



Online Term
Plan Plus



Stay two steps ahead with Max Life Online Term Plan Plus.

Get ₹1 Cr. Life Cover
at just ₹563/month*

A term plan that ensures a financially secure future for your family, by providing a payout to the beneficiary in case of your unfortunate demise during the Policy Term.

ADDITIONAL BENEFITS FOR COMPREHENSIVE PROTECTION

It is important to consider additional cover to ensure you are able to take care of your family in every situation. Fortunately, Max Life Online Term Plan Plus has a range of benefits to ensure you are fully protected. Pay a little extra and enjoy peace of mind.



Choice of 3 Death Benefit Variants

Choose between only lump sum or lump sum along with monthly income / increasing monthly income variants.



Critical Illness Benefit

Get accelerated payout on diagnosis of any one of the 40 listed critical illnesses.



Enhance Cover at Important Milestones

Increase your cover at various life stages such as marriage, birth of children or taking a house loan.



Cover Beyond Premium Payment Term

Get coverage till age 85 by paying only till age 60.



Affordable Riders to Maximise Protection

Ensure added protection against disease, dismemberment and death.

NEED MORE REASONS TO CHOOSE US?

- Quick and hassle-free online application process
- 98.26% Individual Claims Paid[#]
- Personalised claims assistance through dedicated Relationship Officer

*Standard premium applicable for a 28 year old male, non-smoker, Policy Term of 30 years, for Max Life Online Term Plan Plus, UIN : 104N092V03. A Non-Linked Non-Participating Term Insurance Plan.

[#]Max Life Public Disclosure FY 2017-18



DISTRIBUTED BY



THIS LIFE INSURANCE PRODUCT IS OFFERED AND UNDERWRITTEN BY MAX LIFE INSURANCE CO. LTD.

A Max Financial Services and MS Joint Venture

PLAN FEATURES AND BENEFITS

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 : 60 years • Pay till age 60 : 50 years								
Maximum Maturity Age (Age as on last birthday)	85 years								
Minimum Annual Premium	₹2,200 (For Regular Pay variant***)								
Maximum Annual Premium	₹2,18,44,600 (For Pay till age 60 variant***)								
Premium Payment Term	1. Regular Pay - The Premium Payment Term will be the same as the Policy Term 2. Pay till age 60 - The Premium Payment Term will be equal to 60 less Age at Entry subject to Minimum Premium Payment Term of 10 years and entry age being less than or equal to 50 years. For this variant the Premium Payment Term will always be less than Policy Term								
Policy Term	Base Plan - Pick a Term from 10 to 50 years (in interval of 1 year), subject to Maximum Maturity Age Critical Illness - Pick a Term from 10 to 40 years. However if you have selected 'Pay till age 60' option, the Policy Term for Critical Illness benefit will be restricted till the Premium Payment Term only								
Sum Assured	Base Plan - Minimum : ₹25 Lakhs, Maximum : ₹100 Crores The Sum Assured is available in multiples of ₹1 Lakh only and shall remain the same for the entire Policy Term, unless you decide to enhance cover at important milestones. This will be subject to Board approved underwriting policy Critical Illness - Minimum : ₹5 Lakhs, Maximum : ₹50 Lakhs The Sum Assured is available in multiples of ₹5 Lakhs only and shall remain the same for the entire Policy Term								
Maturity Benefit	This is a pure term plan. There is no Maturity / Surrender Benefit under this plan								
Choice of 3 Death Benefit Variants [#]	A lump sum or lump sum plus monthly income / increasing monthly income to protect your family's financial future in your absence The Death Benefit under the Max Life Online Term Plan Plus is highest of - <ul style="list-style-type: none"> • 10 times the Annualised Premium * • 105% of all the premiums paid as on date of death • Minimum guaranteed Sum Assured on maturity • Absolute amount assured to be paid on death *Annualised Premium includes extra premium (if any) but excludes any loadings for modal premiums and remains same irrespective of the Premium Payment Mode Under this Plan, the ' Minimum guaranteed sum assured on maturity ' is zero and no benefit is payable on maturity of the Policy. Further, absolute amount assured to be paid on death will depend on the Death Benefit option chosen by the Life Insured at the inception of the policy. <table border="1" data-bbox="359 884 1524 1086"> <thead> <tr> <th>Death Benefit options</th> <th>Death Benefit details (Provided policy is in force)</th> </tr> </thead> <tbody> <tr> <td>Sum Assured</td> <td>100% of the policy Sum Assured paid immediately on death of Life Insured</td> </tr> <tr> <td>Sum Assured plus Level Monthly Income</td> <td>100% of the policy Sum Assured paid immediately on death of Life Insured plus 0.4% of the policy Sum Assured per month **, for 10 years</td> </tr> <tr> <td>Sum Assured plus Increasing Monthly Income</td> <td>100% of the policy Sum Assured paid immediately on death of Life Insured. Plus increasing monthly income ** for 10 years wherein the first year monthly income shall be 0.4% of the policy Sum Assured and shall increase every year by 10% p.a. (simple interest) of the first year monthly income</td> </tr> </tbody> </table> <p>**The monthly income will be payable each month on the anniversary date, starting from the first Policy Anniversary post the date of death of the Life Insured</p>	Death Benefit options	Death Benefit details (Provided policy is in force)	Sum Assured	100% of the policy Sum Assured paid immediately on death of Life Insured	Sum Assured plus Level Monthly Income	100% of the policy Sum Assured paid immediately on death of Life Insured plus 0.4% of the policy Sum Assured per month **, for 10 years	Sum Assured plus Increasing Monthly Income	100% of the policy Sum Assured paid immediately on death of Life Insured. Plus increasing monthly income ** for 10 years wherein the first year monthly income shall be 0.4% of the policy Sum Assured and shall increase every year by 10% p.a. (simple interest) of the first year monthly income
Death Benefit options	Death Benefit details (Provided policy is in force)								
Sum Assured	100% of the policy Sum Assured paid immediately on death of Life Insured								
Sum Assured plus Level Monthly Income	100% of the policy Sum Assured paid immediately on death of Life Insured plus 0.4% of the policy Sum Assured per month **, for 10 years								
Sum Assured plus Increasing Monthly Income	100% of the policy Sum Assured paid immediately on death of Life Insured. Plus increasing monthly income ** for 10 years wherein the first year monthly income shall be 0.4% of the policy Sum Assured and shall increase every year by 10% p.a. (simple interest) of the first year monthly income								
Critical Illness (CI) Benefit [#]	An accelerated lump sum payout to help you in case of being diagnosed with any one of the 40 listed critical illnesses. You may choose a Sum Assured under CI benefit starting with minimum of ₹5 Lakhs, in intervals of ₹5 Lakhs, up to 50% of Sum Assured or ₹50 Lakhs, whichever is lower. The CI Sum Assured is payable on the first occurrence of any of the 40 listed critical illnesses. The CI Sum Assured shall accelerate the Death Benefit to the extent of the CI Sum Assured with the remaining Death Benefit payable on death **								
Enhance cover at important milestones [#]	You have an option to increase your Sum Assured in future at various stages of your life - marriage, child birth or house loan. <table border="1" data-bbox="359 1243 1524 1366"> <thead> <tr> <th>Life Stage Events</th> <th>Increase in Sum Assured permissible</th> </tr> </thead> <tbody> <tr> <td>Marriage (only 1 instance during the lifetime of policy)</td> <td>50% of Sum Assured not exceeding ₹50 Lakhs</td> </tr> <tr> <td>Child Birth (applicable for 2 children only)</td> <td>50% of Sum Assured not exceeding ₹25 Lakhs, for each child birth</td> </tr> <tr> <td>House loan (only 1 instance during the lifetime of the policy)</td> <td>50% of Sum Assured not exceeding ₹50 Lakhs</td> </tr> </tbody> </table>	Life Stage Events	Increase in Sum Assured permissible	Marriage (only 1 instance during the lifetime of policy)	50% of Sum Assured not exceeding ₹50 Lakhs	Child Birth (applicable for 2 children only)	50% of Sum Assured not exceeding ₹25 Lakhs, for each child birth	House loan (only 1 instance during the lifetime of the policy)	50% of Sum Assured not exceeding ₹50 Lakhs
Life Stage Events	Increase in Sum Assured permissible								
Marriage (only 1 instance during the lifetime of policy)	50% of Sum Assured not exceeding ₹50 Lakhs								
Child Birth (applicable for 2 children only)	50% of Sum Assured not exceeding ₹25 Lakhs, for each child birth								
House loan (only 1 instance during the lifetime of the policy)	50% of Sum Assured not exceeding ₹50 Lakhs								
Cover beyond Premium Payment Term [#]	Pay your premiums till age 60 and enjoy the benefit till the end of Policy Term								
Affordable Riders to maximise protection [#]	Riders offer an added benefit to cover a range of possible life changing events from disease, dismemberment to death. Make your term cover more comprehensive by adding the below mentioned Riders - 1. Max Life Comprehensive Accident Benefit Rider (UIN : 104B025V02) - Get additional cover by way of Rider Sum Assured in case of death or dismemberment due to accident 2. Max Life Waiver of Premium Plus Rider (UIN : 104B029V02) - Get waiver of all future premiums under the policy and all other attaching Riders on happening of earlier of either of the following events provided the base policy and attaching Riders are in force: Critical Illness, or Dismemberment or Death (only when Life Insured and Policyholder are different individuals, Rider Benefit will be paid on death of the Policyholder). For more details on the Riders please refer to the detailed Rider Prospectus available on www.maxlifeinsurance.com								

*** Excluding extra premium, modal extra, all applicable taxes, cesses and levies as imposed by the Government will be applicable from time to time; annual mode. Please note that all applicable taxes, cesses and levies as imposed by the Government are collected over and above the policy premium.

[#]Additional Benefits can be availed upon paying extra. Please refer to detailed prospectus for eligibility criteria.

** Maximum maturity age for critical illness benefit is 75 years, subject to maximum policy term of 40 years.

LIFE INSURANCE COVERAGE IS AVAILABLE IN THIS PRODUCT. Max Life Insurance Company Limited is a Joint Venture between Max Financial Services Limited and Mitsui Sumitomo Insurance Co. Ltd. Max Life Insurance Co. Ltd., 11th Floor, DLF Square Building, Jacaranda Marg, DLF City Phase II, Gurugram (Haryana) - 122002. Insurance is the subject matter of solicitation. For more details on the risk factors, Terms and Conditions, please read the prospectus available at www.maxlifeinsurance.com carefully before concluding a sale. You may be entitled to certain applicable tax benefits on your premiums and policy benefits. Please note all tax benefits are subject to tax laws prevailing at the time of payment of premium or receipt of benefits by you. Trade logos displayed belong to Max Financial Services Ltd. and Mitsui Sumitomo Insurance Co. Ltd. respectively and are used by Max Life Insurance Co. Ltd. under a license. **The Life Insurance contract is between the Proposer and Max Life Insurance Co. Ltd. Axis Bank Ltd. is the Corporate Agent of Max Life Insurance Co. Ltd. Axis Bank Limited, Bombay Dyeing Mills Compound, Pandurang Budhkar Marg, Worli, Mumbai - 400025. 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/Ads/Axis/Ogilvy/OTP Plus/Web/Aug 2018

IRDAI Regn. No - 104 IRDAI Certificate Regn. No.: CA0069

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.

TOLL FREE NO.: 1800-200-3383