# Bharosa \*guaranteed returns ka

With





Give your loved ones the **Bharosa of \*guaranteed returns** today, because for them **#YouAreTheDifference**™

 ${}^{*}$ The guaranteed benefits are applicable only if all due premiums are paid.







Life is all about fulfilling your dreams for your loved ones. You plan to save for your milestones like your children's education, marriage and your peaceful retirement. However, in an environment, which is full of uncertainty and volatility, you need guaranteed assurance, that surmounts all such risks. We understand the significance of such milestones and secure your financial future by helping you pursue your dreams towards accomplishment of these milestones with certainty.

Presenting Max Life Smart Wealth Plan, which combines protection and savings into a simple and flexible solution to fulfill the certain as well as uncertain needs of your family and assures you and your loved ones a guaranteed smart life.

# What this plan offers you



#### **Guaranteed returns**

Fully guaranteed benefits to help you save for your milestones



#### Flexibility

Flexibility to choose plan option as per your need - lump sum, short-term income, long-term income and whole life income



### Guaranteed additions under lump sum option

Guaranteed additions that boost your maturity corpus under lump sum option



### Whole life income option with Joint Life coverage

Flexibility to cover life of spouse under the same Policy with whole life income option



### Financial security in case of death

Comprehensive death benefit in case of death of Life Insured during the Policy Term, provided the Policy is in force



### Tax benefit

You may be eligible for tax benefits as per prevailing tax laws subject to changes in tax laws



### **Enhanced protection through optional riders**

Additional rider(s) can be taken with the Policy to provide for additional protection as per your need

### Plan benefits and features

Criteria	Specification		
Product type	Non-Linked Non-Participating Individual Life Insurance Savings Plan		
Coverage	All individuals in accordance with the Board Approved Underwriting Policy		
Age at entry (years)*	Plan option  Lump sum  Short-term income	Minimum entry age 0 (91 days) 5 years	Maximum entry age 60 years 60 years
		4 years  Single Pay - 45 years (Younger Life) Regular Pay - 40 years (Younger Life)  s a minor, the Policy will automatically ves	
attaining the age of majority. The risk coverage for the minors will start from the commencement of risk.			ill start from the date of

# Plan benefits and features

Criteria				Specification			
	Plan opt	ion	Minimum ma	turity age in years	Maxir	num maturity age in	years
	Lump sum		1	8 years		80 years	
Age at maturity (years)*	Short-term i	ncome	1	8 years		73 years	
	Long-term in		1	8 years		74 years	
	Whole life in	icome	4	6 years		71 years	
	Lump sum						
Minimum premium#	Short-term in	ncome	Annual: ₹	' I			
Minimum premium"	Long-term in	icome	_ Monthly: ₹	1,000			
	Whole life in	icome	Single Pay: ₹ 2.5 Lakhs Regular Pay: ₹ 50,000				
Maximum premium	All options	No Lim	it, subject to B	oard Approved Und	erwriting	Policy (BAUP)	
	Lump sum			Premium payment	t mode	Modal factor	
	Short-term inc	ome		Annual		1	
	Long-term inco	me		Monthly		0.09	
Premium payment				Singl	e Premiu	ım	
mode and			Regular Premium				
Modal factors				Premium payment	t mode	Modal factor	
	Whole life inco	ome		Annual		1	
				Monthly		0.09	
Gender	Male, Female ar	nd Transg	ender				
Premium rates / Benefits	1	so be off	ered to substai	oker. ndard lives with extr ard Approved Underv			

### Boundary conditions for policies sold through point of sales person

	Eligibility criteria						
	Lump sum	Policy Term	10 years	12 years	15 years	16 years	20 years
	income	Age	55 years	53 years	50 years	49 years	45 years
		Policy Term	7 years	9 years	11 years	13 years	
Maximum and at antimy*		Age	58 years	56 years	54 years	52 years	
Maximum age at entry*	income	Policy Term	7 years	10 years	11 years	14 years	
		Age	58 years	55 years	54 years	51 years	
	Whole Life	Policy Term	6 years				
	income	Age	59 years				
Maximum age at maturity*	65 years						
Maximum premium	Subject to ₹ 25	5 Lakhs death	benefit duı	ring the Pol	icy Term		

<sup>\*</sup>All ages mentioned above are age as on last birthday.

Please note - For policies sold through POS persons, the product shall comply with all the extant provision, rules, regulations, guidelines, circulars, directions, etc., applicable for POS products, as amended from time-to-time.

<sup>\*</sup>The minimum premium is exclusive of goods and service tax and any other cess underwriting extra premium (if any). Single Pay in Variant 4 of the product shall not be available for sales through POS persons.

# How does this plan work?

- g | Choose the variant as mentioned below:
  - Lump sum
- Short-term income
- Long-term income
- Whole life income

- Choose your Premium / Income Pay-out
- **l** Choose your sub-variant i.e., Policy Term and Premium Payment Term from the available options

Variant	PPT	PT	Maturity benefit	Single life / Joint life
	5 years	10, 12, 15, 20 years		
Lump sum	8 years	10, 12, 16, 20 years	Lump sum at the end of Policy Term	
Lump sum	10 years	10, 12, 15, 20 years		
	12 years	12, 15, 20 years		
	6 years	7 years	Guaranteed Income Benefit for 6 years (from 8 <sup>th</sup> year to 13 <sup>th</sup> year in arrears)	
Short-term	8 years	9 years	Guaranteed Income Benefit for 8 years (from 10 <sup>th</sup> year to 17 <sup>th</sup> year in arrears)	Single life
income	10 years	11 years	Guaranteed Income Benefit for 10 years (from 12 <sup>th</sup> year to 21 <sup>st</sup> year in arrears)	
	12 years	13 years	Guaranteed Income Benefit for 12 years (from 14 <sup>th</sup> year to 25 <sup>th</sup> year in arrears)	
	6 years	7 years	Guaranteed Income Benefit for 30 years (from 8 <sup>th</sup> year to 37 <sup>th</sup> year in arrears plus Terminal Benefit)	
Long-term	8 years	10 years	Guaranteed Income Benefit for 30 years (from 11 <sup>th</sup> year to 40 <sup>th</sup> year in arrears plus Terminal Benefit)	
income	10 years	11 years	Guaranteed Income Benefit for 25 years (from 12 <sup>th</sup> year to 36 <sup>th</sup> year in arrears plus Terminal Benefit)	
	12 years	14 years	Guaranteed Income Benefit for 25 years (from 15 <sup>th</sup> year to 39 <sup>th</sup> year in arrears plus Terminal Benefit)	
Whole life	Single Pay	5 years	Guaranteed Income Benefit until the death of last survivor from $6^{\text{th}}$ year in arrears	
income 6 years 6 years		6 years	Guaranteed Income Benefit until the death of last survivor from $7^{\text{th}}$ year in arrears	Joint life

# Benefits in detail

This section details the benefits payable during the Policy Term and Pay-out Period as per the variant chosen.

	Plan benefits				
Benefit	How and when benefits are payable	Details			
Death benefit	Payable on death of the Life Insured during the Policy Term provided the Policy is in force.  Further for Variant 4, on death of the last surviving policyholder after the Policy Term, a benefit equivalent to the Single Premium plus Underwriting Extra Premium, for single pay and Total premium paid plus underwriting extra premium for Regular pay will be payable to the beneficiary	<ul> <li>Variant 1, 2 and 3</li> <li>A lump sum Guaranteed 'Death Benefit' is payable immediately on the death of the Life Insured during the Policy Term and is defined as higher of:</li> <li>11 times the sum of Annualised Premium and Underwriting Extra Premiums'' (if any),</li> <li>105% of all sum of Total Premiums Paid'', Underwriting Extra Premiums'' and loadings for modal premiums, (if any) as on the date of death of Life Insured,</li> <li>Any absolute amount assured to be payable 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.</li> <li>*""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.</li> </ul>			

# Benefits in detail

	Plai	n benefits	
Benefit	How and when benefits are payable		Details
		per Underwriting Policy, v Policyholder in the Prop	remium" means an additional amount charged by Us, as which is determined on the basis of disclosures made by cosal Form or any other information received by Us ation report of the Life Insured.
		1	ured to be payable on death under these variants is equal id accumulated monthly at an interest rate of 8% p.a.
		Variant 4	
		immediately on th	aranteed 'Death Benefit' is payable e death of the Life Insured(s) during the and is defined as the higher of:
			e pay - $1.25$ times the Single Premium* g extra premiums (if any),
			r pay - 7 times the Annualised Premium* g extra Premiums (if any),
		extra premiums a	f Total Premiums Paid**, underwriting and loadings for modal premiums, (if any) f death of life insured,
		Any absolute am	ount assured to be payable on death#
			the lump sum premium amount paid by the policyholder licy excluding the taxes if any.
		of first death is equal to premiums (if any) in case underwriting extra premiu Premium (single pay) on	ured to be payable on death under the Variant 4 on event 1.25 times the Single Premium plus underwriting extra of single pay and 7 times the Annualized Premium plus ums (if any) in case of regular pay, and 10 times the Single the event of the second death during the Policy Term. Intinue until the death of the last surviving
		Policy Term, Single (if any) in case of underwriting extra	st surviving Policyholder post expiry of the Premium plus underwriting extra Premiums single pay and total Premiums paid plus premiums (if any) in case of regular pay shall eneficiary. For clarity, no benefit is payable fter the policy term.
		The policy shall terr	minate on payment of the death benefit for olicyholder and no further benefits will be
Maturity benefit	Payable on survival of the Life Insured(s) through the policy term  Please note: Premium will vary depending upon the option	Variant 1 On maturity the fo	offit for each Variant is given below:  bllowing benefit will be paid:  a Assured on Maturity, plus
	(variant and sub-variant) chosen		teed Additions (if any) um Assured on Maturity for the variant
		is defined as follo	
		Policy Term	Guaranteed Sum Assured on maturity
		10, 12 years	110% x Annualised Premium x Premium Payment Term
		15, 16 years	140% x Annualised Premium x Premium Payment Term
		20 years	160% x Annualised Premium x Premium Payment Term

	Plan benefits			
Benefit	How and when benefits are payable	Details		
		Guaranteed additions is expressed as a percentage of Annualised Premium and varies by the entry age, premium band and gender of the Life Insured and the sub-variant selected.		
		Guaranteed additions accrue at the end of the last four policy years, provided the Policy is either premium paying or fully paid-up.		
		The Guaranteed additions will be payable only in the event of maturity or surrender of the Policy.		
		Variant 2 A guaranteed "Income Benefit" is payable at the end of the period (monthly, quarterly, half yearly, or annually) as per the frequency chosen, for the pay-out period as per the sub-variant selected by you, post completion of the Policy Term.		
		Income Benefit is expressed as a percentage of Annualised Premium and varies by the entry age, premium band and gender of the life insured and the sub-variant selected.		
		The beneficiary will continue to receive the outstanding income benefit even after the death of the Life Insured / Policyholder during the pay-out period.		
		You have the option to the receive income in monthly, quarterly, and semi-annually mode post the application of modal factor.		
		Variant 3  A guaranteed "Income Benefit" is payable at the end of the period (monthly, quarterly, half yearly or annually) as per the frequency chosen, for the pay-out period as per the sub-variant selected by you, post completion of the Policy Term. At the end of pay-out period a "Terminal Benefit" equal to the Total Premiums Paid, will be payable to the beneficiary.		
		Income Benefit is expressed as a percentage of Annualised premium and varies by the entry age, premium band, and gender of the Life Insured and the sub-variant selected.		
		The beneficiary will continue to receive the outstanding income benefit even after the death of the Life Insured / Policyholder during the pay-out period.		
		You have the option to receive income in monthly, quarterly, and semi-annually mode post the application of modal factor.		
		Variant 4  Provided that, either of the two Life Insured have survived the Policy Term, a guaranteed "Income Benefit" is payable at the end of the period (monthly, quarterly, half yearly or annually) as per the frequency chosen, post the policy term, until the death of the last surviving life.		
		The Policy shall terminate on payment of the death benefit for the last surviving life and no further benefits will be payable.		
		Income Benefit is expressed as a percentage of Single premium in case of Single pay and as a percentage of Annualised premium in case of regular pay and varies by the entry age, gender and premium band.		
		You have the option to receive income in monthly, quarterly and semi-annually mode post the application of modal factor.		

	Plan benefits			
Benefit	How and when benefits are payable			
Surrender	Payable immediately on surrender during the Policy Term	You can surrender the Policy anytime during the Policy Term, after it has acquired a surrender value.		
		The policy acquires a Surrender Value as follows:		
		<ul> <li>For Variant 1, 2 and 3 and Regular Pay for Variant 4: On payment of two full years' Premium</li> </ul>		
		<ul> <li>For Single Pay in Variant 4: After expiry of free look up cancellation period</li> </ul>		
		For monthly Premium Payment Mode, the policy acquires Surrender Value after payment of 24 monthly premiums.		
		There will be Guaranteed Surrender Value and a Special Surrender Value with the latter being non-guaranteed.		
		The surrender value will be equal to the higher of Guaranteed Surrender Value (GSV) or Special Surrender Value (SSV).		
		The policy is terminated after payment of surrender benefit.		
		Details of Surrender Value computation has been outlined in the policy document.		

	Plan benefits		
Benefit	Details		
Riders	Following riders are available under Variant 1, 2 and 3 of the product:  Max Life Waiver of Premium Plus Rider (UIN: 104B029V04), which provides waiver of all future premiums in case of Critical Illness or dismemberment or Death (only when Life Insured and Policyholder are different individuals). This product does not have an inbuilt Waiver of Premium benef it and thus rider benef it is an additional benefit.		
	Max Life Accidental Death and Dismemberment Rider (UIN: 104B027V04), which provides additional benefits in case of death or dismemberment of the Life Insured due to an accident.		
	Max Life Term Plus Rider (UIN: 104B026V04), which provides additional lump sum benefit in case of death of the Life Insured.		
	Max Life Critical Illness and Disability Rider (UIN: 104B034V01), which covers against the uncertainties that life has to offer.		
	No riders will be available with Variant 4 and the policies sold through POS persons.		

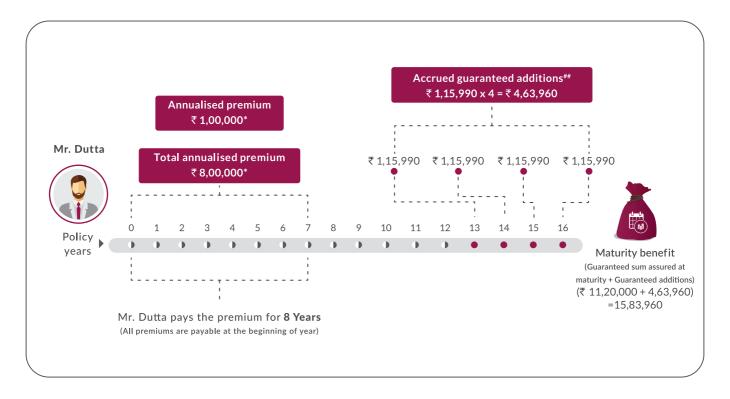
	Plan benefits			
Benefit	Details			
Premium bands	Higher maturity benefits will be offered for higher premium bands. The premium bands applicable under the product are shared in the below tables.			
		Variant 1, 2 and 3		
	Premium band	Annualised Premium (in ₹)		
	1	₹ 11,000 - ₹ 49,999		
	2	₹ 50,000 - ₹ 74,999		
	3	₹ 75,000 - ₹ 99,999		
	4	₹ 1,00,000 - ₹ 1,49,999		
	5	₹ 1,50,000 - ₹ 2,99,999		
	6	₹ 3,00,000 and above		
	S	ingle Premium Variant 4		
	Premium band	Single Premium (in ₹)		
	1	₹ 2,50,000 - ₹ 4,99,999		
	2	₹ 5,00,000 - ₹ 9,99,999		
	3	₹ 10,00,000 - ₹ 19,99,999		
	4	₹ 20,00,000 and above		
		Regular Pay Variant 4		
	Premium band	Annualised Premium (in ₹)		
	1	₹ 50,000 - ₹ 74,999		
	2	₹ 75,000 - ₹ 99,999	1	
	3	₹ 1,00,000 - ₹ 1,49,999	1	
	4	₹ 1,50,000 - ₹ 2,99,999		
	5	₹ 3,00,000 and above	7	
			,	

	Plan benefits
Benefit	Details
Tax benefit	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 change in tax laws. It is advisable to seek an independent tax advice.

# Illustrations

### Variant 1

Mr. Dutta, a 35-year-old male with a 2-year-old son, wants to save for his child's higher education. He invests in the lump sum variant of the Max Life Smart Wealth Plan; which offers guaranteed lump sum benefit when his child turns 18.



The above benefits are at the below mentioned modal point: Gender: Male | Age: 35 years | Premium payment term: 8 years | Policy term: 16 years | Mode: Annual

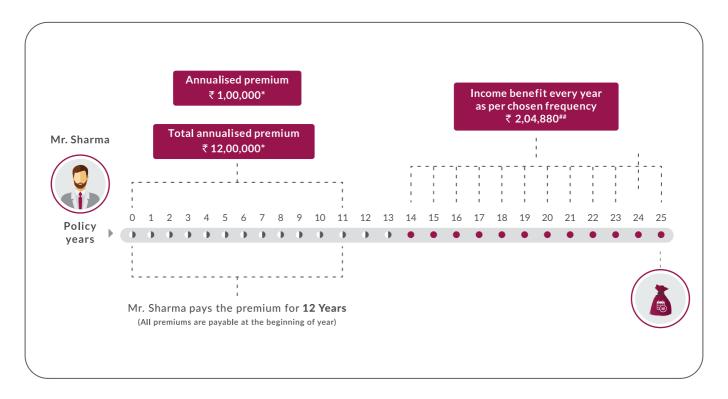
<sup>\*</sup>Annualised premium means premium amount payable in a Policy Year, excluding any rider premiums, underwriting extra premium on riders and applicable taxes, cesses or levies, if any.

<sup>&</sup>quot;Guaranteed additions is expressed as a percentage of annualized premium and varies by the entry age, premium band and gender of the Life Insured and the sub-variant selected. Guaranteed additions accrue at the end of the last four Policy Years, provided the Policy is either premium paying or fully paid up.

# Illustrations

### Variant 2

Mr. Sharma, a 35-year-old male, wishes to have a guaranteed secondary income, which will help him at the time of market uncertainties and also offers him assurance. He chooses to invest in the short-term income variant of the Max Life Smart Wealth Plan, which offers guaranteed income irrespective of the market conditions, to meet his financial requirements.



The above benefits are at the below mentioned modal point:

Gender: Male | Age: 35 years | Premium Payment Term: 12 years | Policy term: 13 years | Mode: Annual | Income payout frequency: Annual

<sup>\*</sup>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.

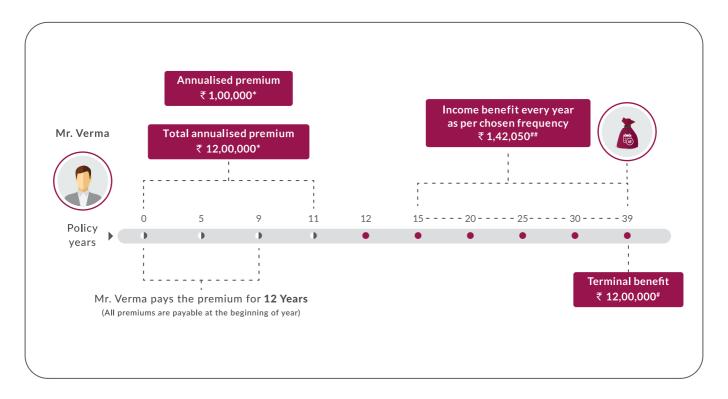
<sup>\*\*</sup>A guaranteed income benefit is payable at the end of the period (monthly, quarterly, half yearly or annually) as per the frequency chosen, for the pay-out period as per the sub-variant selected by you, post completion of the policy term.

<sup>(</sup>At the inception of the Policy, you have the option to the select income payment frequency as monthly, quarterly or semi-annually, post the application of modal factor).

# Illustrations

### Variant 3

Mr. Verma, a 35-year-old male, wants to plan his retirement at an early age. He is willing to invest ₹ 1 Lakh; and chooses the long-term income variant of the Max Life Smart Wealth Plan, which offers a guaranteed income for 25 years to fulfil his daily financial requirements. Mr. Verma also gets a terminal benefit, equal to total premiums paid at the end of the income payout period.



The above benefits are at the below mentioned modal point:

Gender: Male | Age: 35 years | Premium Payment Term: 12 years | Policy term: 14 years | Mode: Annual | Income payout frequency: Annual

<sup>\*</sup>Annualised premium means premium amount payable in a Policy Year, excluding any rider premiums, underwriting extra premium on riders and applicable

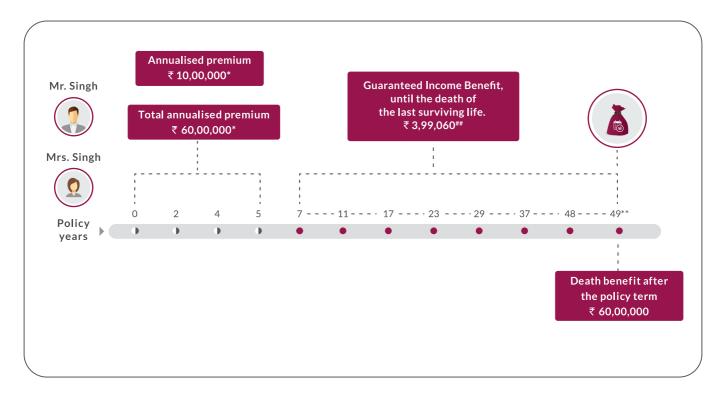
<sup>\*\*</sup>A guaranteed income benefit is payable at the end of the period (monthly, quarterly, half yearly or annually as per the frequency chosen, for the pay-out period as per the sub-variant selected by you, post completion of the Policy Term.

<sup>\*</sup>At the end of pay-out period a "terminal benefit" equal to the total premiums paid, will be payable to the beneficiary.

(At the inception of the policy, you have the option to the select income payment frequency as monthly, quarterly or semi-annually, post the application of modal factor).

### Variant 4

Mr. Singh, a 50-year-old wants to plan his retirement. He is willing to invest ₹ 10 Lakhs and he chooses Whole Life Income variant with 6 year premium payment term of Max Life Smart Wealth Plan, which offers a Joint life cover to his wife Mrs. Singh, a 45-year-old and guaranteed income for Whole life untill the death of the last surviving life to fulfill their daily financial requirements. On death of both the insured persons during the income pay-out period, the Total premium paid by Mr. Singh will be returned to the nominee.



The above benefits are at the below mentioned modal point:

Life Insured Person 1: Mr. Singh | Gender: Male | Age: 50 years | Life Insured Person 2: Mrs. Singh | Gender: Female | Age: 45 years | Premium Payment Term: 6 years Policy Term: 6 years | Mode: Annual | Income payout frequency: Annual

<sup>\*\*</sup>A guaranteed income benefit is payable at the end of the period (monthly, quarterly, half yearly or annually as per the frequency chosen, for the pay-out period as per the sub-variant selected by you, post completion of the Policy Term.





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.

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ARN: Max Life/AURAA/Channel Marketing/AXIS Bank/SWP 3.0/V06/Leaflet/February 2022

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### 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

<sup>\*\*</sup>Assuming the Policy ends after the second death.

<sup>^</sup>As per IRDAI Annual Report 2020-21 | \*As per public disclosures 2021

<sup>\*</sup>The guaranteed benefits are applicable only if all due premiums are paid.