

**Guaranteed  
Monthly  
Income, for  
all the extra  
happiness  
in your life.**

## TICKET TO HAPPINESS



SAVINGS



CHILD'S EDUCATION



RETIREMENT

### MAX LIFE MONTHLY INCOME ADVANTAGE PLAN

A Traditional Participating Money Back Life Insurance Plan

UIN: 104N091V02

LIFE INSURANCE COVERAGE IS AVAILABLE IN THIS PRODUCT.

**A plan that gives a guaranteed monthly income for 10 years to fulfill the planned milestones even in case of any eventuality.**

## THIS PLAN OFFERS YOU



### Guaranteed Monthly Income

Get guaranteed monthly income for 10 years immediately after completion of Premium Payment Term.



### Lump Sum Benefit on Maturity

Enjoy accrued bonuses along with Terminal Bonus on maturity of the policy.



### Tax Benefit

Get tax benefits on all premiums paid and policy benefits received by you as per the prevailing tax laws.



### Policy Continuance Benefit

In case of an eventuality -

1. Get lump sum benefit immediately on death to ensure financial security of your loved ones.
2. The Company also waives off all future premiums payable by you to ensure that all benefits i.e. Income Benefit & Maturity Benefit are paid to your beneficiary as and when due, thus, ensuring that your dreams for your family are taken care of even in your absence.



### Comprehensive Protection through Riders

Avail the option of enhancing your risk coverage through the available riders.

## BENEFITS OF LIFE INSURANCE

### LONG TERM PROTECTION

Your life cover provides financial protection for your family throughout the policy tenure.

### SAFE & SECURE

Your money is predominantly invested in safe investments and bonuses once declared stand secure, though they are not guaranteed.

## CHOOSE YOUR PLAN IN THREE SIMPLE STEPS

1

CHOOSE THE ANNUALISED  
PREMIUM PAYABLE



2

CHOOSE THE PREMIUM  
PAYMENT TERM



3

ARRIVE AT THE GUARANTEED  
MONTHLY INCOME PAYABLE  
TO YOU FOR 10 YEARS

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.



PLAN FEATURES

Features		Max Life Monthly Income Advantage Plan
Type of Plan	A Traditional Participating Money Back Life Insurance Plan	
Age at Entry (Age as on Last Birthday)	Minimum : 18 years Maximum : 12 Pay variant - 55 years 15 Pay variant - 50 years	
Maximum Maturity Age (Age as on Last Birthday)	12 Pay variant : 77 years 15 Pay variant : 75 years	
Premium Payment Term	12 years or 15 years	
Policy Term	Premium Payment Term plus 10 years, i.e., 12 Pay variant - 22 years      15 Pay variant - 25 years	
Premium Payment Modes	The product allows Annual, Semi - Annual, Quarterly and Monthly premium paying modes	
Minimum Annual Premium	₹50,000 excluding extra premium, modal extra and all applicable taxes, cesses and levies as imposed by the Government	
Maximum Annual Premium	No limit	
Sum Assured	Minimum : 12 Pay variant - ₹6,48,000 15 Pay variant - ₹8,10,000 Maximum : No limit, subject to the Board approved underwriting policy of the Company	
Survival Benefit	<b>Survival Benefit : Income Benefit + Maturity Benefit where,</b> <b>Income Benefit :</b> Guaranteed monthly income equal to one twelfth (1/12th) of 10% of Sum Assured shall be payable for 10 years (120 months) at each monthly anniversary commencing immediately after completion of the Premium Payment Term <b>Maturity Benefit :</b> Accrued compound reversionary bonus (if any) plus Terminal Bonus (if any) shall be payable on completion of the Policy Term	
Death Benefit	Following shall be payable on death of the Life Insured : 1. <b>Lump sum Benefit :</b> Death Benefit shall be payable on the death of the Life Insured, where Death Benefit is higher of : - 11 times the Annualised Premium* - 105% of all the premiums paid till the date of death of the Life Insured - Guaranteed Sum Assured on Maturity (Guaranteed Sum Assured on Maturity is equal to zero (0) under this plan as all guaranteed benefits are payable as guaranteed monthly income for 10 years after completion of Premium Payment Term) - Any absolute amount assured to be payable on death (this is equal to Sum Assured) 2. <b>Policy Continuance Benefit :</b> All due premiums, if any, coinciding or following the date of death of the Life Insured shall be waived off and the policy will continue as it is and Income Benefit & Maturity Benefit shall be payable to the beneficiary as and when due. Policy shall participate in future bonuses	
Surrender	A policy can be surrendered once it has acquired Surrender Value. The policy acquires Surrender Value after payment of 3 full years Premiums For more details, please refer to the detailed product brochure available at <a href="http://www.maxlifeinsurance.com">www.maxlifeinsurance.com</a>	
Riders	1. Max Life Term Plus Rider (UIN – I04B026V02) provides additional risk coverage in case of death 2. Max Life Accidental Death & Dismemberment Rider (UIN – I04B027V02) provides lump sum benefit in case of death / dismemberment due to accident For more details, please refer to the Rider Brochure available at <a href="http://www.maxlifeinsurance.com">www.maxlifeinsurance.com</a>	
Tax Benefits	You may be entitled to certain applicable tax benefits on your premiums 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	
Free Look Period	You have a period of 15 days (30 days if the policy is sourced through Distance Marketing modes) 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 your 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	
Grace Period	A Grace Period of 30 days (15 in case of monthly mode policies) from the due date for payment of each premium will be allowed. During the Grace Period the Company will accept the premium without interest. The insurance coverage continues during the Grace Period but if the Life Insured dies during the Grace Period, the Company shall be entitled to deduct the unpaid premium from the benefits payable under the policy	

\* Annualised Premium is defined as premium payable on an Annual Mode, including extra premium (if any) but excludes all applicable taxes, cesses and levies as imposed by the Government and any loadings for Modal Premiums. Annualised Premium remains same irrespective of the Premium Payment Mode.  
For more details, please refer to the detailed product brochure available at [www.maxlifeinsurance.com](http://www.maxlifeinsurance.com).

ILLUSTRATION

Let's look at some examples. Below mentioned premium amounts and benefits are assumed for a standard life, male (excluding all applicable taxes, cesses and levies as imposed by the Government). This is assuming all the due premiums have been paid as and when due.

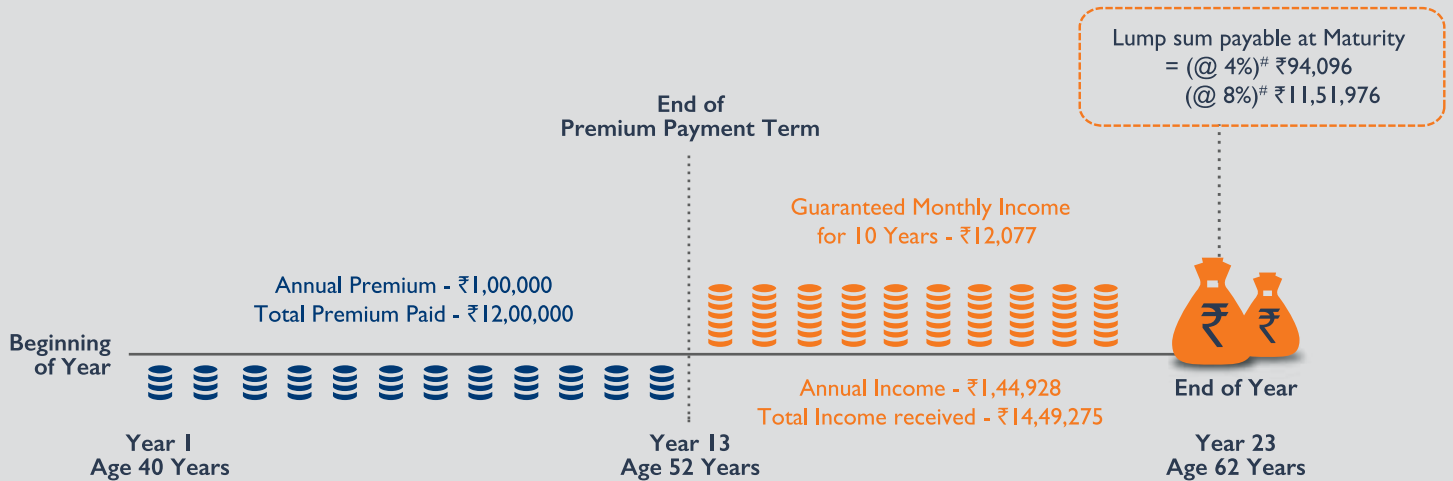
Scenario	Example 1		Example 2	
Age of Life Insured (in years)	35		40	
Premium Payment Term (in years) - A	15		12	
Policy Term (in years)	25		22	
Premium Payment Mode	Annual		Annual	
Annualised Premium - B	₹75,000		₹1,00,000	
Total Annualised Premiums paid - C = A X B	₹11,25,000		₹12,00,000	
Sum Assured - D	₹14,16,966		₹14,49,275	
Guaranteed Monthly Income payable after completion of Premium Payment Term - E = (D X 10%)/12	₹11,808		₹12,077	
Payout Period	Beginning of 16th year till end of 25th year		Beginning of 13th year till end of 22nd year	
(Rate of Return)	(@ 4 %)*		(@ 8%)*	
Total of Income Benefit - F = E X 120	₹14,16,966		₹14,49,275	
Maturity Benefit - G	₹1,12,923		₹94,096	
Total Survival Benefit - F + G	₹15,29,889		₹15,43,371	
Customer Internal Rate of Return	2.4%		2.2%	

Annualised Premium is defined as premium payable on an Annual Mode, including extra premium (if any) but excludes all applicable taxes, cesses and levies as imposed by the Government and any loadings for Modal Premiums. Annualised Premium remains same irrespective of the Premium Payment Mode.  
"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 illustrations are 4% and 8%. These assumed rates of return are not guaranteed and are not the upper or lower limit 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 declared by the Company from time to time. For more information, please request for your policy specific benefit illustration.

## HOW THE PLAN WORKS

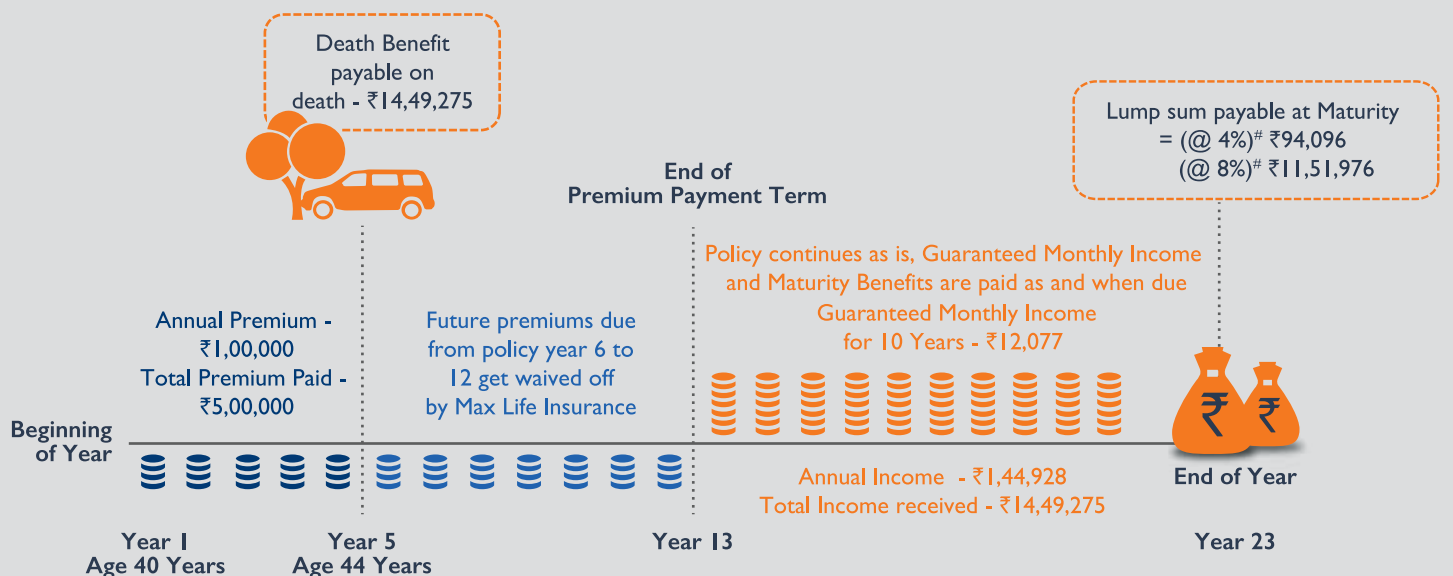
Mr. Bajaj, aged 40 years, wishes to have an additional income and wants to ensure financial protection in case of death. Thus, he invests ₹1,00,000 in Max Life Monthly Income Advantage Plan on an Annual Mode. He opts for 12-year Premium Payment Term (22-year Policy Term). Let's see how this plan would work for him :

### Scenario 1 : Mr. Bajaj survives through the Policy Term



#Kindly note that the case study above is only an illustration and does 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 are not the upper or lower limit 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. For more information, please request for your policy specific benefit illustration.

### Scenario 2 : Mr. Bajaj meets with an accident and dies in the 5th policy year, i.e. after paying 5 premiums



#Kindly note that the case study above is only an illustration and does 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 are not the upper or lower limit 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. For more information, please request for your policy specific benefit illustration.





Your Partner for Life



Toll Free Number  
1800 200 55 77



SMS  
'LIFE' to 54242



Website  
[www.maxlifeinsurance.com](http://www.maxlifeinsurance.com)

**Max Life Insurance Company Limited is a Joint Venture between Max Financial Services Ltd. 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. For more details on risk factor, terms and conditions, please read the sales brochure carefully before concluding a sale. Insurance is the subject matter of solicitation. 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 change in tax laws. 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.

ARN: Max Life/Ads/Ogilvy/Monthly Income Advantage Plan V2/Web/May 2017/V2

**IRDAI Regn. No. - 104**

**BEWARE OF SPURIOUS PHONE CALLS AND FICTITIOUS / FRAUDULENT OFFERS**

**IRDAI clarifies to public that**

- IRDAI or its officials do not involve in activities like sale of any kind of insurance or financial products nor invest premiums.
- IRDAI does not announce any bonus.
- Public receiving such phone calls are requested to lodge a police complaint along with details of phone call, number.

 **A Max Financial Services and**  **MS Joint Venture**