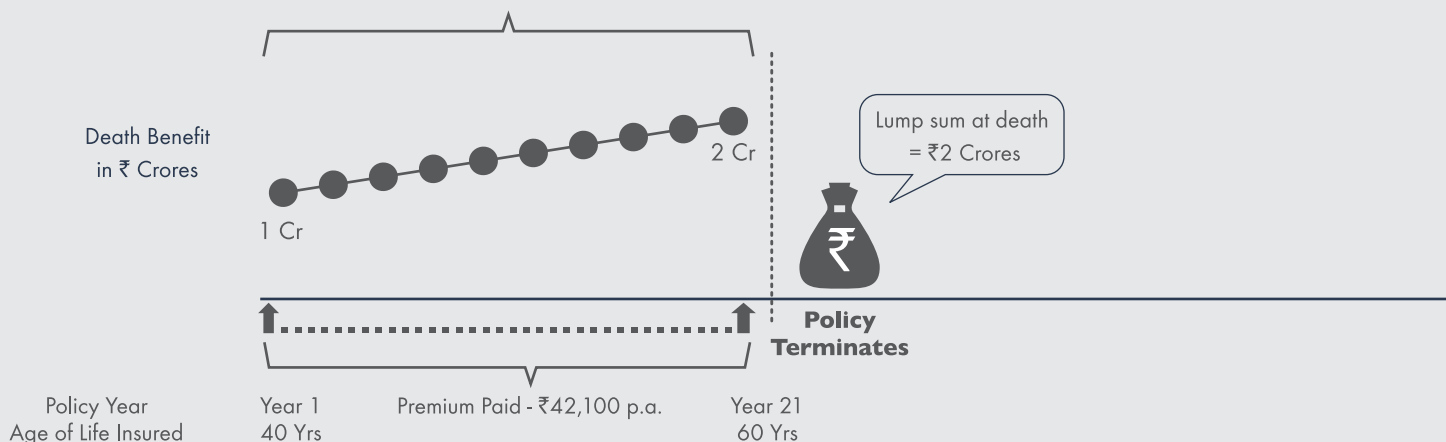
Mr. Verma, 40 year old, healthy (non-smoker), opts for Max Life Super Term Plan. He wants a Protection Plan where the Life Cover increases every year to mitigate the impact of inflation. He opts for Increasing Sum Assured option with a term of 30 years. He pays ₹42,100 as his yearly premium for an initial Sum Assured of ₹1 Crore. Now Mr. Verma's Sum Assured increases every year by ₹5 Lakhs (5% of initial Sum Assured of ₹1 Crore) till the end of Policy Term.

Settlement Option 1

On sudden demise of Mr. Verma during 21st policy year (i.e., post payment of 21 Annual Premiums), his wife (nominee) opts to take the entire proceeds from the Policy as lump sum amount. In the 21st policy year, Mr. Verma's Sum Assured has increased to ₹2 Crores (increase of ₹5 Lakhs per annum) which will be paid to his nominee.

Increasing Death Benefit

Death Benefit increasing by 5% p.a. (₹5 Lakhs p.a.)

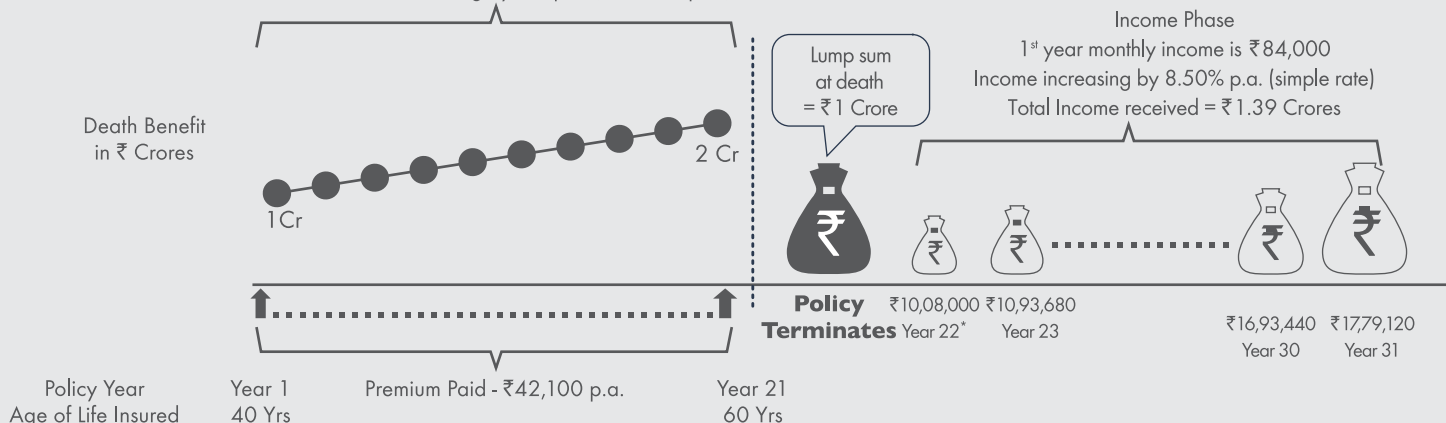


On sudden demise of Mr. Verma during 21st policy year (i.e., post payment of 21 Annual Premiums), his wife (nominee), instead of taking the entire amount as lump sum, opts for the Settlement Option 2. In the 21st policy year, Mr. Verma's Sum Assured has increased to ₹2 Crores (increase of ₹5 Lakhs per annum) so his wife will get ₹1 Crore as lump sum immediately after death and the remaining ₹1 Crore as monthly income (starting from next policy anniversary) increasing at 8.50% p.a. (simple rate) every year starting from the policy anniversary following the date of death.

Settlement Option 2

Increasing Death Benefit

Death Benefit increasing by 5% p.a. (₹5 Lakhs p.a.)



* The income will start from the policy anniversary following the date of death.

The above illustrations and stated values are only suggestive. Actual premium amount and Sum Assured may vary depending on the age, health conditions and certain other factors.

Max Life Insurance Company Limited is a Joint Venture between Max Financial Services Ltd. and Mitsui Sumitomo Insurance Co. Ltd. Max Life Insurance Co. Ltd., 11th Floor, DLF Square Building, Jacaranda Marg, DLF City Phase II, Gurugram (Haryana) – 122002. For more details on risk factor, Terms and Conditions, please read the prospectus carefully before concluding a sale. Insurance is the subject matter of solicitation. 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 change in tax laws. Trade logos displayed belong to Max Financial Services Ltd. and Mitsui Sumitomo Insurance Co. Ltd. respectively and are used by Max Life Insurance Co. Ltd. under a license. **The Life Insurance contract is between the Proposer and Max Life Insurance Co. Ltd. Axis Bank Ltd. is the Corporate Agent of Max Life Insurance Co. Ltd. Axis Bank Limited, Bombay Dyeing Mills Compound, Pandurang Budhkar Marg, Worli, Mumbai – 400025. The purchase of a Max Life Insurance product by Axis Bank's customer is purely on a voluntary basis. As Axis Bank is not in the business of insurance, there is no link either direct or indirect between the banking services offered by the bank to its customers and use of the insurance products.** ARN: Max Life/Ads/Axis/Ogilvy/STP/Web/Aug 2018

IRDAI Regn. No - 104 IRDAI Certificate Regn. No.: CA0069

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.

CUSTOMER HELPLINE NO: 1860-120-5577