

EXTRA PROTECTION. EXTRA BENEFIT.

Get additional Death Benefit. And secure your family from future uncertainties.



MAX LIFE Term Plus Rider

Non Linked Non-Participating Individual
Pure Risk Premium Life Insurance Rider
UIN: I04B026V03

LIFE INSURANCE COVERAGE IS
AVAILABLE IN THIS RIDER

Additional Death Benefit in case of Life Insured's Death.

HOW THIS RIDER WORKS

Rajiv Sharma is 35 years old and is married to Rita who is 32 years old. In order to plan for his financial security, Rajiv buys Max Life Savings Advantage Plan (A Non-Linked Participating Individual Life Insurance Savings Plan: (UIN-104N111V02) (Base Product), chooses a regular pay variant with Premium Payment Term of 20 years and an Annual Premium of ₹50,000 per annum. Further, in order to ensure comprehensive protection, Mr. Sharma purchases Max Life Term Plus Rider (UIN-104B026V03) with a Sum Assured of ₹6,00,000.

If Rajiv dies after paying 6 premiums, his beneficiary gets the Death Benefit of Max Life Savings Advantage Plan and Max Life Term Plus Rider.

Premium*:
Max Life Savings Advantage Plan - ₹50,000 p.a.
Max Life Term Plus Rider
Premium - ₹2,460 p.a.
Total Premium - ₹52,460 p.a.*

Rajiv dies after paying 6 premiums



Death Benefit payable to beneficiary :
Max Life Savings Advantage Plan -
₹18,09,338 (at 4% illustrated rate)[#]
₹21,35,221 (at 8% illustrated rate)[#]
Max Life Term Plus Rider - ₹6,00,000
Total Death Benefit -
₹24,09,338 (at 4% illustrated rate)[#]
₹27,35,221 (at 8% illustrated rate)[#]

For more details, please refer to the Rider Prospectus available at www.maxlifeinsurance.com

* All applicable taxes, cesses and levies as imposed by the Government will apply.

[#]Kindly note that the above are only illustrations and do not create any rights and / or obligations. The assumed non - guaranteed rates of return chosen in the above illustration are 4% and 8%. These assumed rates of return are not guaranteed and they are not the upper or lower limits of what you might get back as the value of your policy is dependent on a number of factors including future investment performance. The actual experience on the contract may be different from the illustrated. The guaranteed and non - guaranteed benefits are applicable only if all due premiums are paid. The premiums mentioned above are exclusive of all applicable taxes, cesses and levies as imposed by the Government. Please note that Bonuses are NOT guaranteed and may be as declared by the Company from time to time. The Bonus Option chosen is Paid Up Additions.

**ATTACH YOUR
RIDER IN THREE
SIMPLE STEPS**

1

Choose the
Base Product

2

Choose the
variant on the
Base Product

3

Add Max Life Term
Plus Rider for
additional protection

RIDER FEATURES

Features	Max Life Term Plus Rider																																																								
Type of Rider	A Non-Linked Non-Participating Individual Pure Risk Premium Life Insurance Rider																																																								
Coverage	All individuals in accordance with Board approved underwriting policy of the Company																																																								
Minimum Entry Age (Age as on Last Birthday)	18 Years																																																								
Maximum Entry Age (Age as on Last Birthday)	65 Years																																																								
Maximum Maturity Age (Age as on Last Birthday)	On Policy Anniversary coinciding with or immediately following the Policyholder attaining age of 70 years, subject to the Rider termination conditions																																																								
Rider Term	Minimum Rider Term : Same as the base plan Premium Payment Term or remaining Premium Paying Term of base plan in case the rider is not taken at inception, subject to a Minimum Rider Term of 5 years Maximum Rider Term : Same as the base plan Premium Payment Term, subject to a maximum of 35 years and Life Insured not exceeding age of 70 years (age as on last birthday) The Rider can be attached at inception of the base policy or at any time concurrently with the base policy's Premium Payment Mode, subject to the above																																																								
Premium Payment Term	Same as the Rider Term which is equal to outstanding Premium Payment Term of the base policy																																																								
Premium Payment Mode	The Premium Payment Mode will be same as the base plan Premium Payment Mode. Modal factors applicable on modes are as follows : Annual : 1.000 Semi-Annual : 0.520 Quarterly : 0.265 Monthly : 0.090 The Rider Premium Payment Mode can only be changed with change in the base plan Premium Payment Mode																																																								
Minimum Annualised Premium	The Minimum Annualised Premium is ₹91 per annum for age at entry of 18 years (age as on last birthday), Rider Term 5 years and Rider Sum Assured of ₹50,000																																																								
Maximum Annualised Premium	As per Maximum Rider Sum Assured of ₹15 Lakhs and age of Life Insured. The Maximum Annualised Premium for standard Life is ₹46,290 per annum for age at entry of 65 years (age as on last birthday), Rider Term 5 years and Rider Sum Assured of ₹15 Lakhs. However, the premiums under all other life insurance riders put together shall not exceed 30% of premiums under the base plan and any benefit arising under the captioned rider shall not exceed the sum assured under the base plan.																																																								
Death Benefit	On death of the Life Insured, provided the rider is in force, Guaranteed Death Benefit shall be paid as lump sum along with base policy Death Benefit(s). Guaranteed Death Benefit is defined as higher of : • 10 times the Annualised Premium for Rider; or • 105% of all Total Premiums Paid for the Rider as on the date of death; or • Rider Sum Assured “ 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 / Survival Benefit	No Maturity or Survival Benefit is payable under this Rider																																																								
Minimum Sum Assured	₹50,000																																																								
Maximum Sum Assured	₹15,00,000, subject to a maximum of the base plan's Guaranteed Death Benefit as at the inception of the base policy																																																								
Lapse and Revival	Refer to the Rider prospectus at www.maxlifeinsurance.com																																																								
Non - Forfeiture Option	If the base policy goes into non-forfeiture mode, the Rider will automatically lapse and no Rider Benefit will be payable																																																								
Termination of Rider	The rider shall automatically terminate on the occurrence of any of the following events : • If the base policy has matured, lapsed, surrendered, cancelled, converted into reduced paid up or terminated for whatever reason; or • If the Premium Payment Term of the base policy is over; or • Upon payment of Death Benefit specified or on the date of repudiation of the claim (in case of death of the Life Insured); or • On the anniversary of the base policy at which the Life Insured is of age 70 years; or • Upon the Policyholder's written request for cancellation of the Rider. The Rider coverage will continue up to the date for which the premium has been paid. Cancellation of the Rider will thus be effective from the next premium payment date																																																								
Grace Period	A Grace Period of 30 days from the due date for payment of each premium will be allowed for all Premium Payment Modes except for monthly mode, wherein a Grace Period of only 15 days will be allowed. During the Grace Period, the Company will accept the premium without interest, and the Insurance cover continues																																																								
Free Look Period	The Policyholder has a period of 15 days (30 days, if the policy has been acquired 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 with any of those Terms and Conditions, you have the option to return the policy stating the reasons for your objection. The Policyholder 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																																																								
Suicide Clause	Notwithstanding anything stated herein, if the Life Insured whether sane or insane, dies by suicide within 12 months of the effective date of inception of coverage or the date of revival of Rider, the Rider shall terminate immediately. In such cases, the Company shall pay 100% of Total Premiums Paid plus Underwriting Extra Premiums plus loadings for modal premiums paid (but exclusive of taxes, levies and cess, if any) to the beneficiary																																																								
Surrender Benefit	This rider does not offer any Surrender Benefit																																																								
Premium Rates	The Rider is available for sale to both males and females, and premium rates vary by gender of the Life Insured. The Rider Premium rates are uni-smoker. However, sub-standard lives will be subject to extra mortality loading in accordance with the Board approved underwriting policy of the Company <table><tr><th>Policy Term (in years)</th><th>5</th><th>10</th><th>15</th><th>20</th><th>25</th><th>30</th><th>35</th></tr><tr><td>Age (in years)</td><td colspan="7">Premium Rates per ₹1000 Sum Assured for standard life, Male (excluding all applicable taxes, cesses and levies as imposed by the Government) (in ₹)</td></tr><tr><td>25</td><td>2.02</td><td>2.08</td><td>2.40</td><td>2.54</td><td>2.60</td><td>2.75</td><td>2.98</td></tr><tr><td>35</td><td>2.70</td><td>2.92</td><td>3.60</td><td>4.10</td><td>4.54</td><td>5.03</td><td>5.57</td></tr><tr><td>45</td><td>5.79</td><td>6.70</td><td>8.44</td><td>9.54</td><td>10.39</td><td>-</td><td>-</td></tr><tr><td>55</td><td>14.39</td><td>16.09</td><td>19.93</td><td>-</td><td>-</td><td>-</td><td>-</td></tr><tr><td>65</td><td>30.86</td><td>-</td><td>-</td><td>-</td><td>-</td><td>-</td><td>-</td></tr></table> Female rates age setback of 3 years. For eg, the premium rate applicable for a 28 year old female will be same as the premium rate applicable for a 25 year old male	Policy Term (in years)	5	10	15	20	25	30	35	Age (in years)	Premium Rates per ₹1000 Sum Assured for standard life, Male (excluding all applicable taxes, cesses and levies as imposed by the Government) (in ₹)							25	2.02	2.08	2.40	2.54	2.60	2.75	2.98	35	2.70	2.92	3.60	4.10	4.54	5.03	5.57	45	5.79	6.70	8.44	9.54	10.39	-	-	55	14.39	16.09	19.93	-	-	-	-	65	30.86	-	-	-	-	-	-
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Max Life Insurance Company Limited is a Joint Venture between Max Financial Services Limited and Axis Bank Limited. Corporate Office: 11th Floor, DLF Square Building, Jacaranda Marg, DLF City Phase II, Gurugram (Haryana) - 122 002. Insurance Is the subject matter of solicitation. Trade logo displayed belongs to Max Financial Services Ltd. and Axis Bank Ltd. respectively and with their consents, are used by Max Life Insurance Co. Ltd. You can call us on our Customer Helpline No. 1860 120 5577 or SMS ‘LIFE’ to 5616188 or Website: www.maxlifeinsurance.com

ARN: Max Life/AURAA/Term Plus Rider/Leaflet/November 2019 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.