

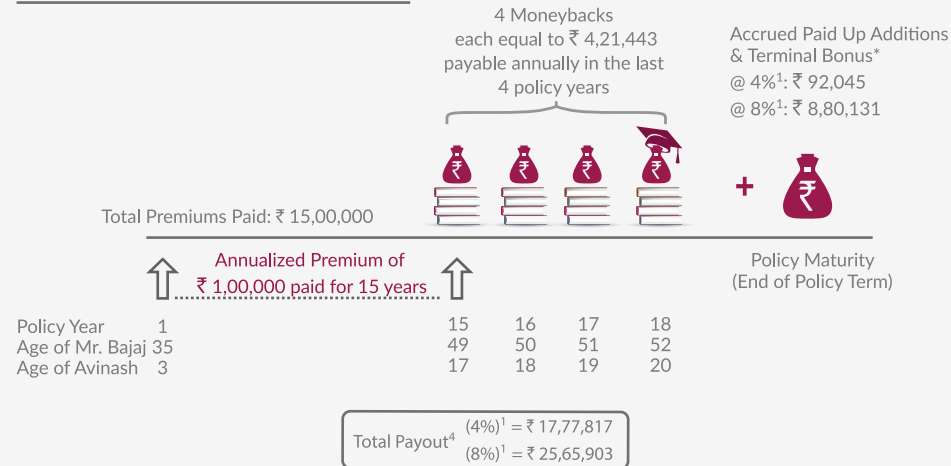
How the plan works

Case Study:

Mr. Bajaj, aged 35 years, wants to plan for his son Avinash's (age 3 years) graduation. He invests ₹ 1,00,000 per annum in Max Life Future Genius Education Plan. He chooses Limited Pay variant with a Policy Term of 18 years and an Annual Mode of Premium Payment. Let's see how this plan would work for him: Since, Mr. Bajaj has chosen a Policy Term of 18 years with Limited Pay variant, his Premium Payment Term becomes 15 years with a Sum Assured equal to ₹ 16,85,772. Bonus option chosen by Mr. Bajaj is Paid Up Additions.

Scenario 1:

Mr. Bajaj survives through the Policy Term:

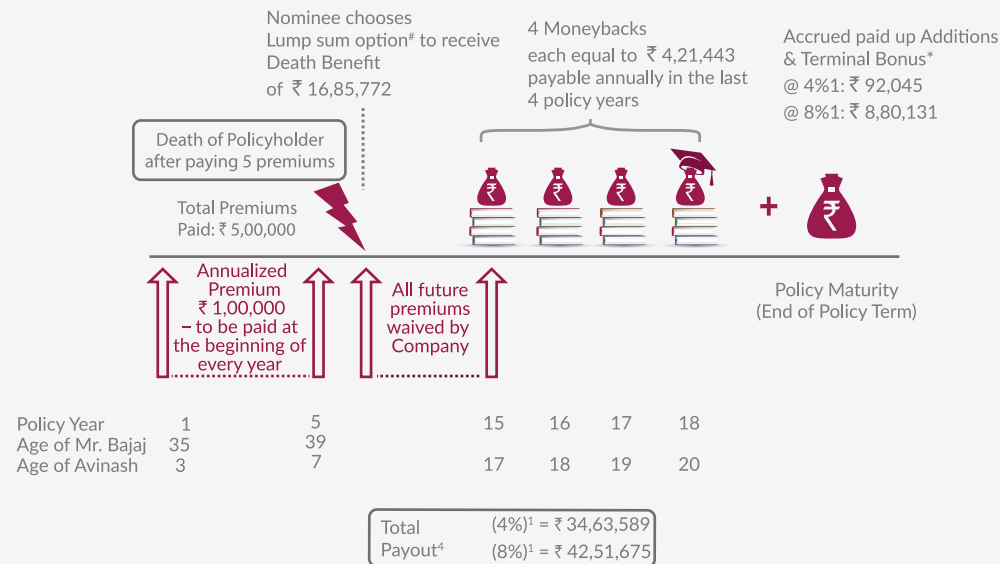


Important Notes

- Kindly note that the above case study is only an example and does not in any way create any rights and / or obligations. The actual experience of the policy may be different from what is shown above. The above scenarios are depicted at 4% and 8% investment returns with no PUA withdrawals during the Policy Term. These illustrated rates of investment returns are not guaranteed and they are not the upper or lower limits of returns of the Funds selected in your policy as the performance of the Funds is dependent on a number of factors including future investment performance.
- Bonuses are non - guaranteed and are declared at the sole discretion of the Company.
- For more information, please request for your policy specific benefit illustration.

Scenario 2:

Mr. Bajaj meets with an accident and dies in the 5th policy year, i.e., after paying 5 premiums:



*The nominee can also choose to take Death Benefit as monthly income in which case he / she will get ₹ 16,857 as monthly income for 135 months.

Important Notes

- Kindly note that the above case study is only an example and does not in any way create any rights and / or obligations. The actual experience of the policy may be different from what is shown above. The above scenarios are depicted at 4% and 8% investment returns with no PUA withdrawals during the Policy Term. These illustrated rates of investment returns are not guaranteed and they are not the upper or lower limits of returns of the Funds selected in your policy as the performance of the Funds is dependent on a number of factors including future investment performance.
- Bonuses are non - guaranteed and are declared at the sole discretion of the Company.
- For more information, please request for your policy specific benefit illustration.
- Total Payout = Death Benefit + Survival Benefit + Accrued Paid Up Additions and Terminal Bonus

*Please note, on completion of Policy Term one time Terminal bonus (if any) and accrued Paid Up Additions (if any) shall be payable as Maturity Benefit.

Your absence shouldn't change your child's future.

MAX LIFE
FUTURE GENIUS
EDUCATION
PLAN
A Non-Linked Participating Individual Life Insurance Savings Plan
UIN : I04N094V03

A plan that helps you secure your child's future, despite The rising education cost. Even when you are not there.

AXIS BANK

MAX LIFE
INSURANCE

A Max Financial and AXIS BANK JV

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: 11th 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. 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/Axis/FGEP/Leaflet/November 2019 IRDAI Certificate Regn. No.: CA0069 | 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.

A goal without a plan is just a wish

LIFE INSURANCE COVERAGE IS AVAILABLE IN THIS PRODUCT

The various uncertainties of life and the rising cost of education directly affect a child's future. Secure your child's dreams with Max Life Future Genius Education Plan and be worry free.

This plan offers



Complete financial security through immediate payout/s & future Moneybacks

- Death Benefit**
 Choice of lump sum payable immediately or monthly income for 135 months (starting from the month following the death of Life Insured) to the nominee.
- Policy Continuance Benefit**
 Waiver of all future premiums ensuring that your dreams for your child's future education is taken care of, even in your absence. Survival & Maturity Benefits are paid to your beneficiary as and when due.



Living benefits to ensure your child's dreams turn into reality

- Guaranteed Moneybacks during your child's graduation years**
 4 guaranteed Moneybacks payable annually in the last 4 policy years for your child's college education expenses. Each Moneyback is equivalent to 25% of the Sum Assured.
- Lump sum Maturity Benefit to support your child's future endeavors**
 The Accrued Paid Up Additions (if any) and Terminal Bonus (if any) are payable at the end of Policy Term to provide for a seed capital or to ensure financial planning for higher studies.



Flexibility to customize the plan

- At the time of Purchase**
 Choose any Policy Term option from 13 years to 21 years, basis your child's graduation needs. You also have an option of 2 Premium Payment Terms to choose from :
 - 8 years fixed Premium Payment Term
 - Policy Term less three (3) years
- At the time of Moneyback**
 You don't know today what career your child will pursue in the future. This unique feature gives you the flexibility to defer or discount your Moneybacks and take them during the last 3 policy years as per your needs thus ensuring that you are not constrained by the choice that you have made years ago. Hence, customize the timing of your Moneybacks according to your child's graduation needs at the time of receiving the 1st Moneyback.



Enhanced protection through Riders

Option to choose from 3 Riders to increase your protection cover against death, disease or dismemberment.



Tax Benefit

You may be entitled to tax benefits as per the prevailing tax laws.

Plan features

Type of Plan	A Non - Linked Participating Individual Life Insurance Savings Plan
Coverage	All individuals in accordance with Board approved underwriting policy of the Company
Age of the Life Insured at Entry (Age as on Last Birthday)	Minimum entry age: 21 years Maximum entry age: 45 years
Maximum Maturity Age of the Life Insured (Age as on Last Birthday)	66 years
Policy Term	Pick any term from 13 years to 21 years
Premium Payment Term	Two Premium Payment Term options available: a) 8 Pay variant - 8 years or b) Limited Pay variant - Policy Term less 3 years
Premium Payment Mode	The product allows Annual, Semi - Annual, Quarterly and Monthly Premium Paying Modes
Minimum Annualized Premium	For 8 Pay variant: ₹ 40,000 For Limited Pay variant (Policy Term less 3 years): ₹ 20,000
Maximum Annualized Premium	No limit
Sum Assured	Minimum: 8 Pay variant - ₹ 3,27,000 Limited Pay variant - ₹ 2,12,000 (subject to Minimum Premium limits) Maximum: No limit, subject to limits determined in accordance with the Board approved underwriting policy of the Company
Bonus Options	Choose from 3 Bonus Options available: i. Paid In Cash: Bonus declared by the Company is paid out to the Policyholder as and when declared ii. Premium Offset: Bonus declared by the Company will be used to offset future premiums payable by the Policyholder iii. Paid Up Additions (PUA): Bonus declared by the Company will be used to purchase Paid Up Additions (Sum Assured). These PUA increase the Sum Assured under the policy and will be payable in full on Maturity. Also, these PUA will earn further bonuses to increase the value of the policy. In case of Surrender, Surrender Value of the PUA will be paid to the Policyholder
Paid Up Additions (PUA) Withdrawal Option	The Policyholder can take the Surrender Value of the Accrued PUA (partially or in full). The remaining PUA will continue to participate in bonuses. Minimum withdrawal amount: ₹ 5,000 Maximum withdrawal amount: Subject to maximum PUA Surrender Value available
Terminal Bonus	Terminal Bonus is an additional bonus paid only ONCE on the earlier of Surrender or Maturity provided the policy has been in force for at least 5 years
Death Benefit	Following shall be payable on death of the Life Insured during the Policy Term provided the policy is in force: • Death Benefit; plus • Policy Continuance Benefit Death Benefit: It is payable immediately on death of the Life Insured and is defined as higher of - i) 11 times the (Annualized Premium*plus underwriting extra premiums^ (if any)), ii) 105% of (Total premiums paid**plus underwriting extra premiums plus loadings for modal premiums paid)as on the date of death of Life Insured, iii) Guaranteed Sum Assured on Maturity (Guaranteed Sum Assured on Maturity is equal to zero (0) under this plan as all guaranteed benefits are payable in the form of 4 Moneybacks mentioned under "Survival Benefit") iv) Any absolute amount assured to be paid on death (this is equal to Sum Assured) Policy Continuance Benefit: All due premiums, if any, coinciding or following the date of death of the Life Insured shall be waived and the policy will continue as is and Survival Benefit & Maturity Benefit shall be payable to the beneficiary as and when due. Policy shall participate in future bonuses.

For further details, please refer to the detailed prospectus available on www.maxlifeinsurance.com

"Annualized 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.

"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.

Settlement Option	Nominee will have the following 2 settlement options to receive the Death Benefit: i) Lump Sum Benefit: Nominee can choose to take the entire Death Benefit as lump sum payout ii) Monthly Income for 135 months: Nominee can choose to take 1% of Death Benefit as monthly income which will be payable for 135 months
-------------------	---

Survival Benefit	4 Moneybacks each equal to 25% of Sum Assured are payable in the last 4 policy years
------------------	--

Discounting and Deferment Options	The product offers the flexibility to discount and / or defer the Moneyback Payments. Timing for exercising the option: The Company shall send a communication to the Policyholder 6 months before the date of the 1 st Moneyback Payment mentioning the schedule of his / her Moneyback Payments and the option to discount and / or defer Moneyback Payments. The Policyholder will then have the option to choose the timing of his / her Moneybacks (discount / defer) and submit his / her choice to the Company atleast 3 months before the date of the 1 st Moneyback Payment. The schedule showing the timing of original Moneybacks and the maximum number of months for which each Moneyback Payment can be discounted / deferred is given in the below table:
-----------------------------------	---

Moneyback Payment	Default timing of Moneyback (in years)	Maximum number of months by which Moneyback can be discounted	Maximum number of months by which Moneyback can be deferred
1 st	Policy Term - 3	NA	36
2 nd	Policy Term - 2	12	24
3 rd	Policy Term - 1	24	12
4 th	Policy Term	36	NA

Maturity Benefit	On Maturity, the following benefit will be paid: i) Accrued Paid Up Additions (if any) or Cash Bonus (if any), whichever is applicable ii) Terminal Bonus (if any) Please note, the Accrued Paid Up Additions and Terminal Bonus are payable under the policy only if they have accrued on the Maturity Date and these amounts are not guaranteed. Any installment of the Moneyback Payment which is due on the Maturity Date is guaranteed. The policy gets terminated after payment of the Maturity Benefit though monthly incomes pertaining to the Death Benefit remaining (if any) under Settlement Option shall continue, if not commuted
------------------	---

	The following Riders are available with this product: i) Max Life Term Plus Rider (UIN -104B026V03) provides additional lump sum Death Benefit in case of death of Life Insured. ii) Max Life Accidental Death & Dismemberment Rider (UIN -104B027V03) provides lump sum benefit in case of death / dismemberment of Life Insured due to accident. iii) Max Life Waiver of Premium Plus Rider (UIN -104B029V03) provides waiver of all future premiums in case of an eventuality. As the Policyholder is same as Life Insured, under this product waiver of premiums is provided in case of dismemberment or diagnosis of critical illness of the Life Insured. For more details on the Riders and various Terms and Conditions, please refer to the respective Rider Prospectus available at www.maxlifeinsurance.com
--	--

Choose your plan in 3 simple steps

- Choose the Sum Assured for your child's future education
- Choose the Policy Term basis your child's age or graduation years
- Choose the number of years you wish to pay, i.e., Limited pay or 8 pay

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.