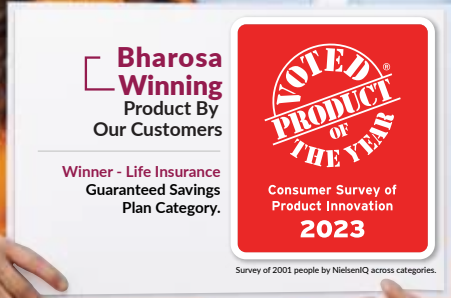


Aaj ka
SWAG
 kal ki happiness
 guaranteed⁺

Presenting



Now available with new premium payment terms and policy terms with higher income starting from **1st month with early wealth variant**

Your family looks up to you to make their dreams a reality.

With **Smart Wealth Advantage Guarantee**, you can because for your loved ones **YOU ARE THE DIFFERENCE™**

Max Life Ka Bharosa



Enhanced Flexibility



Liquidity



Enhanced Protection



*Guaranteed Maturity



Key features of Max Life Smart Wealth Advantage Guarantee Plan

As you grow, your needs and aspirations also keep growing, whether it is buying your dream house, your child's education or your peaceful retirement. We understand the significance of your milestones in life and aim to help you protect them.

Presenting Max Life Smart Wealth Advantage Guarantee Plan, that gives you an unmatched flexibility to grow your wealth and protect your loved ones! It gives enhanced protection with guaranteed return on your savings and offers a highly customizable solution to fulfil the certain as well as uncertain needs of your family, assuring you and your loved ones a guaranteed smart life.

Tax Benefits - You may be eligible for tax benefits as per prevailing tax laws.

How does this plan work?

Variant	You pay	You get			
		Survival Benefit	Maturity Benefit	Death Benefit	
		It is payable if the Life Insured is alive on the due date of benefit provided the Policy is in-force.	It is payable on survival of the Life Insured on the maturity date, provided the Policy is in-force.	Considering PCB is not opted - Payable if Life Insured dies during the Policy Term	Considering PCB is opted
Wealth For Milestones	Single Pay/ 5/6/8/10/12 years	Not Applicable	<ul style="list-style-type: none"> Sum Assured on Maturity, plus Accrued guaranteed additions <p><i>Please refer to the premium rates table available on company website for the Sum Assured on Maturity rate (% of total premiums payable) for all entry ages, gender, premium band and sub-variants.</i></p> <p><i>The Guaranteed Additions are equal to 8% of the Sum Assured on Maturity each year- they will accrue at the end of the last four policy years, provided the policy is either premium paying or fully paid up.</i></p>	<p>Single Pay: Death Benefit shall be higher of:</p> <ol style="list-style-type: none"> Sum Assured on Death 125% of Surrender Value applicable as on date of death <p>Other than single pay: Death benefit shall be higher of:</p> <ol style="list-style-type: none"> Sum Assured on Death 105% of (Total Premiums Paid plus underwriting extra premiums plus loadings for modal premiums) as on the date of death of life insured 125% of Surrender Value applicable as on date of death <p>Any accrued income benefit and loyalty income boosters, if not already paid shall be paid in addition to death benefit.</p>	<p>If the Life Insured dies during the Policy Term provided the Policy is in-force, the Death Benefit is the sum of:</p> <ul style="list-style-type: none"> Death Benefit equal to higher of: <ol style="list-style-type: none"> Sum Assured on Death 105% of (Total premiums paid plus underwriting extra premiums plus loadings for modal premiums) as on the date of death of life insured Plus, Policy Continuance Benefit: All future Survival Benefit and Maturity Benefit shall be paid to your beneficiary, as and when due in future without any need for the premium payment. Plus, Any accrued income benefit and loyalty income boosters, if not already paid shall be paid in addition to death benefit to your beneficiary. Please refer section 'Option to accrue the income benefits and loyalty income boosters' for details.
Regular Wealth	5/6/8/10/12 years	<ul style="list-style-type: none"> Income Benefit, plus Loyalty Income Boosters (equal to 10% of Income Benefit) 	Not Applicable		
Early Wealth	5/6/7/8/10/12/ 15/20 years	<ul style="list-style-type: none"> Income Benefit 	<ul style="list-style-type: none"> Sum Assured on Maturity, plus Accrued guaranteed additions <p><i>Please refer to the premium rates table available on company website for the Sum Assured on Maturity rate (% of total premiums payable) for all entry ages, gender, premium band and sub-variants.</i></p> <p><i>The Guaranteed Additions are equal to 8% of the Sum Assured on Maturity each year- they will accrue at the end of the last four years of premium payment term, provided the policy is premium paying.</i></p>		
Long Term Wealth	5/6/8/10/12 years	<ul style="list-style-type: none"> Income Benefit, plus Loyalty Income Boosters (equal to 20% of Income Benefit) 	Sum Assured on Maturity - Where Sum Assured at Maturity is equal to Total Premiums Payable under the policy		
Life Long Wealth	5/6/8/10/12 years	<ul style="list-style-type: none"> Income Benefit, plus Loyalty Income Boosters (equal to 20% of Income Benefit), plus Money Back Benefit, payable at age 85 years 	Sum Assured on Maturity - Where Sum Assured at Maturity is equal to Total Premiums Payable under the policy Last regular guaranteed income payment		PCB is not applicable in this variant.

In addition to the above death benefit, this plan offers an inbuilt 'Additional Accidental Death Benefit' in other than single premium variants. This is payable if death happens during the Additional Accidental Death Benefit Term, provided the Policy is in-force. The value of this benefit is equal to 50% of the Sum Assured on Death.

~Money Back benefit applicable under lifelong wealth shall be equal to 50% of Sum Assured on Maturity (SAM). SAM is equal to Total Premiums Payable under this variant.

For more details on survival benefits, please refer to the product prospectus.

For both PCB and non-PCB cases, please note that a waiting period of 90 days is applicable for the policies sold through POS Persons which is applicable from the date of acceptance of risk. If the life insured dies during the waiting period, then no benefit is payable apart from refund of 100%. The premium paid since the date of acceptance of risk, excluding goods and service tax, any other cess. Please note that if the customer dies due to accident then waiting period is not applicable and full 'Death Benefit' is payable. The waiting period is not applicable on the revival of a policy.

Max Life Smart Wealth Advantage Guarantee Plan at a glance

Criteria	Specification			
Product type	Non-Linked Non-Participating Individual Life Insurance Savings Plan			
Coverage	All individuals in accordance with the Board Approved Underwriting Policy			
Minimum/Maximum age of the Life Insured at entry (age as on last birthday)	The minimum entry age offered under each of the variant is as follows.			
	Variant	Premium Payment Term	Minimum Entry Age (Age last birthday, in years)	
			Policy Continuance Benefit Option	
			Not Opted	Opted
	Wealth For Milestones	Single Pay	8 years	NA
		5,6,8,10,12	91 days	18 years
	Regular Wealth	5,6,8,10,12	91 days	18 years
	Long Term Wealth	5,6,8,10,12	91 days	18 years
	Early Wealth	5,6,7,8	91 days	18 years
		10	91 days	18 years
		12	91 days	18 years
		15	91 days	18 years
		20	91 days	18 years
	Lifelong Wealth	5	40 years	NA
		6	40 years	
8		40 years		
10		40 years		
12		40 years		

Criteria	Specification																														
Maximum Entry Age	<p>The minimum entry age for additional accidental death benefit is 18 years. However, this inbuilt benefit shall not be available throughout the policy term for policies where the entry age is lower than the allowed minimum entry age for this benefit.</p> <p>The risk commencement date of the policy is same as date of commencement of the policy.</p> <p>In case of minor lives (entry age of less than 18 years), the policy shall vest in the life insured on attainment of his/her majority i.e. 18 years.</p> <p>The maximum entry age offered under each of the variant is as follows.</p> <table border="1" data-bbox="357 472 1503 1218"> <thead> <tr> <th data-bbox="357 472 639 663" rowspan="2">Variant</th> <th data-bbox="639 472 879 663">Premium Payment Term</th> <th colspan="2" data-bbox="879 472 1503 562">Maximum Entry Age (Age last birthday, in years)</th> </tr> <tr> <th data-bbox="639 562 879 663"></th> <th data-bbox="879 562 1246 663">PCB Not Opted</th> <th data-bbox="1246 562 1503 663">PCB Opted</th> </tr> </thead> <tbody> <tr> <td data-bbox="357 663 639 869" rowspan="2">Wealth For Milestones</td> <td data-bbox="639 663 879 779">Single Pay</td> <td data-bbox="879 663 1246 779">1.25x DB Multiple: 65 years 10x DB Multiple: 45 years</td> <td data-bbox="1246 663 1503 779">NA</td> </tr> <tr> <td data-bbox="639 779 879 869">5,6,8,10,12</td> <td data-bbox="879 779 1246 869">65 years less PPT</td> <td data-bbox="1246 779 1503 869">60 years less PPT</td> </tr> <tr> <td data-bbox="357 869 639 954">Regular Wealth</td> <td data-bbox="639 869 879 954">5,6,8,10,12</td> <td data-bbox="879 869 1246 954">65 years less PPT</td> <td data-bbox="1246 869 1503 954">60 years less PPT</td> </tr> <tr> <td data-bbox="357 954 639 1039">Long Term Wealth</td> <td data-bbox="639 954 879 1039">5,6,8,10,12</td> <td data-bbox="879 954 1246 1039">65 years less PPT</td> <td data-bbox="1246 954 1503 1039">60 years less PPT</td> </tr> <tr> <td data-bbox="357 1039 639 1124">Early Wealth</td> <td data-bbox="639 1039 879 1124">5,6,7,8,10,12,15,20</td> <td data-bbox="879 1039 1246 1124">65 years less PPT</td> <td data-bbox="1246 1039 1503 1124">58 years less PPT</td> </tr> <tr> <td data-bbox="357 1124 639 1218">Lifelong Wealth</td> <td data-bbox="639 1124 879 1218">5,6,8,10,12</td> <td data-bbox="879 1124 1246 1218">65 years less PPT</td> <td data-bbox="1246 1124 1503 1218">NA</td> </tr> </tbody> </table>	Variant	Premium Payment Term	Maximum Entry Age (Age last birthday, in years)			PCB Not Opted	PCB Opted	Wealth For Milestones	Single Pay	1.25x DB Multiple: 65 years 10x DB Multiple: 45 years	NA	5,6,8,10,12	65 years less PPT	60 years less PPT	Regular Wealth	5,6,8,10,12	65 years less PPT	60 years less PPT	Long Term Wealth	5,6,8,10,12	65 years less PPT	60 years less PPT	Early Wealth	5,6,7,8,10,12,15,20	65 years less PPT	58 years less PPT	Lifelong Wealth	5,6,8,10,12	65 years less PPT	NA
	Variant		Premium Payment Term	Maximum Entry Age (Age last birthday, in years)																											
			PCB Not Opted	PCB Opted																											
	Wealth For Milestones	Single Pay	1.25x DB Multiple: 65 years 10x DB Multiple: 45 years	NA																											
		5,6,8,10,12	65 years less PPT	60 years less PPT																											
	Regular Wealth	5,6,8,10,12	65 years less PPT	60 years less PPT																											
	Long Term Wealth	5,6,8,10,12	65 years less PPT	60 years less PPT																											
Early Wealth	5,6,7,8,10,12,15,20	65 years less PPT	58 years less PPT																												
Lifelong Wealth	5,6,8,10,12	65 years less PPT	NA																												
Premium Payment Term	<p>The available premium payment terms are as follows.</p> <table border="1" data-bbox="357 1323 1503 1890"> <thead> <tr> <th data-bbox="357 1323 691 1413">Variant</th> <th data-bbox="691 1323 1503 1413">Premium Payment Term (in years)</th> </tr> </thead> <tbody> <tr> <td data-bbox="357 1413 691 1509">Wealth for Milestones</td> <td data-bbox="691 1413 1503 1509">Single Pay, 5,6,8,10,12</td> </tr> <tr> <td data-bbox="357 1509 691 1599">Regular Wealth</td> <td data-bbox="691 1509 1503 1599">5,6,8,10,12</td> </tr> <tr> <td data-bbox="357 1599 691 1688">Long Term Wealth</td> <td data-bbox="691 1599 1503 1688">5,6,8,10,12</td> </tr> <tr> <td data-bbox="357 1688 691 1785">Early Wealth</td> <td data-bbox="691 1688 1503 1785">5,6,7,8,10,12,15,20</td> </tr> <tr> <td data-bbox="357 1785 691 1890">Lifelong Wealth</td> <td data-bbox="691 1785 1503 1890">5,6,8,10,12</td> </tr> </tbody> </table>	Variant	Premium Payment Term (in years)	Wealth for Milestones	Single Pay, 5,6,8,10,12	Regular Wealth	5,6,8,10,12	Long Term Wealth	5,6,8,10,12	Early Wealth	5,6,7,8,10,12,15,20	Lifelong Wealth	5,6,8,10,12																		
	Variant	Premium Payment Term (in years)																													
	Wealth for Milestones	Single Pay, 5,6,8,10,12																													
	Regular Wealth	5,6,8,10,12																													
	Long Term Wealth	5,6,8,10,12																													
	Early Wealth	5,6,7,8,10,12,15,20																													
Lifelong Wealth	5,6,8,10,12																														

Criteria	Specification																																				
Maturity Age	<p>The minimum maturity age for all available variants is 18 years (age last birthday). Maximum Maturity Age for combinations of premium payment term and policy terms is shown in the table below.</p> <table border="1"> <thead> <tr> <th rowspan="2">Variant</th> <th rowspan="2">Premium Payment Term</th> <th colspan="2">Maximum Maturity Age (Age last birthday, in years)</th> </tr> <tr> <th>PCB Not Opted</th> <th>PCB Opted</th> </tr> </thead> <tbody> <tr> <td rowspan="2">Wealth for Milestones</td> <td>Single Pay</td> <td>1.25x DB Multiple: 75 years 10x DB Multiple: 55 years</td> <td>NA</td> </tr> <tr> <td>5,6,8,10,12</td> <td>90</td> <td>85</td> </tr> <tr> <td>Regular Wealth</td> <td>5,6,8,10,12</td> <td>85</td> <td>80</td> </tr> <tr> <td>Long Term Wealth</td> <td>5,6,8,10,12</td> <td>100</td> <td>95</td> </tr> <tr> <td>Early Wealth</td> <td>5,6,7,8,10,12,15,20</td> <td>95</td> <td>88</td> </tr> <tr> <td>Lifelong Wealth</td> <td>5,6,8,10,12</td> <td>100</td> <td>NA</td> </tr> </tbody> </table> <p>In the above table, for Single Pay option, DB multiple can be chosen by customer at 1.25X or 10X and accordingly the maximum maturity age shall vary.</p> <p>Maximum maturity age for additional accidental death benefit is 80 years. ADB coverage shall cease on attainment of age at maturity of the underlying policy or at the end of policy year in which life insured attains age 80 years, whichever is earlier</p>	Variant	Premium Payment Term	Maximum Maturity Age (Age last birthday, in years)		PCB Not Opted	PCB Opted	Wealth for Milestones	Single Pay	1.25x DB Multiple: 75 years 10x DB Multiple: 55 years	NA	5,6,8,10,12	90	85	Regular Wealth	5,6,8,10,12	85	80	Long Term Wealth	5,6,8,10,12	100	95	Early Wealth	5,6,7,8,10,12,15,20	95	88	Lifelong Wealth	5,6,8,10,12	100	NA							
	Variant			Premium Payment Term	Maximum Maturity Age (Age last birthday, in years)																																
		PCB Not Opted	PCB Opted																																		
	Wealth for Milestones	Single Pay	1.25x DB Multiple: 75 years 10x DB Multiple: 55 years	NA																																	
		5,6,8,10,12	90	85																																	
	Regular Wealth	5,6,8,10,12	85	80																																	
	Long Term Wealth	5,6,8,10,12	100	95																																	
	Early Wealth	5,6,7,8,10,12,15,20	95	88																																	
Lifelong Wealth	5,6,8,10,12	100	NA																																		
Minimum Annualised Premium* and Sum Assured on Maturity	<p>Minimum premium (in Rs.) applicable under this plan is as per the table given below.</p> <table border="1"> <thead> <tr> <th>Variant / Premium Payment Mode</th> <th>Single</th> <th>Annual</th> <th>Semi-Annual</th> <th>Quarterly</th> <th>Monthly</th> </tr> </thead> <tbody> <tr> <td>Wealth For Milestones</td> <td>50,000</td> <td>11,000</td> <td>5,583</td> <td>2,814</td> <td>943</td> </tr> <tr> <td>Regular Wealth</td> <td>NA</td> <td>11,000</td> <td>5,583</td> <td>2,814</td> <td>943</td> </tr> <tr> <td>Long Term Wealth</td> <td>NA</td> <td>11,000</td> <td>5,583</td> <td>2,814</td> <td>943</td> </tr> <tr> <td>Early Wealth</td> <td>NA</td> <td>11,000</td> <td>5,583</td> <td>2,814</td> <td>943</td> </tr> <tr> <td>Lifelong Wealth</td> <td>NA</td> <td>50,000</td> <td>25,375</td> <td>12,790</td> <td>4,285</td> </tr> </tbody> </table> <p><i>Please note: The above premiums are inclusive of modal loadings basis the applicable modal factor</i></p> <p>The minimum Sum Assured on Maturity under the plan is determined basis the minimum premium as per the above table and will vary basis the chosen premium.</p>	Variant / Premium Payment Mode	Single	Annual	Semi-Annual	Quarterly	Monthly	Wealth For Milestones	50,000	11,000	5,583	2,814	943	Regular Wealth	NA	11,000	5,583	2,814	943	Long Term Wealth	NA	11,000	5,583	2,814	943	Early Wealth	NA	11,000	5,583	2,814	943	Lifelong Wealth	NA	50,000	25,375	12,790	4,285
	Variant / Premium Payment Mode	Single	Annual	Semi-Annual	Quarterly	Monthly																															
	Wealth For Milestones	50,000	11,000	5,583	2,814	943																															
	Regular Wealth	NA	11,000	5,583	2,814	943																															
	Long Term Wealth	NA	11,000	5,583	2,814	943																															
	Early Wealth	NA	11,000	5,583	2,814	943																															
Lifelong Wealth	NA	50,000	25,375	12,790	4,285																																
Maximum Annualised Premium	<p>No Limit, subject to underwriting. For POS variants sourced through POSP or intermediaries It will be derived from the Death Benefit. System should restrict the sourcing wherever the Sum Assured on Death at inception is more than Rs. 25 lakhs.</p>																																				
Maximum Sum Assured on Maturity	<p>Maximum Sum Assured under the product is subject to the limits determined in accordance with the board approved underwriting policy of the company.</p>																																				
Premium Payment Mode and Modal Factors	<p>The Premium Payment Mode can be changed anytime during the Policy term. Provided it meets minimum premium requirement criteria. A change in Premium Payment Mode will be effective from subsequent policy anniversary. 4 premium payment modes are available with all plan variants except single pay.</p> <table border="1"> <thead> <tr> <th colspan="2">Modal Factors</th> </tr> <tr> <th>Premium Payment Mode</th> <th>Factor</th> </tr> </thead> <tbody> <tr> <td>Annual</td> <td>1.0000</td> </tr> <tr> <td>Semi-annual</td> <td>0.5075</td> </tr> <tr> <td>Quarterly</td> <td>0.2558</td> </tr> <tr> <td>Monthly</td> <td>0.0857</td> </tr> </tbody> </table>	Modal Factors		Premium Payment Mode	Factor	Annual	1.0000	Semi-annual	0.5075	Quarterly	0.2558	Monthly	0.0857																								
	Modal Factors																																				
	Premium Payment Mode	Factor																																			
	Annual	1.0000																																			
	Semi-annual	0.5075																																			
Quarterly	0.2558																																				
Monthly	0.0857																																				

Criteria	Specification
Premium Bands	The premium bands in this product are as follows. The benefits under all plan variants increase as you choose a higher premium band.
	Annualised Premium Bands(in Rs.)
	Less than 50,000
	From 50,000 to less than 1,00,000
	From 1,00,000 to less than 2,00,000
	From 2,00,000 to less than 5,00,000
	From 5,00,000 to less than 10,00,000
10,00,000 and above	

Boundary conditions for policies sold through posp

While all the above boundary conditions are applicable to the policies sold through POS persons or sellers selling through POS platform. The below table enlists the further boundary conditions applicable to such policies.

Please note: This product will be made available only without a medical examination, in case it is sourced through a point of sale person

For both PCB and non-PCB cases, please note that a waiting period of 90 days is applicable for the policies sold through POS persons. This is applicable from the date of acceptance of risk. If the life insured dies during the waiting period, then no benefit is payable apart from refund of 100% of the premium paid since the date of acceptance of risk, excluding goods and service tax, any other cess. Please note that if the customer dies due to accident then waiting period is not applicable and full 'Death Benefit' is payable. The waiting period is not applicable on the revival of a policy.

POS Parameters	The variants and their corresponding premium payment terms and policy terms allowed under this plan to be sourced by POS persons are as follows.					
	Variant	Premium Payment Term (Years)	Income Deferment period (years)	Income period for Variant 2 & 3 / Income start year for Variant 4 (years)	Available Policy Term* (Years)	Minimum Policy Term (Years)
	Wealth for Milestones [^]	Single Pay	NA	NA	5 to 10	5
		5			10 to 20	10
		6			11 to 20	11
		8			13 to 20	13
		10			15 to 20	15
		12			17 to 20	17
	Regular Wealth	5, 6, 8, 10, 12	0,1,2,3,4,5	5, 10, 15	PPT+ Income Deferment period + Income period	10
	Long Term Wealth	POS is not applicable				
	Early Wealth	10		5	10	10
		12		5, 7	12	12
15		5, 7, 10		15	15	
20		5, 7, 10		20	20	
5,6,7,8,10,12,15		1		20	20	
Lifelong Wealth	POS is not applicable					
[^] Provided that the difference between the Policy Term and Premium Payment term is at least 5 years. * This is subject to a maximum policy term of 20 years only.						

Additional specifications

Criteria	Specification
Discounts and Rebates	<p>Following types of discounts/added benefits are applicable under this plan</p> <ol style="list-style-type: none"> Existing customer discount⁴ A 2% discount will be applicable on first year premium as a % of premium for non-single pay. For single pay variants this discount is 0.5% of single premium. Auto Debit Booster For all premiums paid through auto debit mode (ECS, direct debit etc.), an amount equal to 1% of the premiums (including modal loadings) paid through auto debit mode will be paid on survival of life assured till the end of premium payment term. This booster shall be payable only to the fully paid-up policies where all due premiums have been paid. Staff/ Seller Discount A 2% discount will be applicable only on first year premium for non-single pay variants. This will be applicable: <ol style="list-style-type: none"> All employees of Max Life, All employees of Max Life's licensed intermediaries (Corporate agents, Insurance marketing firms, Broker and Web aggregator) and their partners. All Insurance Agents Max Life Insurance Co. Ltd For single pay variants this discount is 0.5% of single premium Transgender discount A 2% discount will be applicable on first year premium for non-single pay variants. For single pay variants this discount is 0.5% of single premium. <i>Note that only one out of above three types of discount (existing customer / staff/ transgender lives) shall be applicable for a policy.</i> Special Rates for Female Lives For variants 1, 2, 3 & 4, a 3-year setback on male rates is applicable for female lives. For variant 5, separate rates will apply for female lives.
Riders available with the plan	<p>Following riders are available under the product:</p> <p>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).</p> <p>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.</p> <p>Max Life Term plus Rider (UIN: 104B026V03), which provides additional lump sum benefit in case of death of the life insured.</p> <p>Max Life Critical Illness and Disability Rider (UIN: 104B033V01), which provides additional lump sum benefit in case of critical illness diagnosis.</p> <ul style="list-style-type: none"> The above riders and their subsequent versions may be attached with this product or any future versions of this product No riders will be available with the policies sold through POS persons A rider, if any, will not be offered if the term of the rider exceeds outstanding term under the base policy
Minimum Sum Assured on Death	The minimum Sum Assured on Death under the plan is Rs. 62,500.
Minimum/Maximum Sum Assured on Death	<p>The maximum sum assured on death is subject to limits determined in accordance with the board approved underwriting policy (BAUP) of the company.</p> <p>The inbuilt additional accidental sum assured on death is payable for a maximum amount of Rs. 1 crore.</p>

⁴The minimum premium condition should be maintained exclusive of the discount at all times while calculating the first year premium.

Criteria	Specification
Gender	Male, female and transgender
Premium Rates/ Benefits	Premium rates and benefits are uni-smoker. This plan can also be offered to substandard lives with extra mortality charges subject to limits determined in accordance with the board approved underwriting policy of the company. Premium will vary depending upon the variant and option chosen by the customer.

All ages mentioned above are age as on last birthday

The minimum premium is exclusive of goods and service tax and any other cess, underwriting extra premium (if any)

^Subject to Board Approved Underwriting Policy (BAUP)

Additional flexibilities:

“SAVE THE DATE”: Option to avail Income on date of your choice

The income is payable on the date of policy anniversary by default under variants 2, 3, 4 and 5.

However, you have the flexibility to receive income on any date other than the policy anniversary.

- This option is available only in case the income payment frequency is annual.
- This option is available only at inception and no change will be allowed during the policy term.
- Pro-rated income shall be payable in first and last year of the income period in case the chosen income date is different from the policy anniversary date.

Option to choose the payment frequency for income benefit and loyalty income boosters

You may receive the income benefit and loyalty income boosters at a monthly, quarterly, semi-annual and annual frequency under variants 2, 3, 4 and 5 only.

- This option can be exercised at the policy inception or any time during the Policy term.
- Both income benefit and loyalty income boosters will be payable against the same chosen frequency.

Settlement options

You have the flexibility to break your maturity and death benefit and take them in instalments.

1. Death Benefit as settlement

Two settlement options are available to receive the 'Death Benefit' as Settlement:

- Regular Monthly Income for 60 months: You shall get 1.88% of 'Death Benefit' as monthly income payable for 60 months.
- Regular Annual Income for 5 years: You shall get 22.10% of 'Death Benefit' as annual income payable for 5 years.

2. Maturity Benefit as settlement

Two settlement options are available to receive the 'Maturity Benefit' as Settlement:

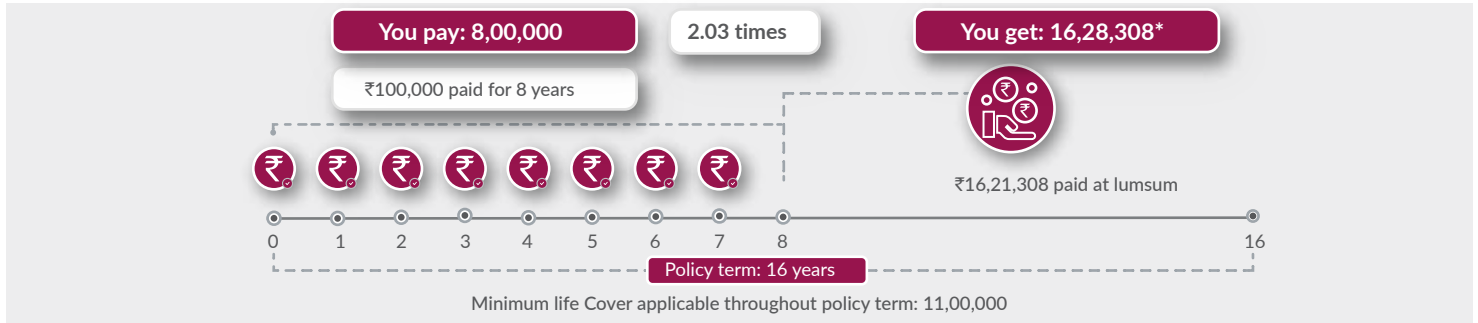
- Regular Monthly Income for 60 months
- Regular Annual Income for 5 years

For further details on settlement options, please refer to the product prospectus.

Sample Illustrations

Variant 1 (Wealth For Milestones):

Mr. Bhalla, aged 35 years, pays a premium of Rs. 1,00,000 (via ECS mode of payment) in Max Life Smart Wealth Advantage Guarantee Plan on an annual mode. He opts for the Wealth for Milestones variant, 8 year Premium Payment Term & 16 year Policy Term. His Sum Assured at Maturity is Rs. 12,28,264. Let us see how this plan would work for him:



*Inclusive of auto debit booster paid at the end of PPT

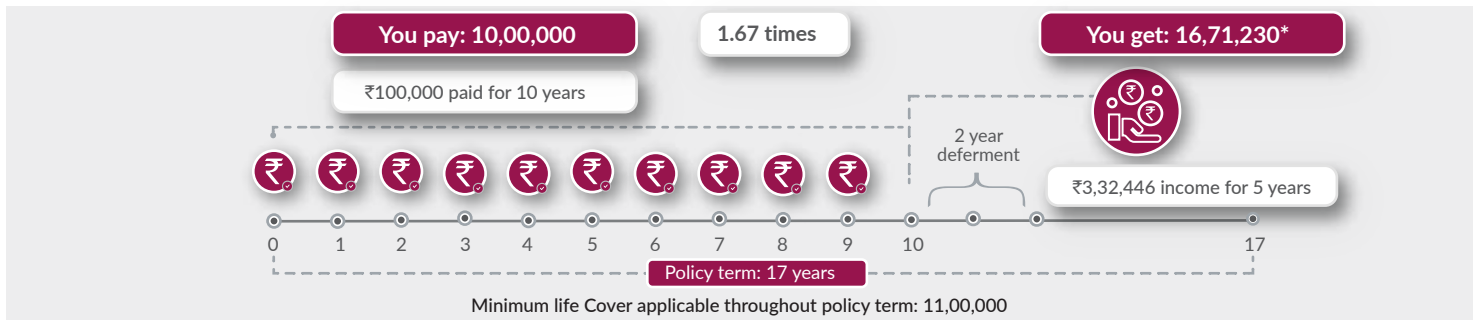
The total premiums paid by Mr. Bhalla is Rs. 8,00,000.

He receives a maturity benefit of Rs. 16,21,308 at end of year 16.

The Life Cover applicable for him at inception of the policy is Rs. 11,00,000 and it may keep increasing further as per the applicable terms of his policy.

Variant 2 (Regular Wealth):

Mr. Singh, aged 35 years, pays a premium of Rs. 1,00,000 (via ECS mode of payment) in Max Life Smart Wealth Advantage Guarantee Plan on an annual mode. He opts for Regular Wealth variant, 10 year Premium Payment Term, 2 year Deferment Period and a 5 year Income Term. He chooses income payout option as Annually. Let us see how this plan would work for him:



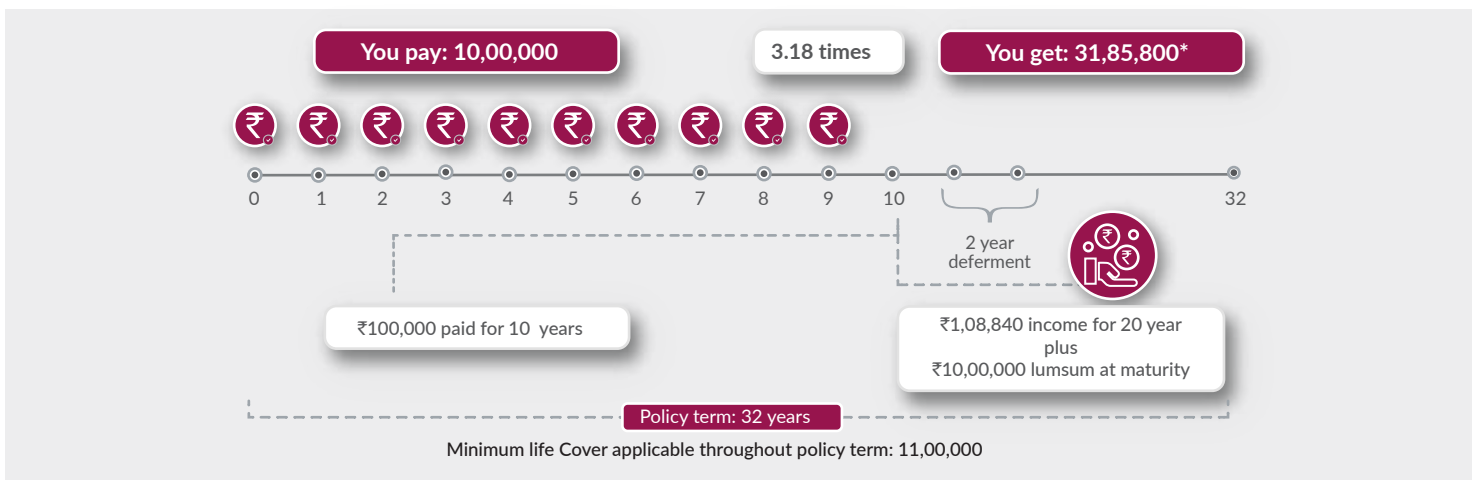
*Inclusive of auto debit booster paid at the end of PPT

The total premiums paid by Mr. Singh is Rs. 10,00,000, to receive a total income of Rs.16,62,230 (Rs.3,32,446 every year).

The Life Cover applicable for him at inception of the policy is Rs. 11,00,000 and it may keep increasing further as per the applicable terms of his policy.

Variant 3 (Long Term Wealth):

Mr. Kumar, aged 35 years, pays a premium of Rs. 1,00,000 (via Direct Debit mode of payment) in Max Life Smart Wealth Advantage Guarantee Plan on an annual mode. He opts for Long Term Wealth variant, 10 year Premium Payment Term, 2 year deferment period and 20 year income term. He chooses income payout option as Annually. Let us see how this plan would work for him:



*Inclusive of auto debit booster paid at the end of PPT

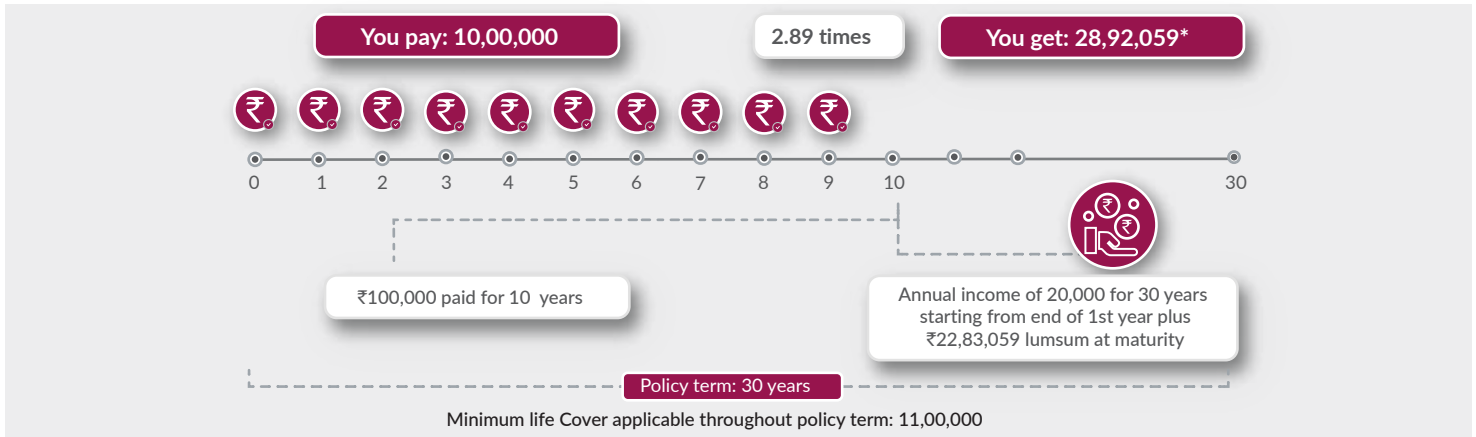
The total premiums paid by Mr. Kumar is Rs. 10,00,000. He receives a total income benefit of Rs. 21,76,800 (1,08,840 every year) and maturity benefit (return of total premiums payable) of Rs. 10,00,000 at the end of 32nd year.

The Life Cover applicable for him at inception of the policy is Rs. 11,00,000 and it may keep increasing further as per the applicable terms of his policy.

Sample Illustrations

Variant 4 (Early Wealth):

Mr. Saharan, aged 35 years, pays a premium of Rs. 1,00,000 (via ECS mode of payment) in Max Life Smart Wealth Advantage Guarantee Plan on an annual mode. He opts for Early Wealth variant, 10 year Premium Payment Term and 30 year Policy Term. He chooses to take his income from 1st year and payout option as Annually. Let us see how this plan would work for him

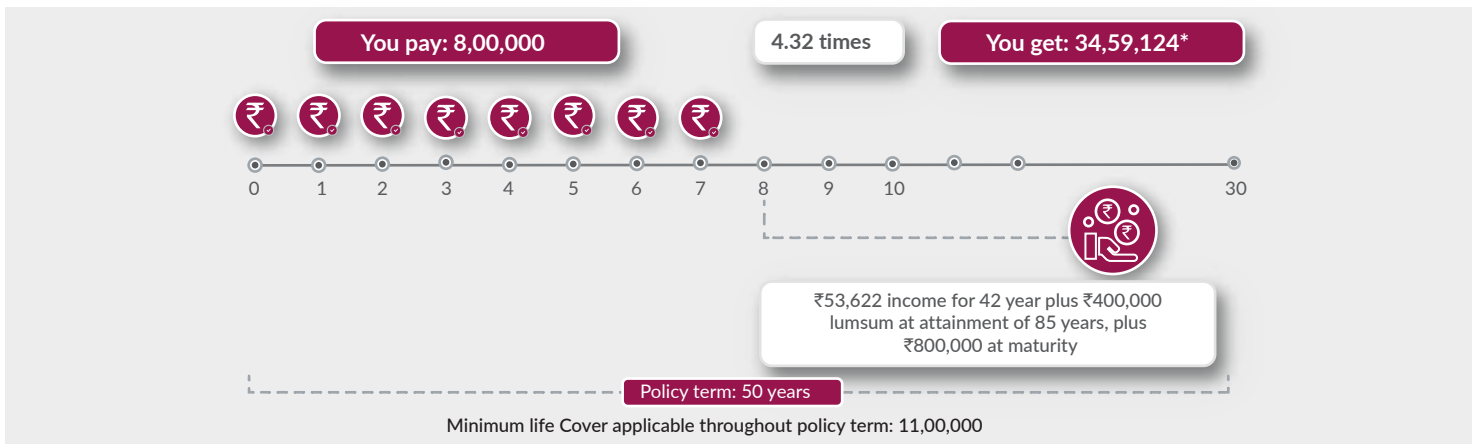


*Inclusive of auto debit booster paid at the end of PPT

The total premiums paid by Mr. Saharan is Rs. 10,00,000. He receives a total income benefit of Rs. 6,00,000 (20,000 every year) and a maturity benefit of Rs. 22,83,059 at the end of 30th year. The Life Cover applicable for him at inception of the policy is Rs. 11,00,000 and it may keep increasing further as per the applicable terms of his policy.

Variant 5 (Lifelong Wealth):

Mr. Somani, aged 50 years pays a premium of Rs. 1,00,000 in Max Life Smart Wealth Advantage Guarantee Plan. He opts for Lifelong Wealth variant with an 8 year Premium Payment Term. He chooses income payout option as annually. Let us see how this plan would work for him:



*Inclusive of auto debit booster paid at the end of PPT

The total premiums paid by Mr. Somani is Rs. 8,00,000. Further he receives a total income benefit of Rs. 53,622 every year. Upon death any time before attaining 100 years of age, he further receives a death benefit as applicable.

The Life Cover applicable for him at inception of the policy is Rs. 11,00,000 and it may keep increasing further as per the applicable terms of his policy.



^Individual Death Claims Paid Ratio as per Audited Financials for FY 2022-2023. *As per Public Disclosures 2022. Winner Life Insurance - Guaranteed Savings Plan Category. Survey of 2001 people by NielsenIQ across categories.

^The guaranteed benefits are applicable only if all due premiums are paid.

^Policy Continuance Benefit is not available with Lifelong Wealth variant.

^The accrued income will be accumulated on an annual basis at the prevailing reverse repo rate (published on RBI's website). Refer section 'Option to accrue the Income Benefit and loyalty income booster' (in Policy Contract).

^With "Save the Date", you can choose to take your annual income on any special date in a year. This option is not available with Wealth for Milestones variant.

You may be eligible for tax benefits as per prevailing tax laws.

Axis Bank Limited is a Co-promoter and a Corporate Agent 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(s) 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. The brand ambassador as depicted herein, have endorsed only Max Life Insurance Products and are not in any manner endorsing Axis Bank Limited and do not have any kind of association or relationship, with Axis Bank Limited.

Max Life Insurance Company Limited is a joint venture between Max Financial Services Limited and Axis Bank Ltd. Max Life Insurance Co. Ltd. Corporate Office: 11th Floor, DLF Square Building, Jacaranda Marg, DLF City Phase II, Gurugram - 122 002 (Haryana). Insurance is the subject matter of solicitation. For more details on the risk factors, Terms and Conditions, please read the prospectus carefully before concluding a sale. 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. Trade logos displayed belongs to Max Financial Services Ltd. and Axis Bank Ltd. respectively and with their consents, are used by Max Life Insurance Co. Ltd. Customer Helpline Number: 1860 120 5577. Website: www.maxlifeinsurance.com. SMS 'LIFE' to 5616188.

ARN: Max Life/FCB/Marketing/Axis Bank/SWAG V05/Leaflet/October 2023

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