Life insurance coverage is available in this product. Applicable taxes, cesses, and levies as imposed by the government from time to time will be deducted from the premiums received or from the funds, as applicable.







A customisable insurance plan that offers you flawless flexibility and continuous financial protection for your loved ones, because for them

#YouAreTheDifference™

In today's era of competition, where you strive so hard to fulfill your responsibilities towards your family goals, this Life Insurance Plan can take care of all your needs while shielding your loved ones, just as you would desire.

THE LINKED INSURANCE PRODUCTS DO NOT OFFER ANY LIQUIDITY DURING THE FIRST FIVE YEARS OF THE CONTRACT. THE POLICYHOLDER WILL NOT BE ABLE TO SURRENDER / WITHDRAW THE MONIES INVESTED IN LINKED INSURANCE PRODUCTS COMPLETELY OR PARTIALLY TILL THE END OF FIFTH YEAR.







Presenting, Max Life Flexi Wealth Plus, which combines protection and savings into a simple and flexible solution to fulfill the certain as well as uncertain needs of your family. This plan helps you grow your wealth your way-be it for a planned or for a lifelong time frame.

Create your plan in 5 simple steps:



Step 1

Choose your Plan Variant



Step 2

Choose your Premium amount



Step 3

Choose your Premium Payment Term & Policy Term



Step 4

Choose your mode of payment, i.e., monthly, quarterly, semi - annual or annual



Step 5

Choose your Investment Strategy and choice of funds basis your risk appetite

Based on the above, your Sum Assured will be determined. Your premium shall be invested in the investment strategy and fund(s) as applicable and as per the proportion selected by you. On Maturity, you will receive your Fund Value as a lump sum Maturity Benefit. In case of death of Life Assured during policy term, the nominee will receive Death Benefit.

PLEASE NOTE: UNIT LINKED INSURANCE PRODUCTS DO NOT OFFER ANY LIQUIDITY DURING THE FIRST FIVE YEARS OF THE CONTRACT. THE POLICYHOLDER WILL NOT BE ABLE TO WITHDRAW THE MONEY INVESTED IN LINKED INSURANCE PRODUCTS COMPLETELY OR PARTIALLY TILL THE END OF THE FIFTH POLICY YEAR. ALL APPLICABLE TAXES, CESSES AND LEVIES AS IMPOSED BY THE GOVERNMENT WILL BE DEDUCTED FROM THE PREMIUMS RECEIVED OR FROM THE FUNDS, AS APPLICABLE.

Plan benefits and features

Criteria	Specification							
Product Type	A Unit Linked Non - P	articipating In	dividual Life Insurance	Plan				
Coverage	All individuals in acco	All individuals in accordance with the Board Approved Underwriting Policy						
Minimum Age of Life Insured at Entry	Wealth Variant: 91 c Whole Life Variant:	- Carlo Maria da Carlo Car						
(age as on last birthday)			or base plan will start i					
	attainment of majority	y, the policy wi	II automatically vest or	him / her, and	the Life Insured (min	or) will become		
	·}							
Maximum Age of Life Insured at Entry	Wealth Variant: Single Pay:							
(age as on last birthday)	Cover Multiple	1.25	10					
	Max Entry Age	70 years	45 years					
	Limited / Regular Pay		subject to maximum va	lue of EE voor				
	whole life variant: (c				· 			
Minimum and Maximum Maturity Age of the	Minimum Matur		Maximum Maturity					
Life Insured (age as on last birthday)	Wealth Variant:		Wealth Variant: 80 y					
(age as on last birthday)	Whole Life Variant:	100 years	Whole Life Variant: 10	U years				
Policy Term	Wealth Variant: 10 to	55.0	a Policy Term)					
	Whole Life Variant: 1	00 - Entry Age						
Premium Payment Term	Wealth Variant:				1			
	Single Pay	T (years)		ited Pay	PT (years) PT (year			
	(Promium Payment To	rm should alwa	ys be less then the Pol	icy Torm chose	5 to 29 10 to	30		
	(Fig. 1980) 1994 (Garriotti 1984)		erm should always be					
	Whole Life Variant: L							
Minimum Annualised	Wealth Variant							
Premium^	Single Pay: ₹ 2,00,000)	D		WILLLIAM VOLUM			
	Limited Pay: Annual Mode	₹ 50.000/-	Regular Pay: Annual Mode	₹ 25,000/-	Annual Mode	₹ 1.00.000/-		
	Semi Annual Mode	₹ 25,000/-	Semi Annual Mode	₹ 12,500/-	Semi Annual Mode	₹ 50,000/-		
	Quarterly Mode	₹ 12,500/-	Quarterly Mode	₹ 6,250/-	Quarterly Mode	₹ 25,000/-		
	Monthly Mode	₹ 4,167/-	Monthly Mode	₹ 2,084/-	Monthly Mode	₹ 8,334/-		
Maximum Annualised Premium^	No limit, subject to th the Company.	e limits determ	nined in accordance wit	h the Board Ap	pproved Underwriting	Policy of		
Premium Payment mode	Single, Annual, Semi -	Annual, Quart	erly and Monthly.					
Minimum Sum Assured	Wealth Variant:							
uman uman merenan sanah berbesah salah 197 (Sulfa 197). M	Single Pay: ₹ 2,50,000 Regular Pay: ₹ 2,50,000		tiple opted is 1.25; Or	₹ 20,00,000 if	cover multiple opted i	s 10		
	Limited Pay: ₹ 5,00,00							
	Whole Life Variant: Limited Pay: ₹ 10,00,0	000						
Maximum Sum Assured	No limit, subject to th the Company.	e limits determ	ined in accordance wit	h the Board Ap	proved Underwriting	Policy of		
Death Benefit	On death of the Life I	nsured anytime	during the term of the	policy, the no	minee shall get highes	t of the		
	following benefits:			.01833333		C-6731 X885		
			le partial withdrawals,	if any from the	Fund Value)			
	Fund Value (as on d105% of the total p		red up to the date of de	eath (reduced b	y applicable partial wi	thdrawals,		
	if any from the Fund		rals' mentioned above refers to	all the partial with	drawals made during the two	vears period		
	immediately preceding the de			an the partial with		, cara periou		
Maturity benefit	1) Fund Value = Sum	mation of Nun	abor of Units in Fund	(s) multiplied b	y the respective NA\	of the Fund(s)		
	1) Fund Value = Summation of Number of Units in Fund(s) multiplied by the respective NAV of the Fund(s)							
	as on the date of m	as on the date of maturity. 2) Return of Mortality Charges (RoMC): At the end of the Policy Term, on the Maturity date, the total amount of						
	as on the date of m 2) Return of Mortality Mortality charges d	aturity. Charges (RoMo educted in resp		ded throughou	t the Policy Term, will I			

Survival Benefits Guaranteed Loyalty Additions: These are payable as a percentage of total Fund Value (as per below table) at the (Both Varaints) end of each policy year starting from 6th policy year and at the end of each policy year thereafter. Band 1: Annualised Premium less than ₹ 1,00,000 Band 2: Annualised Premium ₹ 1,00,000 to ₹ 1,99,999(both inclusive) 0.25% of Fund Value Band 3: Annualised / Single Premium of ₹ 2,00,000 and above 0.40% of Fund Value Guaranteed Wealth Boosters: These are payable as an additional percentage of Fund Value (as per below table), at the end of every 5 years starting from 10th policy year. Guaranteed Wealth Boosters are a form of additional guaranteed additions only. Base 1: Annualised Premium less than ₹ 1,00,000 N/A Base 2: Annualised Premium ₹ 1,00,000 to ₹ 1,99,999 (both inclusive) 2% of Fund Value Base 3: Annualised / Single Premium of ₹ 2,00,000 and above 2% of Fund Value Guaranteed Loyalty Additions and Guaranteed Wealth Boosters are subject to following: 1) All due premiums paid 2) The additional units shall be created in different Fund(s) in proportion of Fund Value on the date the additions are due to be paid by the Company 3) In case your policy gets lapsed and You revive it at a later date, the additions for previous years will be paid based on the Fund Value that existed when the addition was originally due 4) In case premium reduction option is exercised, additions post premium reduction will be credited in a similar manner as mentioned above, i.e. according to the band in which the reduced premium falls in 5) In case the last payable addition coincides with the maturity date, it will be paid as a part of the Maturity benefit You have a period of 15 days (30 days if the policy is sourced through Distance Marketing modes) from the date Free look period of receipt of the Policy to review the terms and conditions of the Policy and where you disagree to any of those terms or conditions, You have the option to return the Policy stating the reasons for your objections, upon which you shall be entitled to an amount which will be equal to non - allocated premium plus charges levied by cancellation of units plus Fund Value at the date of cancellation, less charges deducted towards mortality and rider benefit (including service tax on these charges) for the period of cover, expenses incurred on medical examination, if any, and on account of stamp duty. You have an option to decrease the premium up to 50% of the original Annualized Premium, subject to the Option to reduce premium minimum premium limit, only once post the end of 5 year lock-in period, provided all due premiums have been paid. For further details refer to the prospectus available on www.maxlifeinsurance.com At any time during the Policy Term, You have the right to surrender the policy by advising the Company in writing. Surrender The surrender benefit is equal to Fund Value less applicable Surrender / Discontinuance charges. Policy can be Surrendered / Discontinued at any time but the Surrender / Discontinuance value will be paid subject to provisions of the Policy. Please note, policy once Surrendered, cannot be revived. For further details refer to the prospectus available on www.maxlifeinsurance.com **Other Features Investment Strategies** Self-Managed Portfolio Strategy - A strategy wherein your money will be allocated in your choice of fund(s). Lifecycle based Portfolio Strategy - An option to manage your funds by creating a balance between an equity and a debt fund of your choice through systematic allocation based on your changing age. Trigger based Portfolio Strategy - An event based strategy that helps you in 'Securing your Gains'. The premium will initially be distributed between an equity and a debt fund chosen by you, in a 75%: 25% proportion. Your portfolio will be re-balanced and funds will be re-allocated based on a pre-defined trigger event at every monthly anniversary of the policy. Systematic Transfer Plan - An option which replicates a rupee cost averaging method by systematically moving your money from a debt to equity fund every month. The premium received net of charges shall be allocated first to Secure Plus Fund. Immediately thereafter and on each subsequent monthly anniversary, units available in Secure Plus Fund will be systematically transferred to Growth Super Fund based on the formula: [1 / (13 - month number in the policy year)]. Dynamic Fund Allocation Strategy - A standardized approach for striking the right balance between debt and equity by rebalancing your portfolio basis years to maturity remaining in your policy. The funds shall be maintained amongst Growth Super Fund and Secure Fund in a pre-defined proportion that changes depending upon the years left to maturity as per a matrix. Increase / decrease in An Increase or decrease is allowed in the Premium Payment Term and Policy Term under this plan subject to PPT / PT all due premiums being paid and completion of lock-in period. Please refer to Policy Contract for details. (This feature is not applicable for single pay premium payment option. Policyholder is allowed to avail this facility only once during the course of the policy)

shall be a risk cover equal to 105% of the total premiums paid and mortality charges will be deducted basis the sum at risk. You may exercise switch option during settlement.

Annualised Premium means the premium amount payable in a policy year, excluding any rider premiums, underwriting extra premiums on riders, and applicable

You may at least 15 days prior to the Maturity Date, opt for a Settlement Option, pursuant to which the Company will continue to manage the Funds for you for a maximum period of 5 years from the Maturity Date and make periodic payments. During the settlement period, Fund Management Charges shall continue to be levied. There

Settlement Option

Illustration

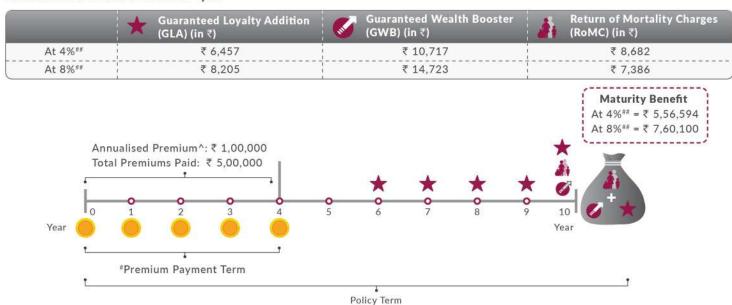
Example 1:

Mr. Sharma aged 35 years purchased Max Life Flexi Wealth Plus (Wealth Variant) with the details as below:

Premium Payment Term = 5 years; Policy Term = 10 years; Mode of Payment = Annual; Annualised Premium = ₹ 1,00,000; Fund chosen: Balanced Fund.

*All premiums are payable at the beginning of year.

Total Additions to fund at end of 10th year



Scenario 1: Survival till maturity

At the end of 10th policy year, Mr. Sharma gets the Maturity Benefit as given in the below table.

Maturity Benefit at end of Year 10 = Fund Value	Base policy
At assumed rate of return of 4%##	₹ 5,56,594
At assumed rate of return of 8%##	₹ 7,60,100

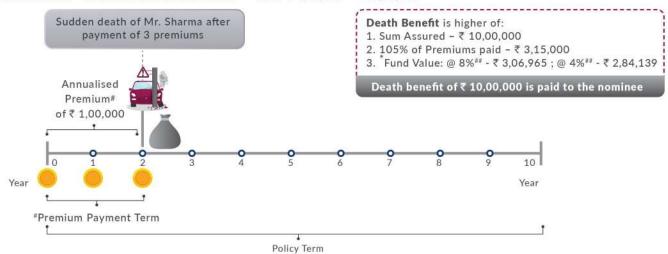
**Please note that the above assumed rates of return @ 4% and 8% p.a. respectively, for Balanced Fund, are only scenarios at these rates after recovering all applicable charges. These are not guaranteed, and they are not the upper or lower limits of returns of the Funds selected in your policy, as the performance of the Funds is dependent on a number of factors including future investment performance. For more information, please request for your policy specific benefit illustration.

Scenario 2: Death at the end of 3rd policy year

In case of death in 3rd Policy year (after payment of 3 premiums, but just before payment of 4th premium), the Death Benefit paid will be calculated as under:

Death Benefit = Higher of (Sum Assured or 105% of all premiums paid or *Fund Value)

where, Sum Assured = 10 times Annualised Premium[^] = 10 X ₹ 1,00,000 = ₹ 10,00,000



#All premiums are payable at the beginning of year.

**Please note that the above assumed rates of return @ 4% and 8% p.a. respectively, for Balanced Fund, are only scenarios at these rates after recovering all applicable charges. These 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. For more information, please request for your policy specific benefit illustration.

^{*}Expected Fund Value of Balanced Fund, the Fund Value denoted above in year 3 (before payment of 4th premium); this might be different depending on exact date of death of Life Insured. Fund Value will be calculated as per the prevailing NAV as on the date of death

Illustration

Example 2:

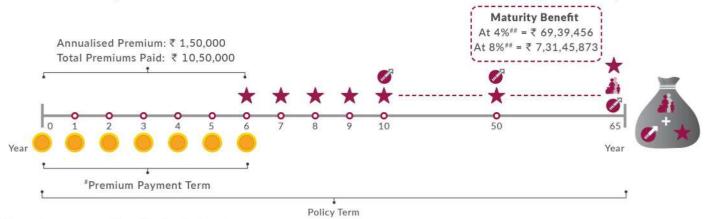
Mr. Gupta aged 35 years purchased Max Life Flexi Wealth Plus (Whole Life Variant) with the details as below:

Premium Payment Term = 7 years; Policy Term = 65 years; Mode of Payment = Annual; Annualised Premium = ₹ 1,50,000; Fund chosen:

Additions to fund at end of 65th year

	Guaranteed Loyalty Addition (GLA) (in ₹)	Guaranteed Wealth Booster (GWB) (in ₹)	åi	Return of Mortality Charges (RoMC) (in ₹)
At 4%##	₹ 4,56,427	₹ 7,73,011		₹ 15,356
At 8%##	₹ 26,12,443	₹ 47,52,986		₹ 8,315

Scenario 1: Mr. Gupta survives the entire term and has celebrated his 100th birthday the same year



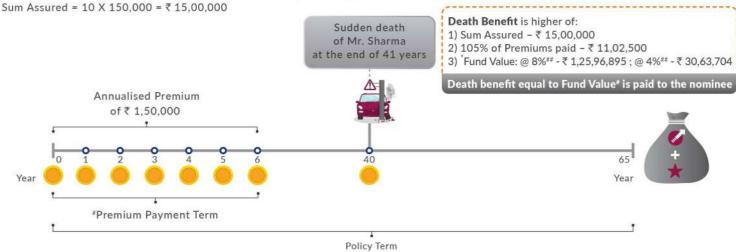
*All premiums are payable at the beginning of year.

**Please note that the above assumed rates of return @ 4% and 8% p.a. respectively, for Balanced Fund, are only scenarios at these rates after recovering all applicable charges. These 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. For more information, please request for your policy specific benefit illustration.

Scenario 2: Mr. Gupta unfortunately died at end of 40th policy year (on attaining 75 years of age).

In case of death in 41st year the death benefit paid will be calculated as under:

Death Benefit = Higher of (Sum Assured or 105% of all premiums paid or *Fund Value) where, Sum Assured = 10 times Annualised Premium



^{*}All premiums are payable at the beginning of year.

Expected Fund Value of Balanced Fund, the Fund Value denoted above in year 40; this might be different depending on exact date of death of Life Insured. Fund Value will be calculated as per the prevailing NAV as on the date of death.

"Please note that the above assumed rates of return @ 4% and 8% p.a. respectively, for Balanced Fund, are only scenarios at these rates after recovering all applicable charges. These 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. For more information, please request for your policy specific benefit illustration.

For Example, Maturity Benefit at sample ages:

			Wealth	Variant			
				4%## assumed r	ate of return	8%## assumed r	ate of retur
Age of Life Insured	Annualised Premium (₹)	Premium Payment Term	Policy Term	Fund Value at Maturity	IRR	Fund Value at Maturity	IRR
35	₹ 50,000	20	20	₹ 1,263,661	2.18%	₹ 1,967,366	6.08%
35	₹ 1,00,000	05	15	₹ 6,51,900	2.06%	₹ 1,076,669	6.05%
40	₹ 50,000	20	20	₹ 1,262,481	2.17%	₹ 1,964,371	6.06%
40	₹ 1,00,000	05	15	₹ 6,47,676	2.01%	₹ 1,070,530	6.00%
35	₹ 1,00,000	5	10	₹ 5,56,594	1.35%	₹ 7,60,100	5.34%
40	₹ 1,00,000	5	10	₹ 5,54,861	1.31%	₹ 7,57,390	5.29%

			Whole L	ife Variant			
				4%## assumed ra	ate of return	8%## assumed ra	ate of return
Age of Life Insured	Annualised Premium (₹)	Premium Payment Term	Policy Term	Fund Value at Maturity	IRR	Fund Value at Maturity	IRR
35	₹ 2,00,000	10	65	₹ 14,243,861	3.29%	₹ 141,755,128	7.26%
35	₹ 1,00,000	15	65	₹ 9,348,811	3.19%	₹ 85,844,000	7.15%
35	₹ 2,00,000	20	65	₹ 25,578,470	3.37%	₹ 219,222,568 ↓	7.32%
40	₹ 1,00,000	15	60	₹ 7,924,557	3.17%	₹ 60,235,539	7.13%
35	₹ 1,00,000	7	65	₹ 4,626,304	3.09%	₹ 48,763,915	7.07%
40	₹ 1,00,000	7	60	₹ 3,897,186	3.05%	₹ 34,138,520	7.04%

Premium Payment Mode: Annual; Standard life; Fund chosen: Balanced Fund; Cover multiple: 1.25 times of Annualised Premium for Single Pay and 10 times of Annualised Premium for other Premium Payment Terms.

#Please note that the above assumed rates of return @4% and 8% p.a. respectively, for Balanced Fund, are only scenarios at these rates after recovering all applicable charges. These 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. For more information, please request for your policy specific benefit illustration.

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.

Premium Allocation Charge

- Single Pay: 4% of Single Premium
- Limited Pay and Regular Pay: The premium allocation charges are as follows:

Policy Year	1	2	3	4 to 10	11 & thereafter
Premium Allocation charge as a % of each premium paid		5.0%		4.0%	Nil

Policy Administration Charge

- Single Pay: The policy administration charge for single pay policies is 0.10% per month for first 10 years increasing at 5% p.a. from 13th month onwards.
- Limited Pay and Regular Pay:
- 1) Annual mode: The policy administration charge is 0.20% per month for first 10 years, increasing at 5% p.a. from 13th month onwards.
- 2) Non-annual mode: The policy administration charge for single pay policies is 0.12% per month for first 10 years, increasing at 5% p.a. from 13th month on-wards.
- 3) From year 11 onwards, policy administration charge is equal to zero for all policies

(This charge will be levied at each monthly anniversary by cancelling Units from the Unit Account starting from the date of commencement of Policy. The maximum policy administration charge in a month is capped at ₹ 500)

Fund Management Charge

This is a charge levied as a percentage of the value of assets and shall be appropriated, usually daily, by adjusting the Net Asset Value of the Fund. The rate to be levied will be equal to the annual rate, as given below, divided by 365 and multiplied by the number of days that have elapsed since the previous unit valuation date. The charges specified below are guaranteed and shall not change during the policy lifetime. The annual rate of Fund Management Charge is as below.

	harge (% of Fund Value)	
Fund Name	Fund Management Charge (p.a.)	Risk Rating
Money Market II Fund (SFIN: ULIF02301/01/20LIFEMONMK2104)	0.90%	Low
Secure Plus Fund (SFIN: ULIF01628/04/09LIFESECPLS104)	0.90%	Low
Secure Fund (SFIN: ULIF00425/06/04LIFESECURE104)	0.90%	Low
Dynamic Bond Fund (SFIN: ULIF02401/01/20LIFEDYNBOF104)	0.90%	Low
Conservative Fund (SFIN: ULIF00325/06/04LIFECONSER104)	0.90%	Low
Balanced Fund (SFIN: ULIF00225/06/04LIFEBALANC104)	1.10%	Medium
Growth Fund (SFIN: ULIF00125/06/04LIFEGROWTH104)	1.25%	High
Growth Super Fund (SFIN: ULIF01108/02/07LIFEGRWSUP104)	1.25%	High
Diversified Equity Fund (SFIN: ULIF02201/01/20LIFEDIVEQF104)	1.25%	High
High Growth Fund (SFIN: ULIF01311/02/08LIFEHIGHGR104)	1.25%	Very high
Discontinuance Policy Fund	0.50%	Low

Mortality Charge

The mortality charge will be levied on the basis of 'Sum at Risk' on every monthly anniversary by cancelling units from the unit account starting from the date of commencement of policy. The mortality charge will be on an attained age basis over the duration of the contract. The charge is per 1,000 of Sum at Risk and will depend on the gender and attained age of the Life Insured.

Sum at Risk (SAR) for both variants under the product is defined as follows: Maximum (Maximum (Sum Assured, 105% of all premiums paid) less applicable partial withdrawals - Total Fund Value, 0) Sample rates are provided for your reference. Charge per 1000 of Sum at Risk

Attained Age	Age 25	Age 35	Age 45	Age 55
Male	0.84	1.08	2.32	6.76
Female	0.84	0.94	1.77	5.00

Surrender / Discontinuance Charge

Single Premium Policies

Where the policy is discontinued during the policy year	Upto ₹ 3,00,000	/- are lower of	Above ₹ 3,00,000/- are lower o		
	Lower of (% of single premium or % of Fund Value)	Fixed amount (in ₹)	Lower of (% of single premium or % of Fund Value)	Fixed amount (in ₹)	
1	2.00%	₹ 3,000	1.00%	6,000	
2	1.50%	₹ 2,000	0.70%	5,000	
3	1.00%	₹ 1,500	0.50%	4,000	
4	0.50%	₹ 1,000	0.35%	2,000	
5 and onwards	Nil	Nil	Nil	Nil	

Limited / Regular Premium Policies

Dis	continuance Charges for	the policies havin	g Annualized Premium		
When the policy is discontinued during the policy year	Upto ₹ 50,000/-	are lower of	Above ₹ 50,000/- are lower of		
	Lower of (% of Annualised Premium or % of Fund Value)	Fixed amount (in ₹)	Lower of (% of Annualised Premium or % of Fund Value)	Fixed amount (in ₹)	
1	20%	₹ 3,000	6%	6,000	
2	15%	₹ 2,000	4%	5,000	
3	10%	₹ 1,500	3%	4,000	
4	5%	₹ 1,000	2%	2,000	
5 and onwards	Nil	Nil	Nil	Nil	

Switch	There is no limit on the number of switches done in a policy year i.e. You may switch any number of times without any charges being levied
Premium redirection	There is no charge for premium redirection. A maximum of six (6) premium redirections are allowed in any Policy year
Partial Withdrawal	Partial withdrawals are free of any charge. A maximum of twelve (12) partial withdrawals are allowed in any policy year.

Please note - All applicable taxes, cesses and levies as imposed by the Government from time to time will be levied on all charges as per the prevailing laws







^As per Annual Audited Financials for the year FY 19-20.

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EIFE 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.

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ARN No.: Max Life/Axis Bank/AURAA/Flexi Wealth Plus/Leaflet/June 2020

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