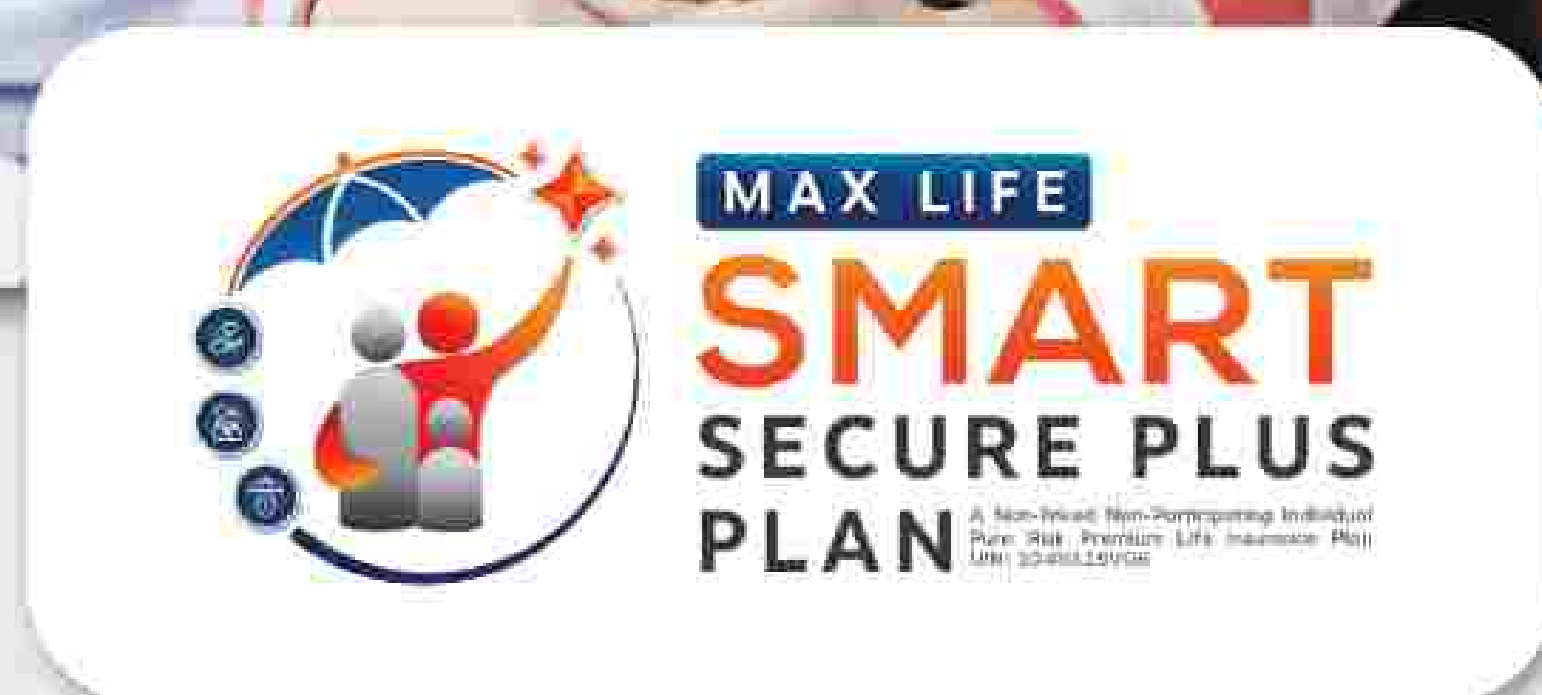




MADE FOR THOSE
WHO REALISE THE VALUE OF
#ProtectionFrontFootPe



A **TERM PLAN** that financially protects the dreams of your loved ones, because for them **YOU ARE THE DIFFERENCE™**

What the Max Life Smart Secure Plus Plan has in store for you

Every individual's financial needs are different and with a host of features available under **Max Life Smart Secure Plus 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



Longer coverage duration: Choose your own desired Policy Term with coverage available up to age 85 years



Premium Break Option^{##}



Joint Life Option^{*}



Accelerated Critical Illness Benefit^{*}



Accident Cover^{*}



Voluntary Sum Assured Top-up Option^{*}



Max Life Waiver of Premium Plus Rider[#]



Max Life Critical Illness and Disability Rider[#]



Special Exit Value



Terminal Illness



Return of Premium Variant^{**}

Disclaimer

*On Payment of Additional Premium.

**On payment of Additional Premium. Upon Policyholder's selection of Return of Premium variant this product shall be a Non-Linked and Non-Participating Individual Life Insurance Savings Plan.

[#]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

^{##}Available at an Additional Premium for policies with Policy Term greater than 30 years and Premium Payment Term greater than 21 years. Option to skip paying Premium for 12 months. 2 Premium breaks will be available during the Premium Payment Term separated by interval of at least 10 years.

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 as on last birthday)	Minimum age: 18 years Maximum age: • Regular 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 ^^Annualised Premium	Subject to minimum Sum Assured and applicable Premium rates Please note that all applicable taxes, cesses and levies as imposed by Government from time to time are collected over and above the Policy Premium.												
Maximum ^^Annualised 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 Government from time to time are collected over and above the Policy Premium.												
Policy Term	<table border="1"> <thead> <tr> <th>Benefit type</th> <th>Minimum Policy Term</th> <th>Maximum Policy Term^{^^^}</th> </tr> </thead> <tbody> <tr> <td>Base Cover</td> <td>10 years</td> <td>67 years</td> </tr> <tr> <td>Accelerated Critical Illness (ACI)</td> <td>10 years</td> <td>50 years</td> </tr> <tr> <td>Accident Cover</td> <td>5 years</td> <td>67 years</td> </tr> </tbody> </table> <p>^{^^^}For Return of Premium (ROP) variant, maximum Policy Term for both Base Cover and Accident Cover will be 50 years.</p> <p>The Policy Term for ACI Benefit cannot exceed the Premium Payment Term of Base Cover.</p> <p>The ACI benefit is not available under Single Pay and 5 Pay Premium Payment Term of the product.</p> <p>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											
Minimum Sum Assured	<p>Base Death Benefit ₹ 20 Lakhs For Secondary Life, in Joint Life: ₹ 10 Lakhs</p> <p>Accelerated Critical Illness (ACI) Benefit Option Minimum: ₹ 5 Lakhs</p> <p>Accident Cover Option Minimum: ₹ 50,000</p>												

Disclaimer

^{^^}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.

Plan at a glance

Feature	Specification																																
Maximum Sum Assured	<p>Base Death Benefit No limit, subject to limits determined in accordance with the Board approved underwriting Policy of the Company. For Secondary Life, in Joint Life: ₹ 50 Lakhs.</p> <p>Accelerated Critical Illness (ACI) Benefit Option Maximum: a) ACI benefit: 50% of Base Death Benefit Sum Assured chosen at inception capped at ₹ 50 Lakhs Note: The ACI Sum Assured chosen at inception can only be in multiple of ₹ 5 Lakhs.</p> <p>Accident Cover Maximum: a) ₹ 1 Crore In Addition, note that Accident Cover Sum Assured cannot be higher than the Base Death Benefit Sum Assured.</p>																																
Premium Payment Term (to be chosen at inception; cannot be changed subsequently)	<table border="1"> <thead> <tr> <th>Premium Payment Term (PPT)</th> <th>Available Base Policy Terms^{^^}</th> <th>Available ACI Policy Terms</th> <th>Available Accident Cover Policy Terms^{^^}</th> </tr> </thead> <tbody> <tr> <td>Single Pay</td> <td>10 years to 67 years</td> <td>NA</td> <td>NA</td> </tr> <tr> <td>Regular Pay</td> <td>10 years to 67 years</td> <td>10 years to 50 years</td> <td>5 years to 67 years</td> </tr> <tr> <td>5 Pay</td> <td>10 years to 67 years</td> <td>NA</td> <td>10 years to 67 years</td> </tr> <tr> <td>10 Pay</td> <td>15 years to 67 years</td> <td>10 years</td> <td>10 years to 67 years</td> </tr> <tr> <td>12 Pay</td> <td>17 years to 67 years</td> <td>10 years to 12 years</td> <td>10 years to 67 years</td> </tr> <tr> <td>15 Pay</td> <td>20 years to 67 years</td> <td>10 years to 15 years</td> <td>10 years to 67 years</td> </tr> <tr> <td>Pay till 60 The Premium Payment Term will be equal to [60 less Entry Age (Age as on last birthday)]</td> <td>Policy Term should be greater than Premium Payment Term and can be a maximum of 67 years</td> <td>10 years to [60 less Entry Age (Age as on last birthday)]</td> <td>6 years to 67 years</td> </tr> </tbody> </table>	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
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																														

Plan at a glance

Feature	Specification												
	<p>^^^For Return of Premium variant, available Policy Term for both Base Cover and Accident Cover will be up to 50 years.</p> <p>The Premium Payment Term of the base benefit can only be chosen at Policy inception and cannot be changed subsequently.</p> <p>Under ACI Benefit, the Premium Payment Term is equal to the Policy Term.</p> <p>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:</p> <ol style="list-style-type: none"> 1) At inception, the Accident Cover Policy Term and Premium Payment Term shall be same as that of the base cover 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>For e.g. For a 15 Pay 50 Policy, 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"> • At inception: With Policy Term equal to 50 years and Premium Payment Term equal to 15 years • Policy Year 2 and 3: Premium Payment Term of 12 years, with Policy Term same as outstanding base coverage term • Policy Year 4 and 5: Premium Payment Term of 10 years, with Policy Term same as outstanding base coverage term • Policy Year 6 to 10: Premium Payment Term of 5 years, with Policy Term same as outstanding base coverage term 												
Policy Loan	Policy Loan facility is not available under this product.												
Premium Payment Modes	<p>Annual, Semi-Annual, Quarterly and Monthly Premium Payment modes. The modal factors are as follows:</p> <table border="1" data-bbox="835 2050 1392 2475"> <thead> <tr> <th colspan="2" data-bbox="835 2050 1392 2119">Modal Factors</th> </tr> <tr> <th data-bbox="835 2119 1192 2190">Premium Mode</th> <th data-bbox="1192 2119 1392 2190">Factor</th> </tr> </thead> <tbody> <tr> <td data-bbox="835 2190 1192 2261">Annual</td> <td data-bbox="1192 2190 1392 2261">1.000</td> </tr> <tr> <td data-bbox="835 2261 1192 2332">Semi-Annual</td> <td data-bbox="1192 2261 1392 2332">0.513</td> </tr> <tr> <td data-bbox="835 2332 1192 2404">Quarterly</td> <td data-bbox="1192 2332 1392 2404">0.261</td> </tr> <tr> <td data-bbox="835 2404 1192 2475">Monthly</td> <td data-bbox="1192 2404 1392 2475">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>	Modal Factors		Premium Mode	Factor	Annual	1.000	Semi-Annual	0.513	Quarterly	0.261	Monthly	0.088
Modal Factors													
Premium Mode	Factor												
Annual	1.000												
Semi-Annual	0.513												
Quarterly	0.261												
Monthly	0.088												

Sr. No.	Benefits	Additional / Accelerated Sum Assured**	Brief Description
1	Death Benefit	Base	Max Life Smart Secure Plus Plan helps you customise the protection required at affordable prices by offering 2 Death Benefit Cover options to choose from, at the time of purchase <ul style="list-style-type: none"> • Life Cover • Increasing Life Cover
2	Claims Payout	Base	Empower the nominee to choose the payout mode, at claims stage: <ul style="list-style-type: none"> • Lump sum • Monthly Income • Part Lump sum and Part Monthly Income
3	Terminal Illness	Accelerated	Get free coverage against the diagnosis of Terminal Illness and accelerate payout up to ₹ 1 Crore. No additional Premium to be paid.
4	Special Exit Value	NA	Option to receive all Premiums paid back, at a specified point in the term of the Policy (free of cost). Available when Return of Premium variant is not chosen. No Additional Premium to be paid.
5	Return of Premium**	NA	Return of 100% of ~Total Premiums Paid (plus underwriting extra Premiums paid plus loading for modal Premiums, if any), at end of Policy Term upon survival.
6	Premium Break**	NA	In case of financial trouble**, option to skip paying your Premium for a year and still stay covered. 2 Premium breaks will be available during the Policy Term.
7	Joint Life*	Additional	Cover your spouse, at inception, at nominal Premium.
8	Voluntary top-up Sum Assured*	Additional	Additional Protection for Additional Liabilities. Option to double your Insurance Cover, basis underwriting, at the time of your need by increasing your Sum Assured up to an additional 100% of base Sum Assured, chosen at inception.
9	Critical Illness*	Accelerated	Enhance your Life Cover, with an additional health cover, and an accelerated Lump sum payout, in case Life Insured is diagnosed with any of the 40 Critical Illnesses .
10	Accident Cover*	Additional	Additional coverage against the risk of Accidental Death.
11	Waiver of Premium Plus Rider#	NA	Comprehensive protection (waiver of future Premiums) against Death, Disability and Critical Illness.
12	Critical Illness and Disability Rider#	NA	Comprehensive coverage against the risk of Critical Illness and Disability.

*On payment of Additional Premium. **Financial Trouble – Protect yourself against job loss, on-going pandemic, income loss etc.

~Total Premiums Paid means total of all the Premiums received, excluding any extra Premium, any Rider Premium and taxes.

#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

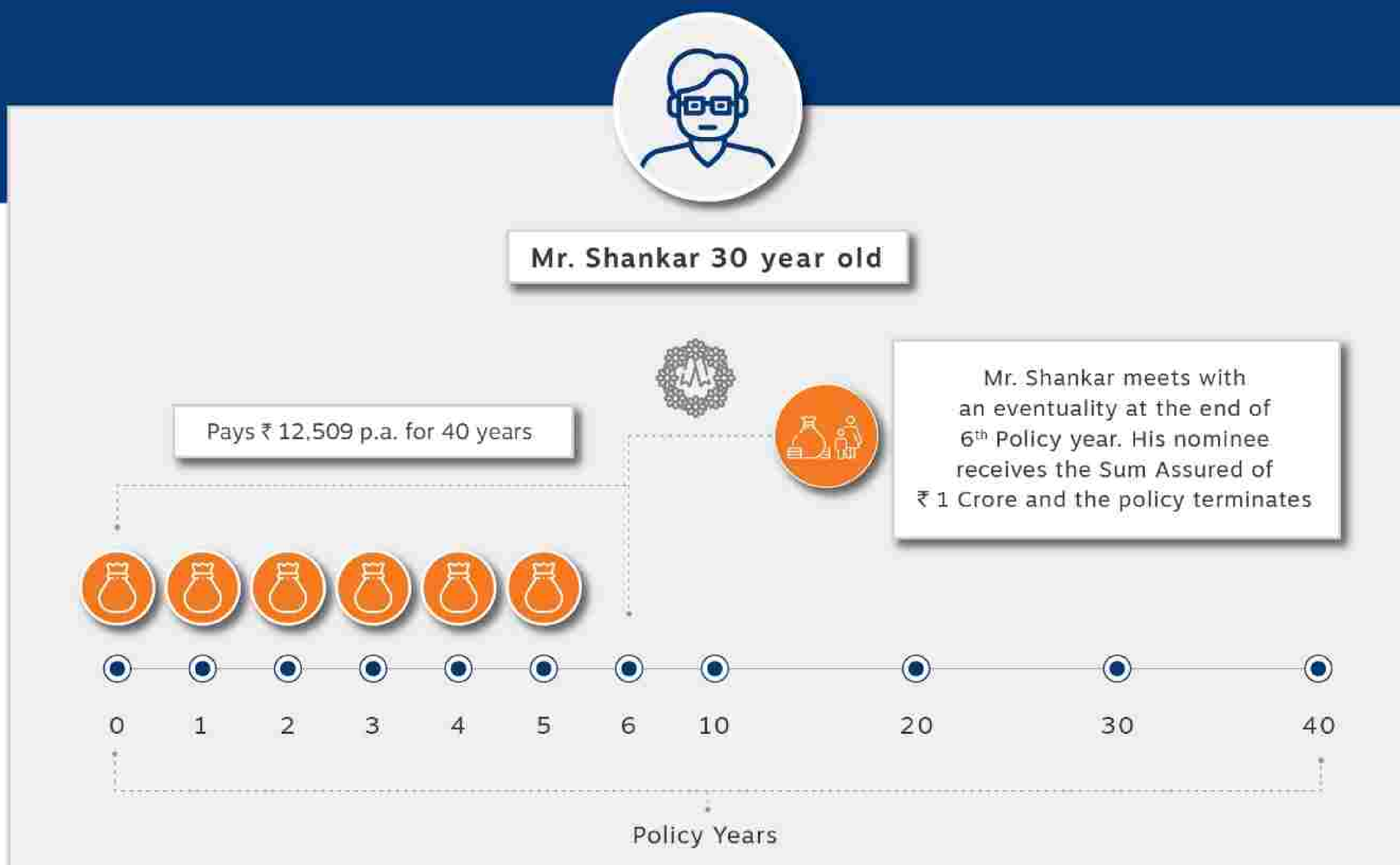
**Available at an Additional Premium for policies with Policy Term greater than 30 years and Premium Payment Term greater than 21 years. Option to skip paying Premium for 12 months. 2 Premium breaks will be available during the Premium Payment Term separated by interval of at least 10 years.

**The Return of Premium Option is available on payment of Additional Premium. Premium does not include amount paid for riders and is excluding taxes, cesses and levies. Upon policyholder's selection of Return of Premium variant this product shall be a Non-Linked Non-Participating Individual Life Insurance Savings Plan.

How this plan works

Scenario 1

Mr. Shankar, 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 Secure Plus Plan** and pays an Annualised Premium^{##} of ₹ 12,509 with a Sum Assured of ₹ 1 Crore. His Policy Term is of 40 years. However, he meets an eventuality in the 6th Policy year. Let's see how this plan helps Mr. Shankar fulfil his wish and allows his family to continue leading the same lifestyle in his absence.



Important Notes:

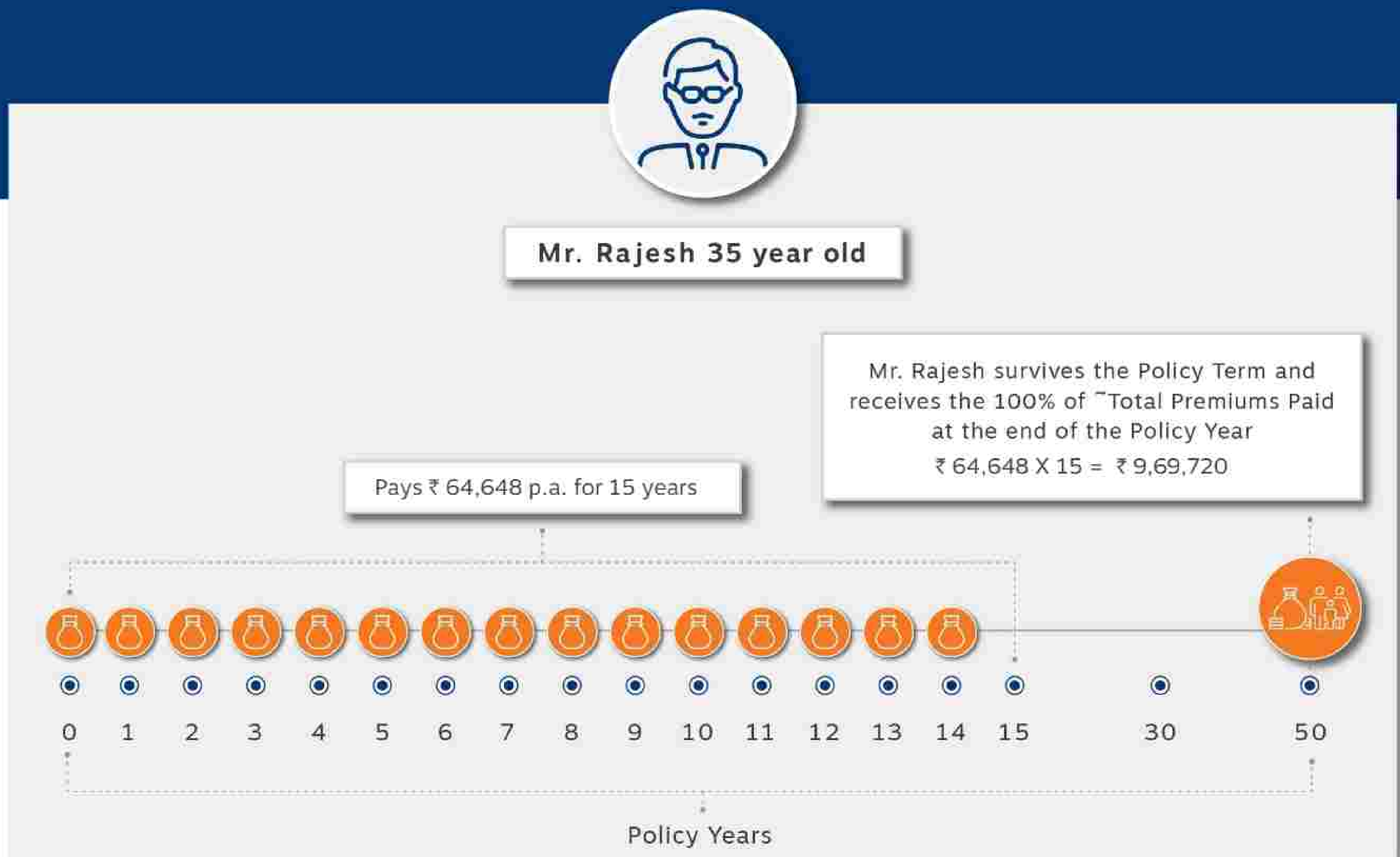
1. Kindly note that the above case studies are only examples and do not in any way create any rights and / or obligations.
2. Premium shown in all of the above illustrations is exclusive of GST.

^{##}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.

How this plan works

Scenario 2

Mr. Rajesh, a 35-year-old non-smoker, wishes to ensure the financial security of his family's future in case of an eventuality. He opts for the **Max Life Smart Secure Plus Plan** **Return of Premium Variant and pays an Annualised Premium^{##} of ₹ 64,648 for a Sum Assured of ₹ 1 Crore. His Policy Term is of 50 years with 15 years of Premium Payment Term. He survives the Policy Term and receives his Premiums back. Let's see how this plan helps Mr. Rajesh fulfil his wish and allows him and his family to continue leading the same lifestyle.



Important Notes:

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

[~]Total Premiums Paid means total of all the Premiums received, excluding any extra Premium, any Rider Premium and taxes.

^{##}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.

^{**}The Return of Premium Option is available on payment of Additional Premium. Premium does not include amount paid for riders and is excluding taxes, cesses and levies. Upon Policyholder's selection of Return of Premium variant this product shall be a Non-Linked Non-Participating Individual Life Insurance Savings Plan.

So, play **#ProtectionFrontFootPe** and give your loved ones the financial protection they deserve with Max Life Smart Secure Plus.

YOU ARE THE DIFFERENCE™



[^]Individual Death Claims Paid Ratio as per Audited Financials for FY 2022-2023 | ^{*}As per public disclosure 2022. The Premiums shown are applicable for a sample non-smoker purchasing Max Life Smart Secure Plus Plan offline.

Max Life Insurance Company Limited is a Joint Venture between Max Financial Services Limited and Axis Bank Limited. Corporate Office: 11th Floor, DLF Square Building, Jaccaranda Marg, DLF City Phase II, Gurugram (Haryana) - 122 002. For more details on risk factors, Terms and Conditions please read the prospectus carefully before concluding a sale. 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. Trade logo displayed belongs 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. Website: www.maxlifeinsurance.com

ARN: Max Life/FCB/Marketing/Smart Secure Plus V06/Leaflet/June 2023

IRDAI 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.