



Max Life Guaranteed Lifetime Income Plan
Non-Linked Non-Participating Individual General Annuity Savings Plan
UIN: 104N076V09

PROSPECTUS

About Max Life Insurance

Max Life Insurance Co. Ltd. (“Max Life”) is a joint venture between Max Financial Services Ltd. and Mitsui Sumitomo Insurance Co. Ltd. Max Financial Services Ltd. is a part of the Max group, an Indian multi business corporation, while Mitsui Sumitomo Insurance is a member of MS&AD Insurance group. Max Life offers comprehensive protection and long-term saving solutions, through its multichannel distribution including agency and third distribution partners. Max Life has built its business over almost two decades through need-based sales process, a customer-centric approach to engagement and service delivery, and trained human capital.

As per public disclosures, during the financial year 2018-19, Max Life achieved gross written premium of Rs. 14,575 crore. As on 31st March 2019, the Company had Rs. 62,798 crore of assets under management (AUM) and a share capital including reserves and surplus of Rs. 2,767 crore. For more information, please visit the company's website at www.maxlifeinsurance.com.

Max Life Guaranteed Lifetime Income Plan

You have worked hard to achieve financial independence and a comfortable lifestyle. You may want to maintain the same lifestyle during your retirement as well.

Presenting **Max Life Guaranteed Lifetime Income Plan**, the smart way to retire. **Guaranteed Lifetime Income Plan** is a non-linked traditional annuity plan that guarantees a regular stream of income after your retirement.

Important terms you need to know

- **Annuity** is the regular payout you receive and is similar to pension.
- **Annuitant** is the person who is an annuity policyholder.

Five key reasons why you should buy Max Life Guaranteed Lifetime Income Plan:

1. **Guaranteed Income** to cater to your needs as long as you live.
2. **Option to receive life-long payments for as long as you or your partner are alive** – You have the option to choose a single life or a joint life annuity.
3. **Retirement planning made easier** - You can start planning your retirement early – start investing today to build a guaranteed lifetime income stream for tomorrow. With the deferred annuity variant, you have the option to plan early for your retirement and lock higher annuity rates at present for a risk-free life-long payment
4. **Option to receive minimum return of Premium** on death** – After the death of the annuitant(s), Premium** of the policy in case of Immediate Annuity for Life (with Death Benefit) and minimum 105% of Premium** in case of Deferred Annuity for Life (with Death Benefit) is returned to the nominee.
5. **Option to choose the mode of payout** – You may choose to receive your income payout on a yearly, half-yearly, quarterly or monthly basis, as per your needs and requirement.

***“Premium” here refers to Purchase Price or “Single Premium” which is defined as the lump sum premium amount paid by the policyholder at the inception of the policy excluding the taxes if any*

How does Max Life Guaranteed Lifetime Income Plan work?

1. Choose a one- time lump sum amount that you will pay in order to purchase this policy.
2. The annuity amount that you receive will be based on the annuity rate applicable* at the time of purchase of the policy. Once purchased, the annuity rates are guaranteed for the lifetime of the annuitant(s). Please note

- that the rates will be applicable only after the policy is issued.
3. Opt for any one of the six annuity options available under the policy.
 4. Choose from any of the four annuity payout modes available - monthly, quarterly, half yearly or yearly.

*Please see the annuity quote to know the annuity rate at the time of purchase for different ages and combinations

PLAN SUMMARY			
Entry Age (Age last birthday)	Parameters	Immediate Annuity	Deferred Annuity
	Minimum	0 years	45 years
	Maximum	80 years	
	<p>Please note that in case of Immediate Annuity, annuity below age 50 shall be offered only in case annuity is purchased from the proceeds arising out of the surrender benefit, maturity benefit or death benefit payable under Max Life pension accumulation plan or similar pension accumulation plan offered by others.</p> <p><u>Qualifying Recognized Overseas Pension Scheme (QROPS), as per prevailing Her Majesty's Revenue & Customs (HMRC) regulations)</u> As per the prevailing Her Majesty's Revenue & Customs (HMRC) regulations, existing QROPS policyholders may buy non-QROPS policy, but the minimum vesting age of the Life Insured cannot be less than 55 (Fifty-Five) years. Further, an existing non-QROPS policyholder shall not be allowed to purchase a QROPS Policy unless s/he modifies Vesting age to 55 (Fifty-Five) years.</p>		
Vesting age & Deferment Period	Deferment Period means the period from Date of Commencement of Risk till the policy anniversary preceding the date on which the first Annuity payment is made to the Annuitant as per Deferred Annuity option.		
	Deferment period is applicable only for Deferred Annuity variants and not for Immediate Annuity variants.		
	Years	Minimum	Maximum
	Deferment period	1 year	10 years subject to Maximum Vesting age
	Vesting age	46 years	90 years
	The minimum vesting age in case of policies sourced under QROPS is 55 years, as per prevailing Her Majesty's Revenue & Customs (HMRC) regulations)		
Annuity amount	Minimum: Rs. 12,000 per annum or Rs. 1,000 per month (in accordance with the Minimum Limits for Annuities and other Benefits Regulations, 2015). Please note that the Company will comply with Section 4 of Insurance Act 1938, as amended from time to time, relating to minimum annuity payment.		
	Maximum: As per Board Approved Underwriting policy		

PLAN SUMMARY					
Minimum and maximum premium (Single Premium)	<p>Minimum single premium: It is subject to a minimum annuity payout being at least ₹1,000 per month or ₹12,000 per annum (In accordance with the Minimum Limits for Annuities and other Benefits Regulations, 2015 and as amended from time to time)</p> <p>Please note that annuity for a single premium of less than ₹100,000 will be offered only in case annuity is purchased from the proceeds arising out of the surrender benefit, death benefit, or maturity benefit payable under the Company's pension accumulation plan. In such cases, only Single Life Immediate Annuity for life (without death benefit) variant will be offered.</p> <p>In case the annuity payout is less than ₹1,000 per month or ₹12,000 per annum, the proceeds arising out of the surrender benefit, death benefit, or maturity benefit payable under the Company's pension accumulation plan shall be refunded to the policyholder.</p> <p>Maximum Single Premium: No maximum limit</p>				
Annuity Payment Modes	<p>All payout modes are available. Please note that the annuity payments will be made by electronic transfer. Payout shall happen at the end of the modal period. Modal factors applicable for modes other than annual mode are mentioned below: Monthly: 0.08 Quarterly: 0.24 Semi Annually: 0.49 For example, a Single Premium which yields a single annual payout of ₹100,000, will yield 12 monthly payouts of ₹8,000 each.</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 50%; text-align: left;">Immediate Annuity</th> <th style="width: 50%; text-align: left;">Deferred Annuity</th> </tr> </thead> <tbody> <tr> <td>If an annuity is purchased on 1st Jan 2019, then, in case of monthly mode of payout, the first payout will be made on 1st Feb 2019. In case of annual mode of payout, the first payout will be made on 1st Jan 2020.</td> <td>If the annuity is purchased on 24th Jan 2019, then, in case of Deferment period of 10 years and monthly mode of payout, the first payout will be made on 24th Feb 2029. In case of annual mode of payout, the first payout will be made on 24th Jan 2030.</td> </tr> </tbody> </table>	Immediate Annuity	Deferred Annuity	If an annuity is purchased on 1st Jan 2019, then, in case of monthly mode of payout, the first payout will be made on 1st Feb 2019. In case of annual mode of payout, the first payout will be made on 1 st Jan 2020.	If the annuity is purchased on 24th Jan 2019, then, in case of Deferment period of 10 years and monthly mode of payout, the first payout will be made on 24 th Feb 2029. In case of annual mode of payout, the first payout will be made on 24 th Jan 2030.
Immediate Annuity	Deferred Annuity				
If an annuity is purchased on 1st Jan 2019, then, in case of monthly mode of payout, the first payout will be made on 1st Feb 2019. In case of annual mode of payout, the first payout will be made on 1 st Jan 2020.	If the annuity is purchased on 24th Jan 2019, then, in case of Deferment period of 10 years and monthly mode of payout, the first payout will be made on 24 th Feb 2029. In case of annual mode of payout, the first payout will be made on 24 th Jan 2030.				

PLAN SUMMARY			
Annuity Options available	You have the option to choose any one of the following six annuity options at the policy inception:		
	Type of Annuity	Variant Name	Description
	Immediate Annuity	Single Life Immediate Annuity for life (without death benefit)	A fixed income guaranteed at the policy inception will be paid to the annuitant throughout the life as per the chosen mode. Income payment will cease on the death of the annuitant.
		Single Life Immediate Annuity for life (with death benefit)	A fixed income guaranteed at the policy inception will be paid to the annuitant throughout life as per the chosen mode. Income payment will cease on the death of the annuitant and Death Benefit, i.e. 100% of the Single Premium* shall be paid to the nominee(s).
		Joint Life Immediate Annuity for life (without death benefit)	A fixed income guaranteed at the policy inception will be paid as long as at least one of the annuitants is alive and as per the chosen mode. Income payments will cease on the death of the last survivor (annuitant).
		Joint Life Immediate Annuity for life (with death benefit)	A fixed income guaranteed at the policy inception will be paid as long as at least one of the annuitants is alive and as per the chosen mode. Income payment will cease on death of the last survivor and Death Benefit, i.e. 100% of the Single Premium* shall be paid to the nominee(s).
	Deferred Annuity	Single Life Deferred Annuity for life (with death benefit)	A fixed income guaranteed at the policy inception will be paid to the annuitant throughout life, after deferment period is over and as per the chosen mode. Income payment will cease on the death of the annuitant and Death benefit shall be paid to the nominee(s).
		Joint Life Deferred Annuity for life (with death benefit)	A fixed income guaranteed at the policy inception will be paid as long as at least one of the annuitants is alive, after the deferment period is over and as per the chosen mode. Income payment will cease on death of the last survivor and Death benefit shall be paid to the nominee(s).
Annuity/Policy Term and Premium Payment mode	<ul style="list-style-type: none"> • Annuity/Policy Term - Single life variant: till the death of the annuitant, Joint life variant: till the death of the last survivor • Premium Payment mode – Single pay 		

PLAN SUMMARY							
Annuity Rates at sample ages	Annuity values for a male for a Single Premium of ₹10 lakh						
	Age of the Annuitant(s)	Single Life Immediate Annuity for life(without death benefit)	Single Life Immediate Annuity for life(with death benefit)	Joint Life Immediate Annuity for life (without death benefit)	Joint Life Immediate Annuity for life (with death benefit)	Single Life Deferred Annuity for life (with death benefit) Deferment Period 10 years	Joint Life Deferred Annuity for life (with death benefit) Deferment Period 10 years
	55	71710	58710	63310	58390	119780	114140
	60	76610	58900	65630	58580	122950	117750
	65	83790	59100	68950	58800	124450	122460
	70	94550	59280	73580	59030	123010	128220
<p>Please note that in the above annuity payouts are based on the assumption that the age of the secondary annuitant (female) is five years lower than the age of the primary annuitant (male)</p> <p>Annuity rates will be different in different Single Premium bands. The annuity rates shown above are as of September, 2019. Please note that the annuity rates are subject to change. Once the annuity has been purchased, the rates will remain constant and will not change.</p> <p>Single Premium given above is exclusive of all applicable taxes, cess and levies as imposed by the Government from time to time</p>							
PLAN BENEFITS							
When are the benefits applicable?	What are the benefits?						
On Maturity of policy	Not Applicable.						

PLAN SUMMARY

<p>On Death of annuitant(s)</p>	<ul style="list-style-type: none"> • Death benefit is payable only in case of immediate annuity with death benefit variants and deferred annuity variants. • The Death benefit is payable on the death of annuitant in case of single life annuity and on death of the last survivor in case of joint life annuity • The entire Death benefit shall be payable to the nominee(s) in lump sum and once the benefit is paid, policy will terminate. <table border="1" data-bbox="438 537 1508 1198"> <thead> <tr> <th data-bbox="438 537 662 660">Immediate Annuity for life (without death benefit)</th> <th data-bbox="662 537 901 660">Immediate Annuity for life (with death benefit)</th> <th data-bbox="901 537 1508 660">Deferred Annuity</th> </tr> </thead> <tbody> <tr> <td data-bbox="438 660 662 1198">Nil</td> <td data-bbox="662 660 901 1198">100% of Single Premium*/ Top-up Premium# if any</td> <td data-bbox="901 660 1508 1198"> Higher of I. Single Premium* +Top-up premium#(s) (if paid during the deferment period) + Accrued Guaranteed Additions) – (Total annuity payments made till date of intimation of death, if any OR II. 105% of (Single Premium* + Top-up premium#(s) (if paid during the deferment period)) The death benefit for the Top up premium#(s) paid after the deferment period will be 100% Top-up premium#(s) paid after deferment period is over Guaranteed Additions shall accrue on each monthly anniversary till the end of Deferment Period </td> </tr> </tbody> </table> <p>*“Single Premium” is defined as the lump sum premium amount paid by the policyholder at the inception of the policy excluding the taxes if any. #“Top up premium” is an amount of premium that is paid by the policyholders at irregular intervals besides the single premium to exercise the top up option excluding the taxes if any.</p>	Immediate Annuity for life (without death benefit)	Immediate Annuity for life (with death benefit)	Deferred Annuity	Nil	100% of Single Premium*/ Top-up Premium# if any	Higher of I. Single Premium* +Top-up premium#(s) (if paid during the deferment period) + Accrued Guaranteed Additions) – (Total annuity payments made till date of intimation of death, if any OR II. 105% of (Single Premium* + Top-up premium#(s) (if paid during the deferment period)) The death benefit for the Top up premium#(s) paid after the deferment period will be 100% Top-up premium#(s) paid after deferment period is over Guaranteed Additions shall accrue on each monthly anniversary till the end of Deferment Period
Immediate Annuity for life (without death benefit)	Immediate Annuity for life (with death benefit)	Deferred Annuity					
Nil	100% of Single Premium*/ Top-up Premium# if any	Higher of I. Single Premium* +Top-up premium#(s) (if paid during the deferment period) + Accrued Guaranteed Additions) – (Total annuity payments made till date of intimation of death, if any OR II. 105% of (Single Premium* + Top-up premium#(s) (if paid during the deferment period)) The death benefit for the Top up premium#(s) paid after the deferment period will be 100% Top-up premium#(s) paid after deferment period is over Guaranteed Additions shall accrue on each monthly anniversary till the end of Deferment Period					

PLAN SUMMARY			
Guaranteed Additions	Immediate Annuity for life (without death benefit)	Immediate Annuity for life (with death benefit)	Deferred Annuity
	Nil/Not Applicable	Nil/Not Applicable	<p>The rate of Guaranteed Additions during the deferment period shall be as under:</p> <ul style="list-style-type: none"> Guaranteed Additions per month = (Yearly Annuity amount) / 12 <p>Guaranteed additions shall accrue for Top up premium(s) during the deferment period. The rate of guaranteed addition shall be the same as that of the base plan, i.e.</p> <ul style="list-style-type: none"> Guaranteed Additions for Top up premium(s) per month = (Yearly Annuity amount from the Top up premium(s) / 12 <p>No guaranteed additions will accrue for the Top up premium(s) paid post the expiry of deferment period.</p> <p>The guaranteed additions will be payable only in the event of death of the annuitant(s)</p> <p>Please note that the guaranteed additions will accrue only till the end of deferment Period.</p>
Survival Benefit	<p>A fixed annuity amount, guaranteed at policy inception is payable.</p> <p>In case of joint life annuity, on death of the primary annuitant, the secondary annuitant, if alive, will receive the same fixed amount throughout life.</p> <p>The annuity amount is payable at the end of the modal period chosen by the policyholder.</p>		

PLAN SUMMARY

Surrender Value	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: center;">Immediate Annuity for life (without Death Benefit)</th> <th style="text-align: center;">Immediate Annuity for life (with Death Benefit)</th> <th style="text-align: center;">Deferred Annuity</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">Not Applicable</td> <td style="text-align: center;">Applicable</td> <td style="text-align: center;">Applicable</td> </tr> </tbody> </table> <p>The policy can be completely surrendered at any time (after free look period is over) from the Date of issuance of policy and once surrendered, the policy cannot be reinstated.</p> <p>Surrender Benefit shall be payable as a lump sum, upon surrender of the policy.</p> <p>Surrender Value is defined as the higher of Guaranteed Surrender Value (GSV) or Special Surrender Value (SSV)</p> <p><u>Guaranteed Surrender Value (GSV)</u> (GSV factor x Total Premiums Paid) – (any survival/annuity benefits already paid) Where GSV factor is:</p> <ol style="list-style-type: none"> i. 75%, if surrendered any time within 3rd policy year (after free-look period) ii. 90%, if surrendered any time from 4th policy year and onwards <p>Total Premiums Paid include Single premium, i.e .Base Purchase price or Top up premiums (if any).</p> <p>“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.</p> <p>Details of Surrender Value computation has been outlined in the Policy Document</p>	Immediate Annuity for life (without Death Benefit)	Immediate Annuity for life (with Death Benefit)	Deferred Annuity	Not Applicable	Applicable	Applicable
Immediate Annuity for life (without Death Benefit)	Immediate Annuity for life (with Death Benefit)	Deferred Annuity					
Not Applicable	Applicable	Applicable					
Top-up option	<ul style="list-style-type: none"> The policyholders have the option to pay Top up premium(s) to enhance the annuity amount. The top up option is available for all the six annuity variants. The Top up premium can be paid anytime during the policy contract. The annuity amount paid from the Top up premium will be dependent on the age, deferment period and annuity rate prevailing at the time of exercising the option. The minimum amount that can be paid as Top up is Rs. 1,00,000 and the total Top up premium paid during the policy duration should not exceed 100% of the Single Premium paid at the inception of the policy. In case the age of any of the annuitants is less than 50 years, the Top-up facility will not be available. The premium band applicable to calculate the annuity amount for the Top up premium will correspond to the sum of single premium and Top up premium. The date and mode of annuity payment for the Top up premium will be same as the base plan. 						

PLAN SUMMARY

Loan Facility	<ul style="list-style-type: none"> • Loan facility is available only for Deferred annuity variant during the Deferment period and the minimum loan amount that can be granted anytime within the policy is Rs. 10,000. • Once a loan is availed under the policy, it is required to pay interest on such loan. The interest will be compounded annually and is applied on the Policy anniversary at the rates prescribed by Max Life at the time of availing the loan. • The loan interest rate is currently 9.9% per annum and is based on the prevailing RBI bank rate. The loan interest rate is reviewed on 31st March of every year and any change in loan interest rate will be applicable from the following 1st July to 30th June period. • Upon grant of a loan under this Policy, the Policy shall automatically be assigned in favour of the Company, till the time the entire loan amount including interest, any fees or dues towards such loan has been repaid to the Company. On such repayment of the loan and accumulated interest before the expiry of deferment period, the Policy will be reassigned to the Policyholder and the annuity/death/surrender benefits will continue • Any outstanding loan (together with accrued interest) will be deducted from any benefit payable on termination of the policy (i.e. surrender or death benefit) • The policyholder will not be allowed to pay any top up amount till the outstanding loan amount along with the accrued interest has been repaid. • In case of non-payment of loan till the expiry of deferment period, excess of surrender value (surrender value of base plan and the top up amount) over the loan amount along with accrued interest will be paid back to the respective annuitant and the policy will be terminated
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The product will also be sold through online mode.

Proof of Living Certificate: The annuity will be payable subject to the submission of a ‘Proof of Living’ certificate, along with a self-attested identification proof, 30 days before the end of every policy year. These documents must be signed by gazette officer or a registered medical practitioner or a scheduled bank branch manager or notary. Please note that the ‘Proof of Living’ certificate is a pre-requisite for continuance of the annuity payouts. In certain cases, we may request the Annuitant to submit the proof of living certificate in person. This process may be changed by the Company in future subject to prior approval from the Authority.

Validity of Annuity Quote: Please note that the annuity quote will be valid for a period of 10 calendar days’ subject to the acceptance of the proposal by us, and the last birthday of the proposer being the same. Therefore, please ensure that duly completed proposal form along with duly signed quote is submitted at any of our offices, within 10 days from the date of quote.

Case Study 1 (Joint Life Immediate Annuity for life (without death benefit))

How does Max Life Guaranteed Lifetime Income Plan work for Mr. Kumar?

Mr. Kumar is a family man and he has just retired from service at the age of 60 years. He has a wife aged 58 years. His 2 daughters are married and are working.

He purchases **Max Life Guaranteed Lifetime Income Plan - Joint Life Immediate Annuity for life (without death benefit)** with a Single Premium of ₹10,00,000 (exclusive of all applicable taxes, cesses and levies as imposed by the Government from time to time). Mr. Kumar will receive an annual payout of ₹66,770 throughout his life.

In case of the unfortunate event of death of Mr. Kumar, the payouts equal to ₹66,770 will continue throughout the life time of Mrs. Kumar, enabling her to be financially independent during her retirement.

Case Study 2 (Joint Life Immediate Annuity for life (with death benefit))

How does Max Life Guaranteed Lifetime Income Plan work for Mr. Sharma?

Mr. Sharma is a 65-year-old individual who has just retired from service. He lives with his wife Mrs. Sharma aged 60 years and his two children.

He purchases **Max Life Guaranteed Lifetime Income Plan - Joint Life Immediate Annuity for life (with**

death benefit) with a Single Premium of ₹10,00,000 (exclusive of all applicable taxes, cesses and levies as imposed by the Government from time to time). They name their two children as nominees with a proportional ownership of 50% each.

Mr. Sharma gets a guaranteed payout of ₹58,800 every year. In case of the unfortunate event of the death of Mr. Sharma, Mrs. Sharma will continue to receive the guaranteed annual payout of ₹58,800 throughout her lifetime, enabling her to be financially independent during her retirement. Upon her death, the entire Single Premium of ₹10,00,000 shall be paid to the nominees under the plan. In this case, the two children receive an amount equal to ₹5,00,000 each.

Case Study 3 (Joint Life Deferred Annuity for life (with death benefit)) with Deferment period of 10 years
How does Max Life Guaranteed Lifetime Income Plan work for Mr. Sharma?

Mr. Sharma is a 50-year-old individual who has plans to retire from service at the age of 60 years. He lives with his wife Mrs. Sharma aged 45 years and his two children.

He purchases **Max Life Guaranteed Lifetime Income Plan - Joint Life Deferred Annuity for life (with death benefit)** for deferment period of 10 years with a Single Premium of ₹10,00,000 (exclusive of all applicable taxes, cesses and levies as imposed by the Government from time to time). They name their two children as nominees with a proportional ownership of 50% each.

Mr. Sharma gets a guaranteed payout of ₹1,11,470 every year. In case of the unfortunate event of the death of Mr. Sharma, Mrs. Sharma will continue to receive the guaranteed annual payout of ₹1,11,470 throughout her lifetime, enabling her to be financially independent during her retirement. Upon her death, minimum of ₹10,50,000 shall be paid to the nominees under the plan. In this case, the two children will receive minimum amount of ₹5,25,000 each.

Kindly note that the above case studies are only illustrations and do not in any way create any rights and/or obligations. The annuity rates shown in the case studies are only illustrative reference values and are as of September, 2019.

Tax Benefits:

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. It is advisable to seek independent tax advice.

Few important terms and conditions (For reference only): For detailed terms and conditions, please refer to the policy contract and benefit illustration.

Free Look Period:

Free look option is available only in case the annuity is purchased from funds not arising out of any pension plan of the Company or any other insurer where annuitizing is compulsory.

We shall inform you by a letter forwarding the policy that you have a period of 15 days (30 days if the policy is sold through distance marketing channel) 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 return of premium received by the Company subject to deduction of stamp duty. For policies sourced under QROPS through transfer of UK tax relieved assets, the proceeds from cancellation in free look period shall be transferred back to the fund house from where the money was received.

Distance Marketing includes solicitation and sale of insurance products through the following media:

1. Voice mode, which includes telephone-calling;
2. Electronic mode which includes e-mail, internet and interactive television (DTH);
3. Physical mode which includes direct postal mail and newspaper & magazine inserts; and,
4. Solicitation through any means of communication apart from the above, other than in person.

The Company shall ensure compliance with the IRDAI Circular (IRDA/ADMN/GDL/MISC/059/04/2011) on distance marketing.

Full Disclosure & Incontestability:

We draw your attention to Section 45 and statutory warning under Section 41 of the Insurance Act 1938 as amended from time to time – which reads as follows:

Section 45 of the insurance Act, 1938 as amended from time to time states that:

- (1) No policy of life insurance shall be called in question on any ground whatsoever after the expiry of three years from the date of the policy, i.e. from the date of issuance of the policy or the date of commencement of risk or the date of revival of the policy or the date of the rider to the policy whichever is later.
- (2) A policy of life insurance may be called in question at any time within three years from the date of issuance of the policy or the date of commencement of risk or the date of revival of the policy or the date of the rider to the policy, whichever is later, on the ground of fraud:

Provided that the insurer shall have to communicate in writing to the insured or the legal representatives or nominees of the insured the grounds and materials on which such decisions are based.

Explanation I – For the purposes of this sub-section, the expression “fraud” means any of the following acts committed by the insured or by his agent, with the intent to deceive the insurer or to induce the insurer to issue a life insurance policy:

- a) the suggestion, as a fact of that which is not true and which the insured does not believe to be true;
- b) the active concealment of fact by the insured having knowledge or belief of the fact;
- c) any other act fitted to deceive; and
- d) any such act or omission as the law specially declares to be fraudulent.

Explanation II – Mere silence as to facts likely to affect the assessment of the risk by the insurer is not fraud, unless the circumstances of the case are such that regard being had to them, it is the duty of the insured or his agent, keeping silence to speak, or unless his silence is, in itself, equivalent to speak.

- (3) Notwithstanding anything contained in sub-section (2) no insurer shall repudiate a life insurance policy on the ground of fraud if the insured can prove that the mis-statement of or suppression of a material fact was true to the best of his knowledge and belief or that such mis-statement of or suppression of a material fact are within the knowledge of the insurer:

Provided that in case of fraud, the onus of disproving lies upon the beneficiaries, in case the member is not alive.

Explanation – A person who solicits and negotiates a contract of insurance shall be deemed for the purpose of the formation of the contract, to be the agent of the insurer.

- (4) A policy of the life insurance may be called in question at any time within three years from the date of issuance of the policy or the date of commencement of risk or the date of revival of the policy or the date of the rider to the policy, whichever is later, on the ground that any statement of or suppression of a fact material to the expectancy of the life of the insured was incorrectly made in the proposal or other document on the basis of which the policy was issued or revived or rider issued:

Provided that the insurer shall have to communicate in writing to the insured or the legal representatives or nominees of the insured the grounds and material on which such decision to repudiate the policy of life insurance is based:

Provided further that in case of repudiation of the policy on the ground of misstatement or suppression of a material fact, and not on the ground of fraud, the premiums collected on the policy till the date of repudiation shall be paid to the insured or the legal representatives or nominees of the insured within a period of ninety days from the date of such repudiation

Explanation – For the purposes of this sub-section, the mis-statement of or suppression of fact shall not be considered material unless it has a direct bearing on the risk undertaken by the insurer, the onus is on the insurer to show that had the insurer been aware of the said fact no life insurance policy would have been issued to the insured.

- (5) Nothing in this section shall prevent the insurer from calling for proof of age at any time if he is entitled to do so, and no policy shall be deemed to be called in question merely because the terms of the policy are adjusted on subsequent proof that the age of the life insured was incorrectly stated in the proposal.

Prohibition of Rebates: Section 41 of the Insurance Act, 1938 as amended from time to time states:

- (1) No person shall allow or offer to allow, either directly or indirectly, as an inducement to any person to take or renew or continue an insurance in respect of any kind of risk relating to lives or property in India, any rebate of the whole or part of the commission payable or any rebate of the premium shown on the policy, nor shall any person taking out or renewing or continuing a policy accept any rebate, except such rebate as may be allowed in accordance with the published prospectuses or tables of the insurer:

Provided that acceptance by an insurance agent of commission in connection with a policy of life insurance taken out by himself on his own life shall not be deemed to be acceptance of a rebate of premium within the meaning of this sub-section if at the time of such acceptance the insurance agent satisfies the prescribed conditions establishing that he is a *bona fide* insurance agent employed by the insurer.

- (2) Any person making default in complying with the provisions of this section shall be liable for a penalty which may extend to ten lakh rupees.

Nomination

Nomination shall be applicable in accordance with provisions of Section 39 of the Insurance Act 1938 respectively, as amended from time to time.

Assignment

Assignment shall be applicable in accordance with provisions of Section 38 of the Insurance Act 1938 respectively, as amended from time to time.

Expert Advice at Your Doorstep: Our distributors have been professionally trained to understand and evaluate your unique financial requirements and recommend a policy which best meets your needs. With experienced and trained distributors, we are fully resourced to help you achieve your life's financial objectives. Please call us today. We would be delighted to meet you.

Important Notes:

- This is only a prospectus. It does not purport to be a contract of insurance and does not in any way create any rights and/or obligations. All the benefits are payable subject to the terms and conditions of the Policy.
- Any applicable taxes as imposed by the Government from time to time would be levied as per applicable laws.
- Insurance is the subject matter of solicitation.
- Life Insurance Coverage is available in this Product.
- All Policy benefits are subject to policy being in force.
- “We”, “Us”, “Our” or “the Company” means Max Life Insurance Company Limited.
- “You” or “Your” means the Policyholder.
- All annuity values are basis annuity rates as of September, 2019.

Should you need any further information from us, please do not hesitate to contact on the below mentioned address and numbers. We look forward to have you as a part of the Max Life family.

For other terms and conditions, request your Agent Advisor or intermediaries for giving a detailed presentation of the product before concluding the sale.



Contact Details of the Company

Company Website - www.maxlifeinsurance.com

Registered Office

Max Life Insurance Company Limited
419, Bhai Mohan Singh Nagar, Railmajra,
Tehsil Balachur, District Nawanshar,
PunjabTel: (01881) 462000

Office Address

Max Life Insurance Company Limited
Plot No. 90A, Sector 18, Gurugram – 122015,
Haryana, India. Tel No.: (0124) 4219090

Customer Helpline Number

1860-120-5577

Customer Service Timings: 9:00 AM - 6:00 PM Monday to Saturday (except National holidays) or SMS 'Life' to 5616188

Disclaimers:

Max Life Insurance Company Limited is a Joint Venture between Max Financial Services Limited 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 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. Insurance is the Subject matter of solicitation. Trade logos displayed above belong to Max Financial Services Limited and Mitsui Sumitomo Insurance Co. Ltd. respectively and are used by Max Life Insurance Co. Ltd under a license.
IRDAI - Registration No 104 ARN: MaxLife/Ads/Prospectus/GLIP/Jan 2020

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