



BHAROSA #GUARANTEED RETURNS KA

WITH





Give your loved ones the Bharosa of *Guaranteed Returns today, because for them YOU ARE THE DIFFERENCE

Life is all about fulfilling your dreams for your loved ones. You plan to save for your milestones like your children's education, marriage and your peaceful retirement. However, in an environment, which is full of uncertainty and volatility, you need guaranteed assurance, that surmounts all such risks. We understand the significance of such milestones and secure your financial future by helping you pursue your dreams towardsthe accomplishment of these milestones with certainty.

Presenting Max Life Smart Wealth Plan, which combines protection and savings into a simple and f lexible solution to fulfill the certain as well as uncertain needs of your family and assures you and your loved ones a guaranteed smart life.

What this plan offers you

Guaranteed returns
Fully guaranteed benefits to help you save for your milestones

Flexibility

- Flexibility to choose plan option as per your need lump sum, short-term income, long-term income and whole life income
- Guaranteed additions under lump sum option
 Guaranteed additions that boost your maturity corpus under lump sum option
- Whole life income option with Joint Life coverage
 Flexibility to cover life of spouse under the same Policy with whole life income option
- Financial security in case of death

 Comprehensive death benefit in case of death of Life Insured during the Policy Term, provided the Policy is in force
- Tax benefit
 You may be eligible for tax benefits as per prevailing tax laws subject to changes in tax laws
- Enhanced protection through optional riders

 Additional rider(s) can be taken with the Policy to provide for additional protection as per your need

Plan benefits and features

Criteria	Specification			
Product type	Non-Linked Non-Participating Individual Life Insurance Savings Plan			
Coverage	All individuals in accorda	All individuals in accordance with the Board Approved Underwriting Policy		
	Plan option	Minimum entry age	Maximum entry age	
A	Lump sum	0 (91 days)	60 years	
Age at entry (years)*	Short-term income	5 years	60 years	
	Long-term income	4 years	60 years	
	Whole life income	Single Pay - 45 years (Younger Life) Regular Pay - 40 years (Younger Life)	65 years (Older Life)	
		s a minor, the Policy will automatically ves jority. The risk coverage for the minors w		

Plan benefits and features

Criteria	Specification						
	Plan opt i	ion		turity age in years	Maxin	num maturity age in yea	ars
Age at maturity (years)*	Lump sum		18 years			80 years	
	Short-term income		18	8 years		73 years	
	Long-term income			18 years		74 years	
	Whole life in	ncome	4	6 years		71 years	
Minimum Premium#	Lump sum Short-term i		- Annual: ₹ - Monthly:				
	Ung-term in Whole life in			y: ₹ 2.5 Lakhs ay: ₹ 50,000			
Maximum Premium	All options No Limit, subject to Board Approved Underwriting Policy (BAUP)						
	Lump sum			Premium paymen	t mode	Modal factor	
	Short-term inc	come	_	Annual		1	
	Long-term inc	ome	_	Monthly		0.09	
Premium payment				Sing	le Premi	um	
mode and			Regular Premium				
Modal factors				Premium paymen	t mode	Modal factor	
	Whole life inco	ome		Annual		1	
				Monthly		0.09	
Gender	Male, Female and Transgender						
Premium rates / Benefits		so be offe	ered to substa	ndard lives with ext		lity charges subject to Policy of the Company.	

Boundary conditions for policies sold through point of sales person

Eligibility criteria							
Maximum age at entry*	Lump sum income	Policy Term Age	10 years 55 years		15 years 50 years	16 years	20 years 45 years
	Short-term income	Policy Term	7 years	9 years	11 years	13 years	
	Long-term	Age Policy Term	58 years 7 years	56 years 10 years	54 years 11 years	52 years 14 years	
	income	Age	58 years		54 years		
	Whole Life income	Policy Term Age	6 years 59 years				
Maximum age at maturity*	65 years						
Maximum Premium	Subject to ₹ 2	5 Lakhs deat	h benefit	during the	Policy Ter	m	

Please note - For policies sold through POS persons, the product shall comply with all the extant provision, rules, regulations, guidelines, circulars, direct ions, etc., applicable for POS products, as amended from t ime-to-t ime.

^{*}All ages ment ioned above are age as on last birthday.

*The minimum premium is exclusive of goods and service tax and any other cess underwrit ing extra premium (if any).

Single Pay in Variant 4 of the product shall not be available for sales through POS persons.

How does this plan work?

- \mathbf{g} | Choose the variant as mentioned below:
 - Lump sum Short-term income Long-term income Whole life income
- **(6)** Choose your Premium / Income Pay-out
- Choose your sub-variant i.e., Policy Term and Premium Payment Term from the available options

Variant	PPT	PT	Maturity benefit	Single life / Joint life
	5 years	10, 12, 15, 20 years		
Lump sum	8 years	10, 12, 16, 20 years	Lump sum at the end of Policy Term	
Lump sum	10 years	10, 12, 15, 20 years		
	12 years	12, 15, 20 years		
	6 years	7 years	Guaranteed Income Benefit for 6 years (from 8 th year to 13 th year in arrears)	
Short-term	8 years	9 years	Guaranteed Income Benefit for 8 years (from 10 th year to 17 th year in arrears)	Single life
income	10 years	11 years	Guaranteed Income Benefit for 10 years (from 12 th year to 21 st year in arrears)	
	12 years	13 years	Guaranteed Income Benefit for 12 years (from 14 th year to 25 th year in arrears)	
	6 years	7 years	Guaranteed Income Benef it for 30 years (from 8 th year to 37 th year in arrears plus Terminal Benef it)	
Long-term	8 years	10 years	Guaranteed Income Benef it for 30 years (from 11 th year to 40 th year in arrears plus Terminal Benef it)	
income	10 years	11 years	Guaranteed Income Benef it for 25 years (from 12 th year to 36 th year in arrears plus Terminal Benef it)	
	12 years	14 years	Guaranteed Income Benef it for 25 years (from 15 th year to 39 th year in arrears plus Terminal Benef it)	
Whole life	Single Pay	5 years	Guaranteed Income Benef it until the death of last survivor from 6th year in arrears	
income	6 years	6 years	Guaranteed Income Benef it until the death of last survivor from 7th year in arrears	

Benefits in detail

This sect ion details the benef its payable during the Policy Term and Pay-out Period as per the variant chosen.

	Plan benefits				
Benefit	How and when benefits are payable	Details			
Death Benefit	Payable on death of the Life Insured during the Policy Term provided the Policy is in force Further for Variant 4, on death of the last surviving policyholder after the Policy Term, a benefit equivalent to the Single Premium plus Underwriting Extra Premium, for single pay and Total premium paid plus underwriting extra premium for Regular pay will be payable to the beneficiary	Variant 1, 2 and 3 A lump sum Guaranteed 'Death Benef it' is payable immediately on the death of the Life Insured during the Policy Term and is def ined as higher of: • 11 t imes the sum of Annualised Premium* and Underwriting Extra Premiums*** (if any), • 105% of all sum of Total Premiums Paid**, Underwrit ing Extra Premiums*** and loadings for modal premiums, (if any) as on the date of death of Life Insured, • Any absolute amount assured to be payable on death* *"Annualised Premium" means Premium Amount payable during a Policy Year chosen by Policyholder, excluding Underwriting Extra Premium, loading for modal premium, Rider Premiums and applicable taxes, cesses or levies if any. **"Total Premiums Paid" means the total of all Premiums received, excluding Underwriting Extra Premium, loading for modal premium, Rider Premiums, and applicable taxes, cesses or levies, if any.			

Benefits in detail

	Plar	n benefits	
Benefit	How and when benefits are payable		Details
		as per Underwriting Policy by Policyholder in the Pro	remium" means an additional amount charged by Us, r, which is determined on the basis of disclosures made oposal Form or any other information received by Us ation report of the Life Insured.
			rred to be payable on death under these variants is equal I accumulated monthly at an interest rate of 8% p.a.
		Variant 4	
		immediately on the	rranteed 'Death Benef it' is payable e death of the Life Insured(s) during the nd is defined as the higher of:
			ay - 1.25 times the Single Premium* extra premiums (if any),
			eay - 7 times the Annualised Premium* extra Premiums (if any),
		extra premiums ar	tal Premiums Paid**, underwriting nd loadings for modal premiums, date of death of life insured,
		• Any absolute amou	unt assured to be payable on death#
		at the inception of the poli "The absolute amount assu of first death is equal to 1 premiums (if any) in case of underwriting extra premiur	the lump sum premium amount paid by the policyholder cy excluding the taxes if any. Ired to be payable on death under the Variant 4 on event 1.25 times the Single Premium plus underwriting extra of single pay and 7 times the Annualised Premium plus is (if any) in case of regular pay, and 10 times the Single
	Premium (single pay) on the event of the second death during the P The Policy shall continue until the death of the last s Policyholder. On death of the last surviving Policyholder post expir Policy Term, Single Premium plus underwriting Premiums (if any) in case of single pay and total Pr paid plus underwriting extra Premiums (if any) in regular pay shall be payable to the beneficiary. For cl benefit is payable on the first death after the policy t		
			le Premium plus underwriting extra n case of single pay and total Premiums ting extra Premiums (if any) in case of payable to the beneficiary. For clarity, no
			minate on payment of the Death Benefit g policyholder and no further benefits will
Maturity Benefit	Payable on survival of the Life Insured(s) through the Policy Term Please note: Premium will vary depending upon the option (variant and sub-variant) chosen	The maturity benefit for each Variant is given below Variant 1 On maturity the following benefit will be paid: Guaranteed Sum Assured on Maturity, plus Accrued Guaranteed Additions (if any) The Guaranteed Sum Assured on Maturity for the variant is defined as follows:	
		Policy Term	Guaranteed Sum Assured on maturity
		10, 12 years	110% x Annualised Premium x Premium Payment Term
		15, 16 years	140% x Annualised Premium x Premium Payment Term
		20 years	160% x Annualised Premium x Premium Payment Term

	Pla	n benefits
Benefit	How and when benefits are payable	Details
		Guaranteed addit ions is expressed as a percentage of Annualised Premium and varies by the entry age, premium band and gender of the Life Insured and the sub-variant selected.
		Guaranteed addit ions accrue at the end of the last four policy years, provided the Policy is either premium paying or fully paid-up.
		The Guaranteed addit ions will be payable only in the event of maturity or surrender of the Policy.
		Variant 2 A guaranteed "Income Benef it" is payable at the end of the period (monthly, quarterly, half yearly, or annually) as per the frequency chosen, for the pay-out period as per the sub-variant selected by you, post complet ion of the Policy Term.
		Income Benef it is expressed as a percentage of Annualised Premium and varies by the entry age, premium band and gender of the life insured and the sub-variant selected.
		The beneficiary will continue to receive the outstanding income benefit even after the death of the Life Insured / Policyholder during the pay-out period.
		You have the option to the receive income in monthly, quarterly, and semi-annually mode post the application of modal factor.
		Variant 3 A guaranteed "Income Benef it" is payable at the end of the period (monthly, quarterly, half yearly or annually) as per the frequency chosen, for the pay-out period as per the sub-variant selected by you, post complet ion of the Policy Term. At the end of pay-out period a "Terminal Benef it" equal to the Total Premiums Paid, will be payable to the benef iciary.
		Income Benef it is expressed as a percentage of Annualised premium and varies by the entry age, premium band, and gender of the Life Insured and the sub-variant selected.
		The beneficiary will continue to receive the outstanding income benefit even after the death of the Life Insured / Policyholder during the pay-out period.
		You have the opt ion to receive income in monthly, quarterly, and semi-annually mode post the applicat ion of modal factor.
		Variant 4 Provided that, either of the two Life Insured have survived the Policy Term, a guaranteed "Income Benef it" is payable at the end of the period (monthly, quarterly, half yearly or annually) as per the frequency chosen, post the policy term, unt il the death of the last surviving life.
		The Policy shall terminate on payment of the Death Benef it for the last surviving life and no further benef its will be payable.
		Income Benef it is expressed as a percentage of Single premium in case of Single pay and as a percentage of Annualised premium in case of regular pay and varies by the entry age, gender and premium band.
		You have the opt ion to receive income in monthly, quarterly

and semi-annually mode post the applicat ion of modal factor.

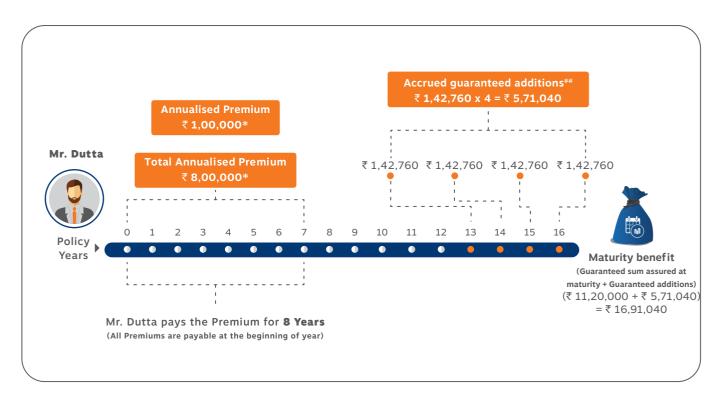
	Plan benefits				
Benefit	How and when benefits are payable				
Surrender	Payable immediately on surrender during the Policy Term	You can surrender the Policy anyt ime during the Policy Term, after it has acquired a surrender value.			
		The policy acquires a Surrender Value as follows:			
		 For Variant 1, 2 and 3 and Regular Pay for Variant 4: On payment of two full years' Premium 			
		 For Single Pay in Variant 4: After expiry of free look up cancellation period 			
		For monthly Premium Payment Mode, the policy acquires Surrender Value after payment of 24 monthly Premiums.			
		There will be Guaranteed Surrender Value and a Special Surrender Value with the latter being non-guaranteed.			
		The surrender value will be equal to the higher of Guaranteed Surrender Value (GSV) or Special Surrender Value (SSV).			
		The policy is terminated after payment of surrender benef it.			
		Details of Surrender Value computation has been outlined in the policy document.			

	Plan benefits
Benefit	Details
Riders	Following riders are available under Variant 1, 2 and 3 of 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). This product does not have an inbuilt Waiver of Premium benef it and thus rider benef it is an additional benef it.
	Max Life Accidental Death and Dismemberment Rider (UIN: 104B027V04), which provides addit ional benef its in case of death or dismemberment of the Life Insured due to an accident.
	Max Life Term Plus Rider (UIN: 104B026V03), which provides addit ional lump sum benef it in case of death of the Life Insured.
	Max Life Critical Illness and Disability Rider (UIN: 104B033V01), which covers against the uncertainties that life has to offer.
	No riders will be available with Variant 4 and the policies sold through POS persons.

		Plan benefits		
Benefit	Details			
Premium bands	Higher maturity benef its will be offered for higher Premium bands. The Premium bands applicable under the product are shared in the below tables.			
		Variant 1, 2 and 3		
	Premium band	Annualised Premium (in ₹)		
	1	₹ 11,000 - ₹ 49,999		
	2	₹ 50,000 - ₹ 74,999		
	3	₹ 75,000 - ₹ 99,999		
	4	₹ 1,00,000 - ₹ 1,49,999		
	5	₹ 1,50,000 - ₹ 2,99,999		
	6	₹ 3,00,000 and above		
	Single Premium Variant 4			
	Premium band	Single Premium (in ₹)		
	1	₹ 2,50,000 - ₹ 4,99,999		
	2	₹ 5,00,000 - ₹ 9,99,999		
	3	₹ 10,00,000 - ₹ 19,99,999		
	4	₹ 20,00,000 and above		
		Regular Pay Variant 4		
	Premium band	Annualised Premium (in ₹)		
	1	₹ 50,000 - ₹ 74,999		
	2	₹ 75,000 - ₹ 99,999		
	3	₹ 1,00,000 - ₹ 1,49,999		
	4	₹ 1,50,000 - ₹ 2,99,999		
	5	₹ 3,00,000 and above		
			,	

	Plan benefits
Benefit	Details
Tax benefit	You may be entitled to certain applicable tax benef its on your premiums and policy benef its. Please note all the tax benef its are subject to tax laws prevailing at the time of payment of Premium or receipt of benef its by you. Tax benef its are subject change in tax laws. It is advisable to seek an independent tax advice.

Mr. Dutta, a 35-year-old male with a 2-year-old son, wants to save for his child's higher education. He invests in the lump sum variant of the Max Life Smart Wealth Plan; which offers guaranteed lump sum benefit when his child turns 18.



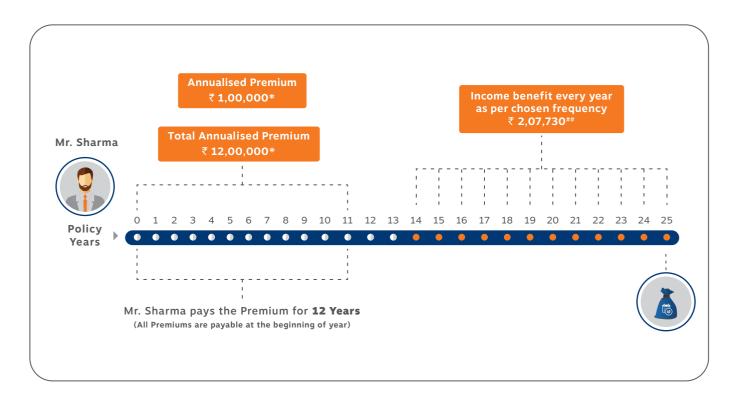
The above benefits are at the below mentioned modal point:

Gender: Male | Age: 35 years | Premium Payment Term: 8 years | Policy Term: 16 years | Mode: Annual

^{*}Annualised Premium means Premium amount payable in a Policy Year, excluding any rider Premiums, underwriting extra Premium on riders and applicable taxes, cesses or levies, if any.

^{**}Guaranteed additions is expressed as a percentage of annualized premium and varies by the entry age, premium band and gender of the Life Insured and the sub-variant selected. Guaranteed additions accrue at the end of the last four Policy Years, provided the Policy is either premium paying or fully paid up.

Mr. Sharma, a 35-year-old male, wishes to have a guaranteed secondary income, which will help him at the time of market uncertainties and also offers him assurance. He chooses to invest in the short-term income variant of the Max Life Smart Wealth Plan, which offers guaranteed income irrespective of the market conditions, to meet his financial requirements.



The above benefits are at the below mentioned modal point:

Gender: Male | Age: 35 years | Premium Payment Term: 12 years | Policy Term: 13 years | Mode: Annual | Income Payout frequency: Annual

^{*}Annualised Premium means Premium amount payable in a Policy Year, excluding any rider Premiums, underwriting extra Premium on riders and applicable taxes, cesses or levies, if any.

^{**}A guaranteed income benefit is payable at the end of the period (monthly, quarterly, half yearly or annually) as per the frequency chosen, for the pay-out period as per the sub-variant selected by you, post completion of the Policy Term.

⁽At the inception of the Policy, you have the option to the select income payment frequency as monthly, quarterly or semi-annually, post the application of modal factor).

Mr. Verma, a 35-year-old male, wants to plan his retirement at an early age. He is willing to invest ₹ 1 Lakh; and chooses the long-term income variant of the Max Life Smart Wealth Plan, which offers a guaranteed income for 25 years to fulfil his daily financial requirements. Mr. Verma also gets a terminal benefit, equal to total premiums paid at the end of the income pay-out period.



The above benefits are at the below mentioned modal point:

Gender: Male | Age: 35 years | Premium Payment Term: 12 years | Policy Term: 14 years | Mode: Annual | Income Payout frequency: Annual

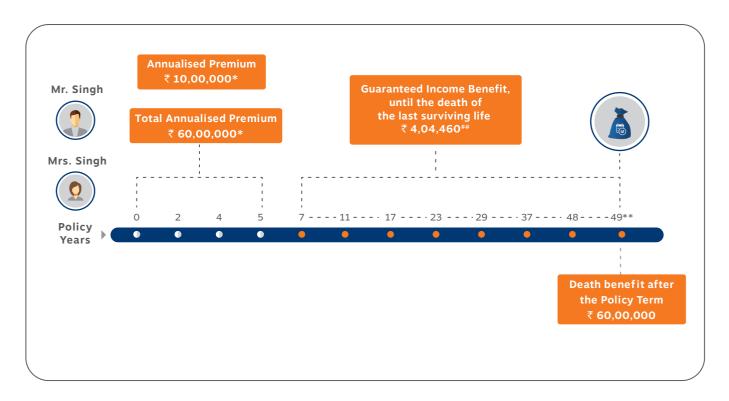
^{*}Annualised Premium means Premium amount payable in a Policy Year, excluding any rider Premiums, underwriting extra Premium on riders and applicable taxes, cesses or levies, if any.

^{**}A guaranteed income benefit is payable at the end of the period (monthly, quarterly, half yearly or annually as per the frequency chosen, for the pay-out period as per the sub-variant selected by you, post completion of the Policy Term.

^{*}At the end of pay-out period a "terminal benefit" equal to the total premiums paid, will be payable to the beneficiary.

(At the inception of the policy, you have the option to the select income payment frequency as monthly, quarterly or semi-annually, post the application of modal factor).

Mr. Singh, a 50-year-old wants to plan his ret irement. He is willing to invest ₹ 10 Lakhs and he chooses Whole Life Income variant with 6 year premium payment term of Max Life Smart Wealth Plan, which offers a Joint Life Cover to his wife Mrs. Singh, a 45-year-old and guaranteed income for Whole life untill the death of the last surviving life to fulfill their daily financial requirements. On death of both the insured persons during the income pay-out period, the Total Premium paid by Mr. Singh will be returned to the nominee.



The above benefits are at the below mentioned modal point:

Life Insured Person 1: Mr. Singh | Gender: Male | Age: 50 years | Life Insured Person 2: Mrs. Singh | Gender: Female | Age: 45 years | Premium Payment Term: 6 years Policy Term: 6 years | Mode: Annual | Income Payout frequency: Annual





^Individual Death Claims Paid Ratio as per IRDAI Annual Report FY 2021-2022. | *As per Public Disclosures 2022.

*The guaranteed benefits are applicable only if all due premiums are paid.

THE LIFE INSURANCE CONTRACT IS BETWEEN THE PROPOSER AND MAX LIFE INSURANCE. LIFE INSURANCE COVERAGE IS AVAILABLE IN THESE PRODUCTS. THESE LIFE INSURANCE PRODUCTS ARE OFFERED AND UNDERWRITTEN BY MAX LIFE INSURANCE COMPANY LIMITED.

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ARN - Max Life/FCB/peerless/Marketing/SWP V08/Leaflet/January 2023

IRDAI Regn. No - 104 | IRDAI Certificate Regn. No: CA0056

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

^{**}Assuming the Policy ends after the second death.

^{**}A guaranteed income benefit is payable at the end of the period (monthly, quarterly, half yearly or annually as per the frequency chosen, for the pay-out period as per the sub-variant selected by you, post completion of the Policy Term.