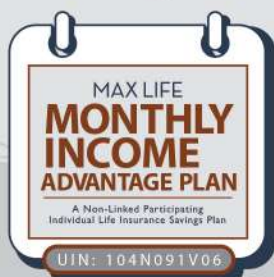


More  
power  
to **you**

with the advantage of  
**P**rotection  
**A**ssurance  
**R**eliability

Presenting



**Made for you**



A Life Insurance plan that gives you the financial power of guaranteed monthly income and the choice to customise the plan, to fulfil every planned milestone of your life.



DISTRIBUTED BY  
**AXIS BANK**



 **A Max Financial and**  **AXIS BANK JV**

## This plan offers you

- 
**Flexibility with a choice of 15 variants**  
 Enjoy multiple Premium Payment Term and Policy Term combinations to choose from, based on your requirements
- 
**Lump-sum benefit on Maturity**  
 Enjoy accrued bonuses along with Terminal Bonus on maturity of the policy
- 
**Policy Continuance Benefit**  
 In case of an eventuality –
  - Get lump-sum benefit immediately on death to ensure financial security of your loved ones
  - The Company also waives off all future Premiums payable by you to ensure that all benefits i.e. survival benefit and maturity benefit are paid to your beneficiary as and when due, thus ensuring that your dreams for your family are taken care of even in your absence
- 
**Guaranteed Monthly Income\***  
 Get guaranteed monthly income for 10 / 20 / 30 years immediately after completion of Premium Payment
- 
**Comprehensive Protection through riders**  
 Avail the option of enhancing your risk coverage through the available riders
- 
**Tax benefit#**  
 Get tax benefits on all Premiums paid and Policy benefits received by you as per the prevailing tax laws
- 
**Long Term Protection**  
 Your life cover provides financial protection for your family throughout the policy tenure

### Choose your plan in 4 simple steps:

- 1 Choose the Annualised Premium payable > 2 Choose the Premium Payment Term > 3 Choose the Policy Term >
- 4 Arrive at the guaranteed monthly income payable to you for 10 / 20 / 30 years basis the chosen Policy Term

## Plan at a glance

Variants	Premium Payment Term	Policy Term	Minimum Entry Age* (In years)	Maximum Entry Age* (In years)	Maximum Maturity Age* (In years)	Minimum Annualised Premium	Minimum Sum Assured (SA)
6-Pay-16	6 years	6 + 10 years	18 years	50 years	66 years	₹ 25,000	₹ 1,62,000
6-Pay-26	6 years	6 + 20 years		50 years	76 years		₹ 81,000
6-Pay-36	6 years	6 + 30 years		45 years	81 years		₹ 54,000
8-Pay-18	8 years	8 + 10 years		55 years	73 years		₹ 2,16,000
8-Pay-28	8 years	8 + 20 years		50 years	78 years		₹ 1,08,000
8-Pay-38	8 years	8 + 30 years		45 years	83 years		₹ 72,000
10-Pay-20	10 years	10 + 10 years		55 years	75 years		₹ 2,72,500
10-Pay-30	10 years	10 + 20 years		50 years	80 years		₹ 1,35,000
10-Pay-40	10 years	10 + 30 years		45 years	85 years		₹ 90,000
12-Pay-22	12 years	12 + 10 years		55 years	77 years		₹ 3,24,000
12-Pay-32	12 years	12 + 20 years		50 years	82 years		₹ 1,62,000
12-Pay-42	12 years	12 + 30 years		45 years	87 years		₹ 1,08,000
15-Pay-25	15 years	15 + 10 years		50 years	75 years		₹ 4,05,000
15-Pay-35	15 years	15 + 20 years		50 years	85 years		₹ 2,02,500
15-Pay-45	15 years	15 + 30 years		45 years	90 years		₹ 1,35,000

\*Please note that all the tax benefits are subject to tax laws prevailing at the time of payment of Premium or receipt of benefits by you.

\*The guaranteed and non-guaranteed benefits are applicable on completion of Premium Payment Term and only if all due Premiums are paid.



## Plan Features

Particulars	Details
<b>Premium Payment modes</b>	Annually, Semi-Annually, Quarterly and Monthly
<b>Death benefit</b>	<p><b>Following shall be payable on death of the life insured:</b></p> <p>1. Lump-sum benefit:</p> <p>Death benefit shall be payable on the death of the life insured, where death benefit is higher of:</p> <ul style="list-style-type: none"> <li>• 11 times the (Annualised Premium* plus underwriting extra premium<sup>^</sup>, if any),</li> <li>• 105% of (total premiums paid<sup>#</sup> plus underwriting extra premiums plus loadings for modal premiums paid till the date of death of the life insured)</li> <li>• Guaranteed Sum Assured at maturity (Guaranteed Sum Assured at maturity is equal to zero (0) under this plan as all the guaranteed benefits are payable as guaranteed monthly income)</li> <li>• Any absolute amount assured to be payable on death (which is equal to sum assured)</li> </ul> <p>2. Policy continuance benefit:</p> <p>All due premiums, if any, coinciding or following the date of death of the life insured shall be waived off and the policy will continue as it is and Income benefit &amp; maturity benefit shall be payable to the beneficiary as and when due. Policy shall participate in future bonuses</p>
<b>Survival benefit</b>	Guaranteed monthly income equal to one twelfth (1 / 12 <sup>th</sup> ) of 10% of Sum Assured shall be payable as chosen for 10 / 20 / 30 years at each monthly anniversary commencing immediately after completion of the Premium Payment Term
<b>Maturity benefit</b>	Accrued compound reversionary bonus (if any) plus Terminal Bonus (if any) shall be payable on completion of the Policy Term
<b>Riders available</b>	<p>1. <b>Max Life Critical Illness and Disability Rider (UIN: 104B033V01)</b> provides benefits in case of Critical Illnesses or Total and permanent disability of the life insured is available under this product</p> <p>2. <b>Max Life Term Plus Rider (UIN: 104B026V03)</b> provides additional risk coverage in case of death</p> <p>3. <b>Max Life Accidental Death and Dismemberment Rider (UIN: 104B027V03)</b> provides lump-sum benefit in case of death / dismemberment caused due to accident</p> <p>4. <b>Max Life COVID - 19 One Year Term Rider (UIN: 104B048V01)</b> provides benefits in case of diagnosis and death of the Life Insured (post diagnosis) due to Coronavirus disease (COVID - 19) is available under this product</p>

\*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.

<sup>#</sup>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.

<sup>^</sup>Underwriting Extra Premium means an additional amount charged by Us, as per Underwriting Policy, which is determined on the basis of disclosures made by Policyholder in the Proposal Form or any other information received by Us including medical examination report of the Life Insured.

For more details, please refer to the detailed prospectus available at [www.maxlifeinsurance.com](http://www.maxlifeinsurance.com)

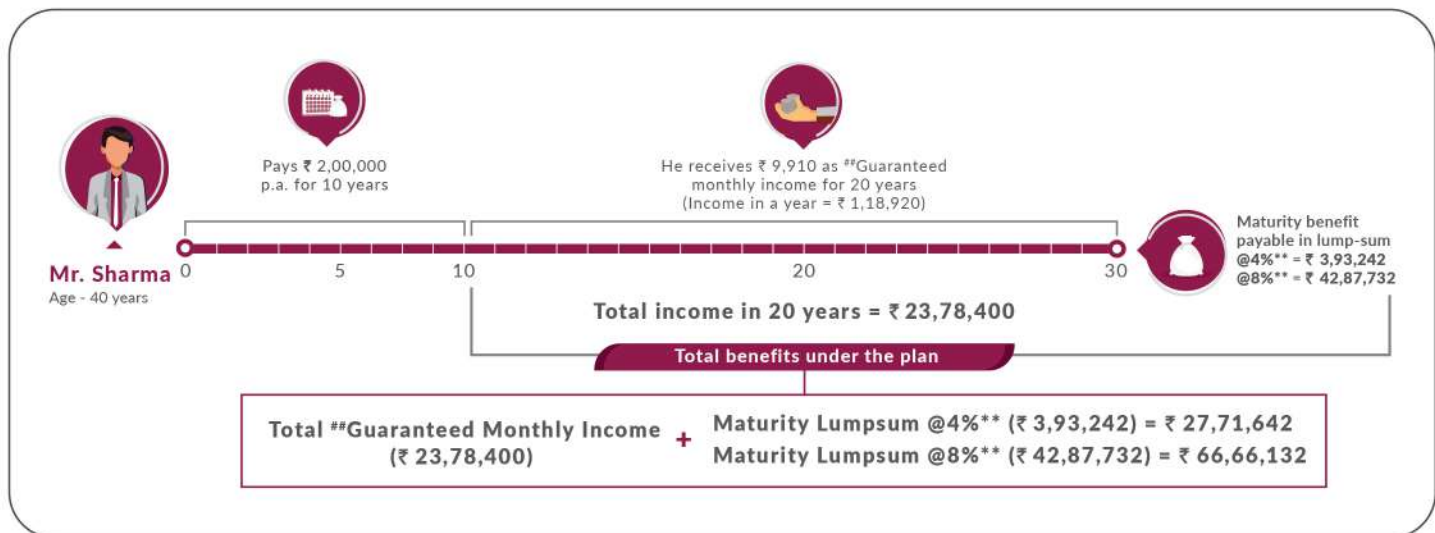
## How this plan works

Mr. Sharma, aged 40 years, wishes to have a guaranteed additional income with a lump-sum for his post-retirement needs and also wants to ensure that his family is financially protected even in case of his death. For this, he chooses **Max Life Monthly Income Advantage Plan** where he decides to pay premium of ₹ 2 Lakhs annually for Premium Payment Term of 10 years and opts for a Policy Term of 30 years.

Let's see how this plan would work for him:

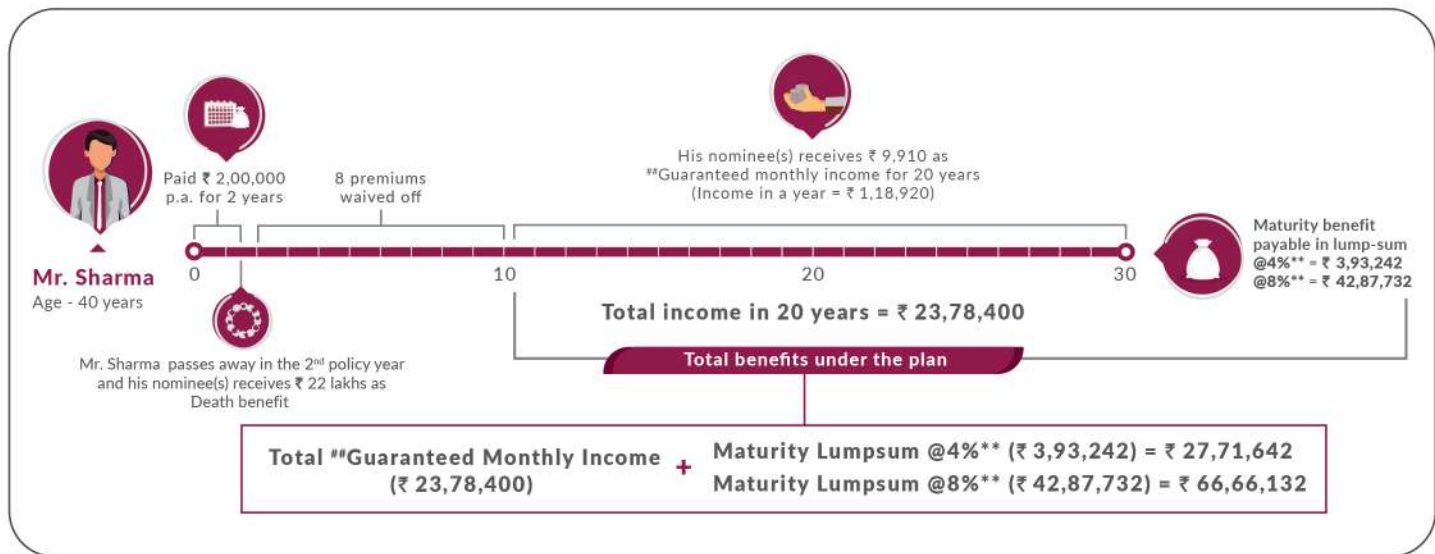
### Scenario 1: If Mr. Sharma survives till the end of the Policy Term (Maturity)

Mr. Sharma will get a Guaranteed Monthly Income of ₹ 9,910 per month for next 20 years after premium payment term & a Lump-sum on Maturity. The guaranteed monthly income and lump-sum will help him pay for his liabilities and live a comfortable life even after retirement.



### Scenario 2: If Mr. Sharma dies during the Policy Term (Death during the Policy Term)

If Mr. Sharma dies after paying 2 annual premiums, his nominee(s) will receive death benefit of ₹ 22 Lakhs and the Policy Continuance Benefit is triggered. Under **Policy Continuance Benefit**, all future premiums will be waived off and Survival & Maturity benefits will be paid to the nominee(s) as and when due.



**\*\***Kindly note that the above scenarios are only illustrations and does not create any rights and / or obligations. The assumed non-guaranteed rates of return chosen in the above illustration are 4% and 8%. These assumed rates of return are not guaranteed and are not the upper or lower limit of what you might get back as the value of your policy is dependent on a number of factors including future investment performance. The actual experience on the contract may be different from the illustrated.

**##**The guaranteed and non-guaranteed benefits are applicable only if all due premiums are paid. The premiums mentioned above are exclusive of all applicable taxes as imposed by the Government. Please note that Bonuses are NOT guaranteed and may be as declared by the Company from time to time. For more information, please request for your policy specific benefit illustration.

Secure the financial future of your loved ones, because for them

**#YouAreTheDifference™**



\*As per Annual Audited Financials for the FY 19-20.

Life insurance coverage is available in this product. This Life insurance product is offered and underwritten by Max Life Insurance Co. Ltd. The Life Insurance contract is between the proposer and Max Life Insurance Co. Ltd.

Max Life Insurance Company Limited is a Joint Venture between Max Financial Services Limited and Axis Bank Limited. Corporate Office: 11<sup>th</sup> Floor, DLF Square Building, Jacaranda Marg, DLF City Phase II, Gurugram (Haryana) -122 002. For more details on risk factors, terms and conditions please refer to the detailed prospectus available on [www.maxlifeinsurance.com](http://www.maxlifeinsurance.com). 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 a subject matter of solicitation. Trade logos displayed belong to Max Financial Services Ltd. and Axis Bank Ltd. respectively and with their consents, are used by Max Life Insurance Co. Ltd. You can call us on our customer helpline no. 1860-120-5577.

Axis Bank Limited is the Corporate Agent and co-promoter of Max Life Insurance Co. Ltd. Axis Bank Limited, Bombay Dyeing Mills Compound, Pandurang Budhkar Marg, Worli, Mumbai – 400 025. 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/AURAA/Marketing/Axis/MIAP/Leaflet/February 2021

IRDAI Certificate Regn. No.: CA0069 | IRDAI Certificate 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