



Thank God!
Some things in life are **guaranteed**,
just like the love of your family.

Presenting



An easy and simple plan, that's hassle-free to buy and provides guaranteed benefit to ensure a financially secure future for your family.

WHAT THIS PLAN OFFERS YOU



Life Insurance Coverage

The product offers Life Insurance cover to take care of your loved ones in case you are not around.



Guaranteed Financial Protection Throughout The Policy Term

The product offers Guaranteed Maturity Benefit or Guaranteed Death Benefit:

- Maturity Benefit : Get Guaranteed lump sum benefit on maturity to meet your savings goals, or
- Death Benefit : Lump sum Death Benefit is paid immediately on death ensuring complete financial security of your loved ones.



Short Premium Payment Term And Policy Term

Build a corpus for your dream in a short span of time by saving systematically as the product offers a short Premium Payment Term of 5 years and Policy Term of 10 years.



Easy Plan And Simple Process

Simple and easy-to-understand plan which acts as a solution to your insurance needs.



Tax Benefits

Tax benefits may apply to the premiums paid and benefits received by you as per the prevailing tax laws.



DISTRIBUTED BY

AXIS BANK



 A Max Financial Services and  MS Joint Venture

PLAN FEATURES AND BENEFITS

| Features | Max Life POS Guaranteed Benefit Plan |
|--|--|
| Type of Plan | A Non-Linked Non-Participating Individual Life Insurance Savings Plan |
| Coverage | All individuals in accordance with Board approved underwriting policy of the Company |
| Age at Entry (Age as on last birthday) | Minimum entry age: 18 years Maximum entry age: 50 years |
| Maximum Maturity Age (Age as on last birthday) | 60 years |
| Premium Payment Term | 5 years |
| Policy Term | 10 years |
| Premium Payment Mode | Annual and Monthly mode available |
| Minimum Annualised Premium* | ₹ 15,000 Please note the minimum annualised premium is exclusive of all applicable taxes, cesses and levies as imposed by the Government and underwriting extra premiums (if any) |
| Maximum Annualised Premium* | ₹ 99,000 Please note the maximum annualised premium is exclusive of all applicable taxes, cesses and levies as imposed by the Government and inclusive of premium plus underwriting extra premiums (if any) |
| Guaranteed Sum Assured at Maturity | Minimum: ₹ 98,309 Maximum: ₹ 7,61,714 |
| Premium Rates | Premium rates and the benefits are uni-smoker and uni-sex (same for all genders) |
| Policy Loan Provision | Policy loans will be available under this product subject to a maximum of 80% of Special Surrender Value as per existing Terms and Conditions of policy loans at Max Life Insurance |

| Benefits | Details |
|-------------------------------|---|
| Death Benefit | The lump sum Death Benefit is payable immediately on the death of the life insured and is defined as the higher of: i) 10 times the (Annualised Premium* plus underwriting extra premiums**, if any), ii) 105% of (Total Premiums paid [^] plus underwriting extra premiums as on the date of death of life insured), iii) Guaranteed Sum Assured at Maturity iv) Any absolute amount assured to be paid on death [^] ** Annualised 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. |
| Maturity Benefit | Maturity Benefit is equal to Guaranteed Sum Assured at Maturity (GSAM). The policy gets terminated after the payment of Maturity Benefit |
| Surrender Benefit | The policy can only be surrendered once it acquires a Guaranteed Surrender Value (GSV), i.e., on payment of first 2 full year's premium. The Surrender Value will be equal to the higher of Guaranteed Surrender Value (GSV) or Special Surrender Value (SSV). The GSV is defined as GSV factor x (Total premiums paid plus loadings for modal premiums paid for base policy) . In practice, an SSV will be paid to the policyholder which will always be higher than or equal to the GSV. The policy gets terminated after payment of Surrender Benefit |
| Reduced Paid Up (RPU) Benefit | Once the policy has acquired a Surrender Value, in case of non-payment of due premiums till the expiry of the grace period, the policy will not lapse but will become Reduced Paid Up (RPU) |
| Tax Benefit | You may be entitled to certain applicable tax benefits on your premiums paid and policy benefits. 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. It is advisable to seek an independent tax advice |
| Waiting Period | Please note that there is a Waiting Period of 90 days under this product which is applicable from the date of commencement of cover. If the customer dies during the Waiting Period, then no benefit is payable apart from refund of 100% of the premium paid since the date of commencement of policy excluding all applicable taxes, cesses and levies as imposed by the Government. Please note that if the customer dies due to accident then Waiting Period is not applicable and full lump sum Death Benefit is payable. The Waiting Period is not applicable in case of revival of the policy |
| Free Look Period | You have a period of 15 days (30 days in case the policy has been bought through Distance Marketing) from the date of receipt of the policy document, to review the Terms and Conditions of the policy, where if you disagree to any of those Terms and Conditions, you have the option to return the policy stating the reasons for objection. You shall be entitled to a refund of the premiums paid, subject only to deduction of a proportionate risk premium for the period of cover and the expenses incurred by the Company on medical examination of the Life Insured and stamp duty charges |

ILLUSTRATION

| | Example 1 | Example 2 | Example 3 | Example 4 |
|------------------------------------|--------------------|--------------------|--------------------|--------------------|
| Age of Life Insured | 35 Years | 35 Years | 35 Years | 35 Years |
| Premium Payment Term / Policy Term | 5 Years / 10 Years | 5 Years / 10 Years | 5 Years / 10 Years | 5 Years / 10 Years |
| Annualised Premium* | ₹ 25,000 | ₹ 35,000 | ₹ 50,000 | ₹ 75,000 |
| Total Annualised Premium | ₹ 1,25,000 | ₹ 1,75,000 | ₹ 2,50,000 | ₹ 3,75,000 |
| Guaranteed Sum Assured at Maturity | ₹ 1,72,070 | ₹ 2,51,365 | ₹ 3,82,497 | ₹ 5,73,745 |

Annualised 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.

Kindly note that the above case studies are only examples and do not in any way create any rights and / or obligations.

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THE LIFE INSURANCE CONTRACT IS BETWEEN THE PROPOSER AND MAX LIFE INSURANCE CO. LTD.

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ARN: Max Life/Axis Bank/AURAA/POS Guaranteed Benefit Plan/Leaflet/April 2020

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- Public receiving such phone calls are requested to lodge a police complaint.