

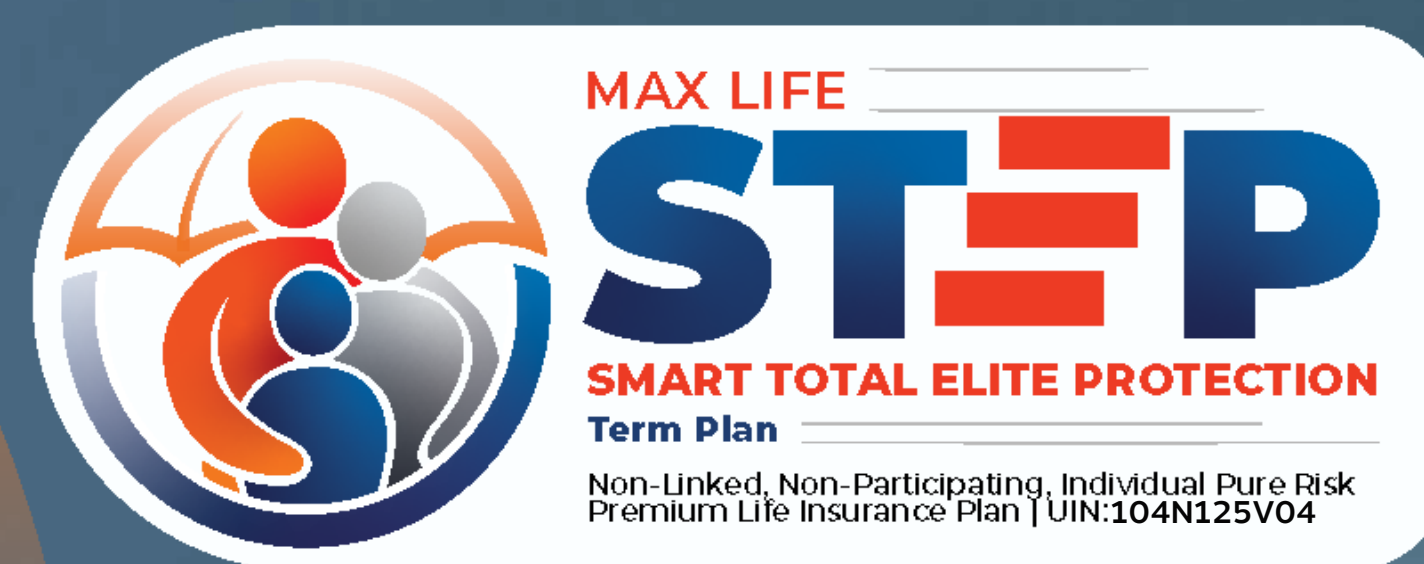


YOUR FAMILY. ———  
——— YOUR LIFESTYLE.

# STEP UP TO PROTECT BOTH.



Presenting



Your care for your loved ones knows no limit.  
Ensure they are protected for life with our **Smart Total Elite Protection** Term Plan,  
because for them **YOU ARE THE DIFFERENCE™**

## Max Life Ka Bharosa



Inbuilt Terminal Illness Cover



Cover Continuance Benefit#



Free of Cost with Special Exit Value##



Insta Payment on Claim Intimation\*\*



## What does Max Life Smart Total Elite Protection Term Plan have in store for you?

Every individual's financial needs are different, and with a host of features available under **Smart Total Elite Protection Term Plan**, you can choose the ones you like and customise your Term Plan from the following options:

 Death Benefit	 Option to pay your Premiums as per your convenience
 Terminal Illness	 Cover Continuance Benefit
 Insta Payment on Claim Intimation	 Accelerated Critical Illness Benefit*
 Accident Cover*	 Max Life Waiver of Premium Plus Rider#
 Max Life Critical Illness and Disability Rider#	 Special Exit Value
 Longer coverage duration: Choose your own desired Policy Term with coverage available up to age 85 years	

### Disclaimer

\*On Payment of Additional Premium.

#Applicable Riders available on the payment of Additional Premium are Max Life Critical Illness and Disability Rider | Non-Linked Non-Participating Individual Pure Risk Premium Health Insurance Rider | UIN: 104B033V01 and Max Life Waiver of Premium Plus Rider | A Non-Linked Non-Participating Individual Pure Risk Premium Health Insurance Rider | UIN: 104B029V04

## Plan at a glance

Feature	Specification												
Coverage	All individuals in accordance with Board approved underwriting policy of the Company.												
Minimum / Maximum Age at Entry (age last birthday)	Minimum Age: - 18 years Maximum Age: - Regular Pay and Limited Pay: - 65 years Pay till 60: - 44 years												
Maximum Maturity Age (age as on last birthday)	Base Death Benefit: 85 years Accelerated Critical Illness (ACI) Benefit: 75 years Accident Cover: 85 years												
Minimum Annual Premium	Subject to minimum Sum Assured and applicable premium rates. Please note that all applicable taxes, cesses and levies as imposed by the Government from time to time are collected over and above the policy premium.												
Maximum Annual Premium	No Limit, subject to maximum Sum Assured limits determined in accordance with the Board approved underwriting policy of the Company. Please note that all applicable taxes, cesses and levies as imposed by the Government from time to time are collected over and the above policy premium.												
Policy Term	<table border="1" data-bbox="831 1412 1938 1857"> <thead> <tr> <th data-bbox="831 1412 1150 1510">Benefit Type</th> <th data-bbox="1150 1412 1476 1510">Minimum Policy Term</th> <th data-bbox="1476 1412 1938 1510">Maximum Policy Term</th> </tr> </thead> <tbody> <tr> <td data-bbox="831 1510 1150 1608">Base Cover</td> <td data-bbox="1150 1510 1476 1608">10 Years</td> <td data-bbox="1476 1510 1938 1608">67 Years</td> </tr> <tr> <td data-bbox="831 1608 1150 1754">Accelerated Critical Illness (ACI)</td> <td data-bbox="1150 1608 1476 1754">10 Years</td> <td data-bbox="1476 1608 1938 1754">50 Years</td> </tr> <tr> <td data-bbox="831 1754 1150 1857">Accident Cover</td> <td data-bbox="1150 1754 1476 1857">5 Years</td> <td data-bbox="1476 1754 1938 1857">67 Years</td> </tr> </tbody> </table> <p data-bbox="831 1908 1938 2193">The Policy Term for ACI Benefit cannot exceed the Premium Payment Term of Base Cover. The ACI benefit is not available under Single Pay and 5 Pay Premium Payment Term of the product. The Policy Term under Accident Cover shall be same as the remaining base benefit Policy Term.</p>	Benefit Type	Minimum Policy Term	Maximum Policy Term	Base Cover	10 Years	67 Years	Accelerated Critical Illness (ACI)	10 Years	50 Years	Accident Cover	5 Years	67 Years
Benefit Type	Minimum Policy Term	Maximum Policy Term											
Base Cover	10 Years	67 Years											
Accelerated Critical Illness (ACI)	10 Years	50 Years											
Accident Cover	5 Years	67 Years											

Feature	Specification			
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Premium Payment Term (to be chosen at inception; cannot be changed subsequently)

Premium Payment Term (PPT)	Available Base Policy Terms	Available ACI Policy Terms	Available Accident Cover Policy Terms
Single Pay	10 Years to 67 Years	NA	NA
Regular Pay	10 Years to 67 Years	10 Years to 50 Years	5 Years to 67 Years
5 Pay	10 Years to 67 Years	NA	10 Years to 67 Years
10 Pay	15 Years to 67 Years	10 Years	10 Years to 67 Years
12 pay	17 Years to 67 Years	10 Years to 12 Years	10 Years to 67 Years
15 Pay	20 Years to 67 Years	10 Years to 15 Years	10 Years to 67 Years
Pay till 60 The Premium Payment Term will be equal to [(60 less Entry Age (Age as on last birthday))]	Policy Term should be greater than Premium Payment Term and can be a maximum of 67 years	10 Years to [(60 less Entry Age (Age as on last birthday))]	6 Years to 67 Years

The premium payment term of the base benefit can only be chosen at policy inception and cannot be changed subsequently.

Under ACI Benefit, the Premium Payment Term is equal to the Policy Term.

Under Accident Cover, the premium payment term and policy term of the accident cover will be subject to the outstanding premium payment term and policy term of the base benefit, such that:



Feature	Specification												
	<p>1) At inception, the Accident Cover policy term and premium payment term shall be same as that of the base cover.</p> <p>2) Post inception, the accident cover policy term shall be same as the outstanding term of the base cover. The accident cover premium payment term shall be the maximum premium payment term available under accident cover at the time of opting for this option but not exceeding the base cover premium payment term.</p> <p>For e.g. For a 15 pay 50 policy, the Policyholder can opt for the accident cover (only once) in any of the policy year 1 to policy year 10 with a premium payment term of:</p> <ul style="list-style-type: none"> <li>• At inception: With policy term equal to 50 years and premium payment term equal to 15 years</li> <li>• Policy Year 2 and 3: Premium payment term of 12 years, with policy term same as outstanding base coverage term</li> <li>• Policy Year 4 and 5: Premium payment term of 10 years, with policy term same as outstanding base coverage term</li> <li>• Policy Year 6 to 10: Premium payment term of 5 years, with policy term same as outstanding base coverage term</li> </ul>												
Policy loan	Policy loan facility is not available under this product.												
Premium Payment Modes	<p>Annual, Semi – Annual, quarterly &amp; monthly premium payment modes. The modal factors are as follows:</p> <table border="1" data-bbox="802 1389 1390 1727"> <thead> <tr> <th colspan="2" data-bbox="802 1389 1390 1448"><b>Modal Factors</b></th> </tr> <tr> <th data-bbox="802 1448 1163 1507"><b>Premium Mode</b></th> <th data-bbox="1163 1448 1390 1507"><b>Factor</b></th> </tr> </thead> <tbody> <tr> <td data-bbox="802 1507 1163 1567">Annual</td> <td data-bbox="1163 1507 1390 1567">1.000</td> </tr> <tr> <td data-bbox="802 1567 1163 1626">Semi - annual</td> <td data-bbox="1163 1567 1390 1626">0.513</td> </tr> <tr> <td data-bbox="802 1626 1163 1685">Quarterly</td> <td data-bbox="1163 1626 1390 1685">0.261</td> </tr> <tr> <td data-bbox="802 1685 1163 1727">Monthly</td> <td data-bbox="1163 1685 1390 1727">0.088</td> </tr> </tbody> </table> <p>The premium payment mode can be changed anytime during the premium payment term. Any change in premium payment mode will be effective from or coinciding with the next premium due date as per the new premium payment mode selected by the customer.</p>	<b>Modal Factors</b>		<b>Premium Mode</b>	<b>Factor</b>	Annual	1.000	Semi - annual	0.513	Quarterly	0.261	Monthly	0.088
<b>Modal Factors</b>													
<b>Premium Mode</b>	<b>Factor</b>												
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Sr. No.	Benefits	Additional / Accelerated Sum Assured	Brief Description
1	Death Benefit	Base	Max Life Smart Total Elite Protection Term Plan offers level sum assured throughout the policy term.
2	Claims Payout	Base	Empower the nominee to choose the payout mode, at claims stage: <ul style="list-style-type: none"> <li>· Lump sum</li> <li>· Monthly Income</li> <li>· Part Lump sum and Part Monthly Income</li> </ul>
3	Terminal Illness	Accelerated	Get free coverage against the diagnosis of Terminal Illness and accelerate <sup>&amp;</sup> payout of ₹ 1 Crore. No additional Premium to be paid.
4	Special Exit Value	NA	Option to receive all premiums paid back, in any policy year starting from the 30th policy year, but not during the last 4 policy years. No additional premium to be paid (free of cost)
5	Cover Continuance Benefit	NA	The Policyholder is allowed to defer the due premium for a period of up to 12 months from the due date, while maintaining the full risk cover under the base plan and attached riders (if any). This option is allowed to be exercised after completion of 3 policy years provided all due premiums have been paid and the policy is in-force.
6	① Insta Payment on Claim Intimation	Accelerated	An accelerated benefit of 2 Lakhs out of guaranteed death benefit shall be payable within 1 working day from claim registration date provided all mandatory documents are submitted. The subsequent pay out shall be made after the claim is approved.
7	Critical Illness <sup>§</sup>	Accelerated	Enhance your Life Cover, with an additional health cover, and an accelerated <sup>&amp;</sup> Lump sum payout, incase the Life Insured is diagnosed with any of the <b>40 Critical Illnesses</b> .
8	Accident Cover <sup>§</sup>	Additional	Additional coverage against the risk of Accidental Death.
9	Waiver of Premium Plus Rider <sup>%</sup>	NA	Comprehensive protection (waiver of future Premiums) against Death, Disability and Critical Illness.
10	Critical Illness and Disability Rider <sup>%</sup>	NA	Comprehensive coverage against the risk of Critical Illness and Disability.

<sup>§</sup>On payment of Additional Premium.

<sup>&</sup>Accelerated sum assured is the sum assured paid and reduced from the base sum assured.

<sup>①</sup>In case of repudiation / rejection of claim, the amount will be recovered from the nominee.

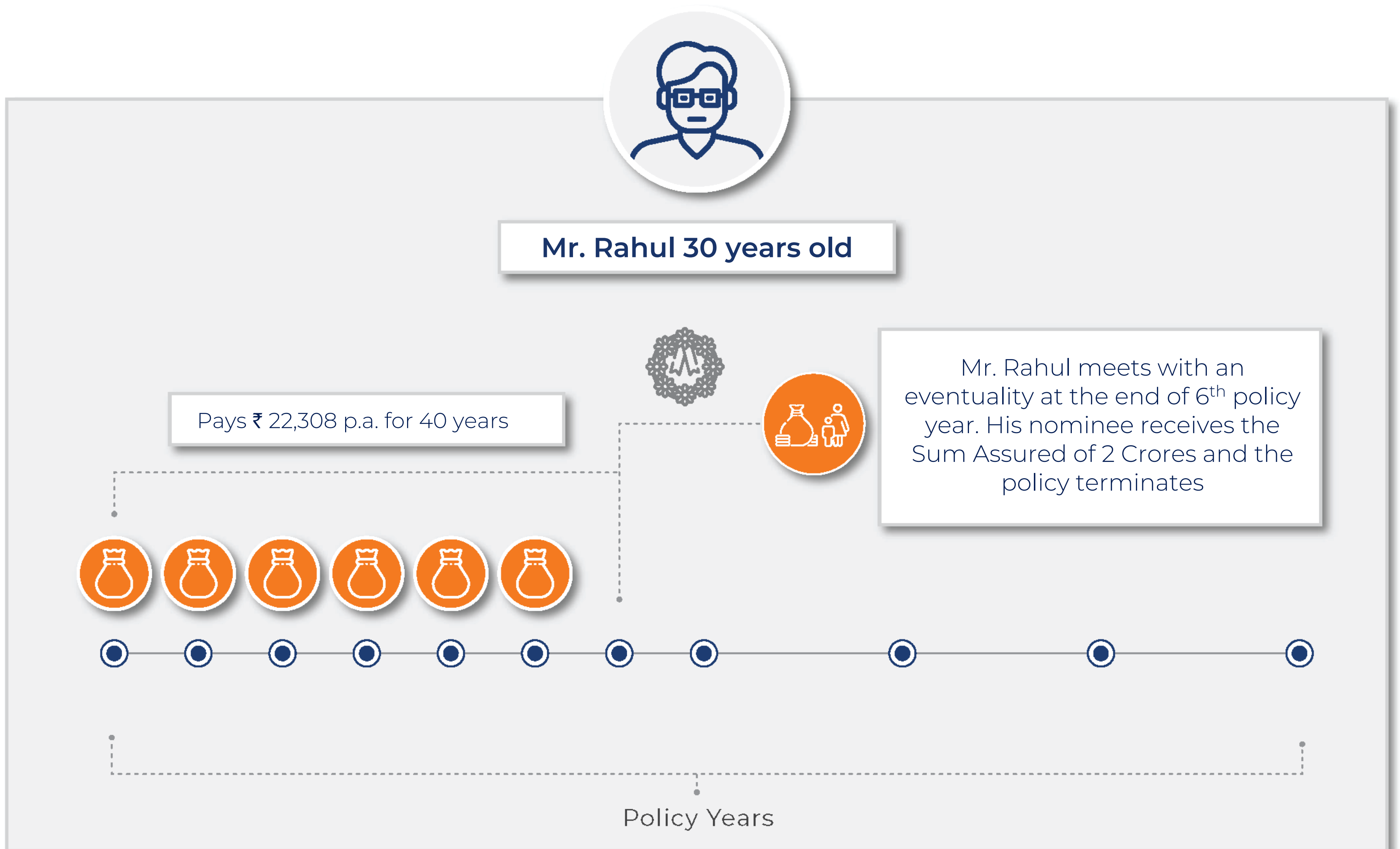
<sup>%</sup>Applicable Riders available on the payment of Additional Premium are Max Life Critical Illness and Disability Rider | Non-Linked Non-Participating Individual Pure Risk Premium Health Insurance Rider | UIN: 104B033V01 and Max Life Waiver of Premium Plus Rider | A Non-Linked Non-Participating Individual Pure Risk Premium Health Insurance Rider | UIN: 104B029V04



## How this plan works?

### Scenario 1

Mr. Rahul, a 30-year-old non-smoker, wishes to ensure the financial security of his family's future in case of an eventuality. He opts for the Regular Pay Variant of the **Max Life Smart Total Elite Protection Term Plan** and pays an Annualised Premium<sup>###</sup> of ₹ 22,308 with a Sum Assured of ₹ 2 Crores. His Policy Term is of 40 years. However, he meets an eventuality in the 6<sup>th</sup> policy year. Let's see how this plan helps Mr. Rahul fulfill his wish and allows his family to continue leading the same lifestyle in his absence.



#### Important Notes:

1. Kindly note that the above case studies are only examples and do not in anyway create any rights and / or obligations.
2. Premium shown in all of the above illustrations is exclusive of GST.

<sup>###</sup>Annualised Premium means the Premium amount payable in a year chosen by the Policyholder, excluding the taxes, Rider Premiums, underwriting extra Premiums and loadings for modal Premiums, if any.

Your care for your loved ones knows no limit.

Ensure they are protected for life with our **Smart Total Elite Protection Term Plan**.



<sup>^</sup>Individual Death Claims Paid Ratio as per Audited Financials for FY 2022-2023 | <sup>\*</sup>As per public disclosure 2022.

The Premiums shown are applicable for Offline mode and for a non - smoker purchasing Max Life Smart Total Elite Protection Term Plan.

<sup>\*</sup>The policyholder is allowed to defer the due premium for a period of up to 12 months from the due date, while maintaining the full risk cover under the base plan and attached riders, if any, without late fees or interest subject to certain terms and conditions.

<sup>\*\*</sup>An accelerated benefit of 2 Lakhs out of the base sum assured is payable upon intimation of death, subjected to certain term and conditions as mentioned in the policy contract. In case of repudiation / rejection of claim, the amount will be recovered from the nominee.

<sup>##</sup>Get back all the premiums paid back with Special Exit Value. This can be exercised in any policy year starting 30<sup>th</sup> policy year, but not during the last 4 policy years. Not available for policy term less than 40 years.

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