

**MAX LIFE**  
**SMART**  
**SECURE PLUS**  
**PLAN**

A Non-linked Non-Participating Individual  
Pure Risk Premium Life Insurance Plan  
UIN: 104N118V05



\*As per public disclosures 2021. ^IRDAI Annual Report 2020-21

# Power of 5 – The Unique Benefits Offered By Max Life Smart Secure Plus Plan ONLY



Voluntary Sum Assured  
Top-up/ Life Stage Add on Benefits

*Life evolves, and so do your risks and liabilities. Increase your cover at the time of your choice up to 100% of base sum assured.*

Premium Break

*Max Life Smart Secure Plus covers you even when you are not able to pay the premiums due to Job loss or any other financial troubles.*



Joint Life Option  
~~(Coming Soon)~~

Terminal Benefit

*Illness can strike anyone anytime, with Max Life Smart Secure Plus Plan, get the money when you need it the most.*

Special Exit Option

*A unique term plan that helps you take care of your financial obligations... **With You** or **Without You**...*

As the famous saying...the difference between ordinary and extraordinary is the little extra. So add the following riders to make your financial plan an **Extraordinary Plan**



**CIDR**

**WOP+**

**Accident Cover Benefit**

# 1. Base Benefit | Max Life SSP Offers 2 Death Benefit Covers to Cater to Different Customer Needs

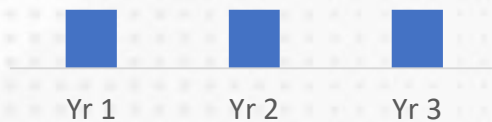


“To secure the financial liabilities of my family, in my absence; I feel this is the right amount of cover for myself”



Cover 1  
Life Cover

Year Wise Premium



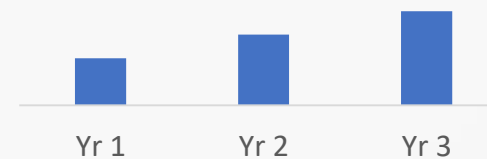
100% of Sum Assured as lump sum

“To cater to the increasing liabilities of my life as I proceed, I would like my life cover amount to increase proportionately”



Cover 2  
Increasing Life Cover

Year Wise Premium



Sum Assured increases by 5% p.a. (simple interest) on each policy anniversary till completion of 21<sup>st</sup> policy anniversary

Inflation  
Proof your  
Life Cover

# 1. Base Benefit | Death Benefit offers Nominee's Choice of Payout



Nominee has the flexibility to choose from the following claim payout options



Nominee

- 1 Lumpsum (100% of the Guaranteed Death Benefit)  
or
- 2 Monthly Income (120 monthly instalments)  
or
- 3 Part Lumpsum and Part Monthly Income  
(in multiples of 10% of Sum Assured)



**Industry First**

# 1. Base Benefit | Death Benefit: Case Study 1- Life Cover Option

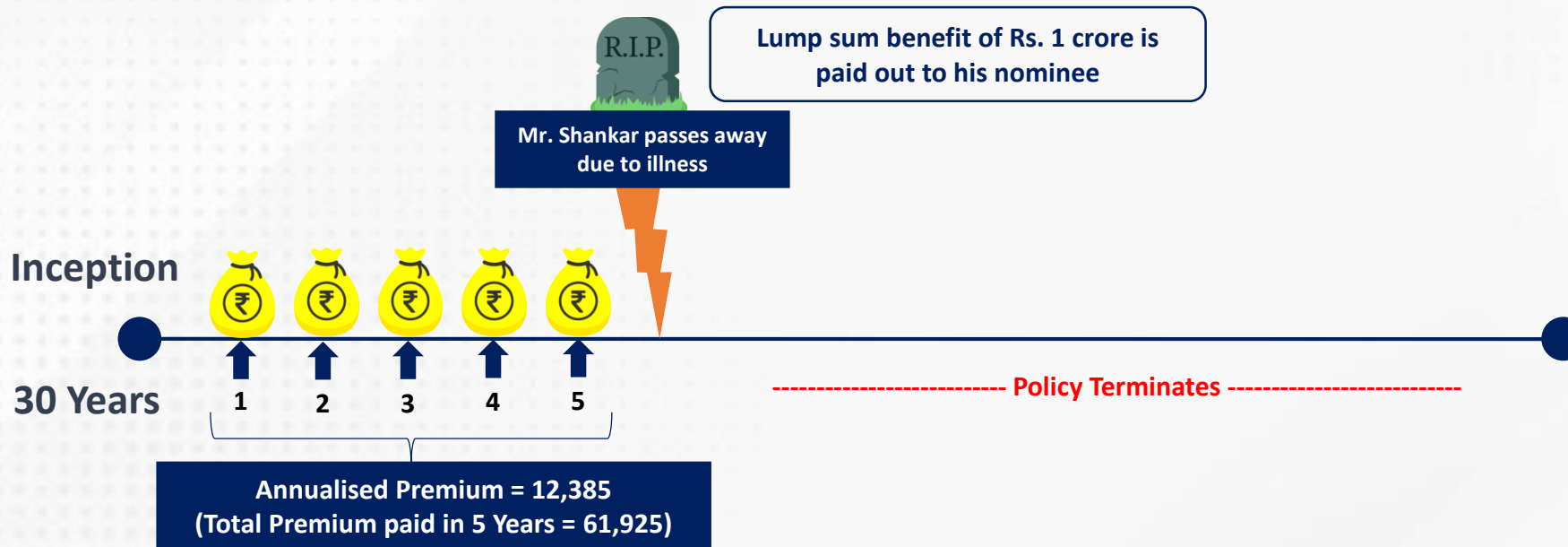


Prospect: **Mr. Shankar,**  
**30 Years, Engineer**

Benefit Offered:  
**Life Cover**

PPT: **40 Years**  
PT: **40 Years**

Annual Premium:  
**Rs. 12,385**  
(Exclusive of GST)  
Life Cover Amount:  
**1 Cr.**



# 1. Base Benefit | Death Benefit: Case Study 2- Increasing Life Cover Option

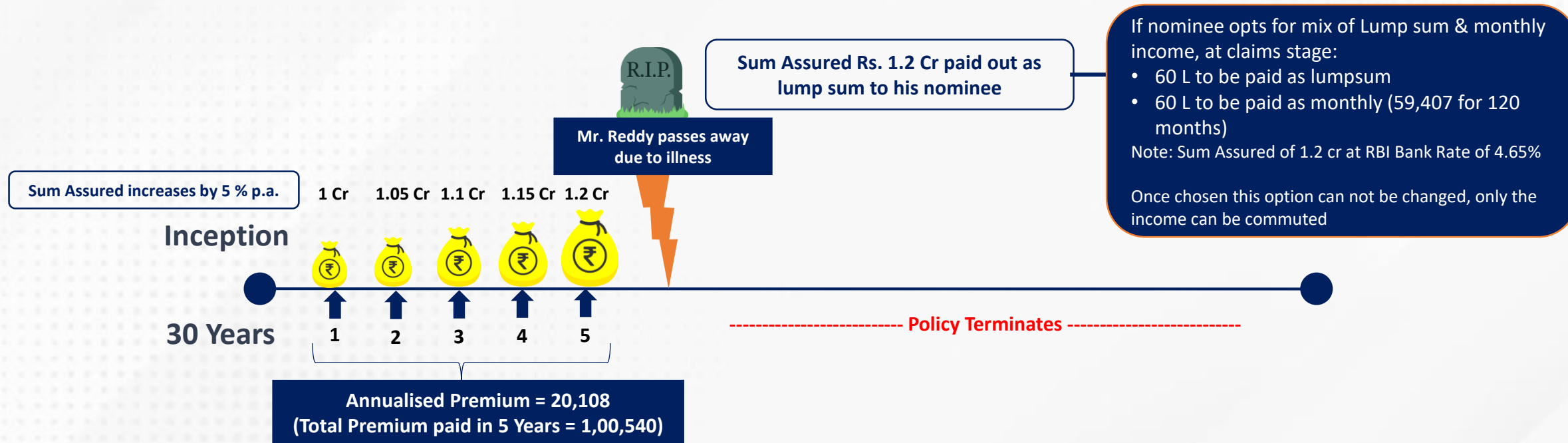


Prospect: **Mr. Reddy,**  
**30 Years, Doctor**

Benefit Offered:  
**Increasing Life Cover**

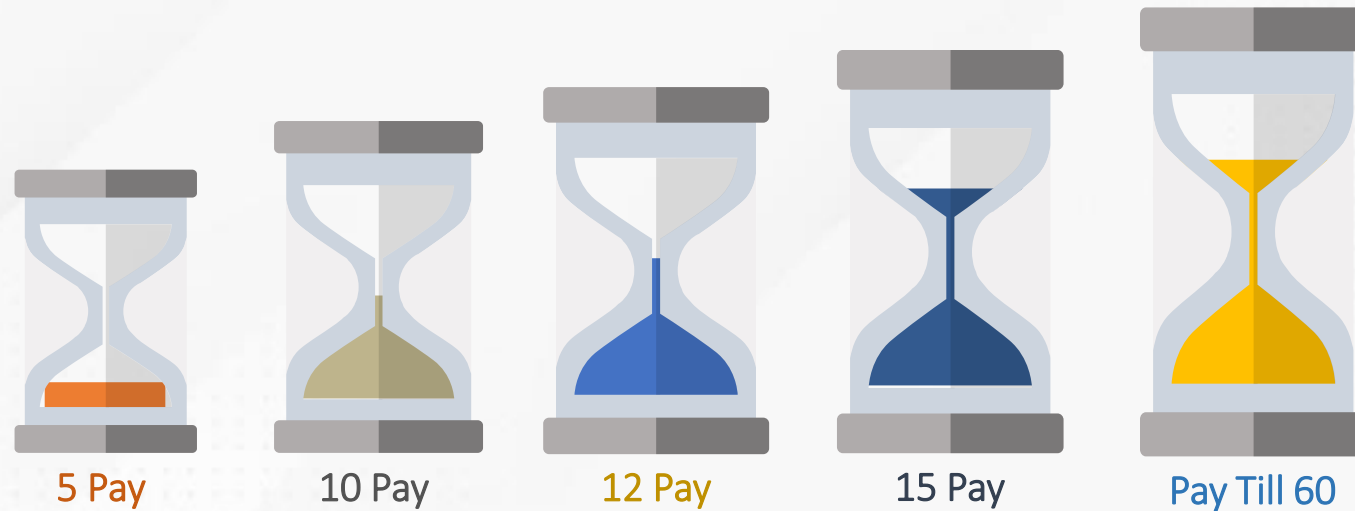
PPT: **40 Years**  
PT: **40 Years**

Annual Premium:  
**Rs. 20,108**  
(Exclusive of GST)  
Sum Assured: **1 Cr.**



Fixed premium where the sum assured can increase up to 200% of the base sum assured (@5% Simple interest for 20 years)

## 2. Base Benefit | Presenting Limited Pay



Available for all policy terms ranging from...



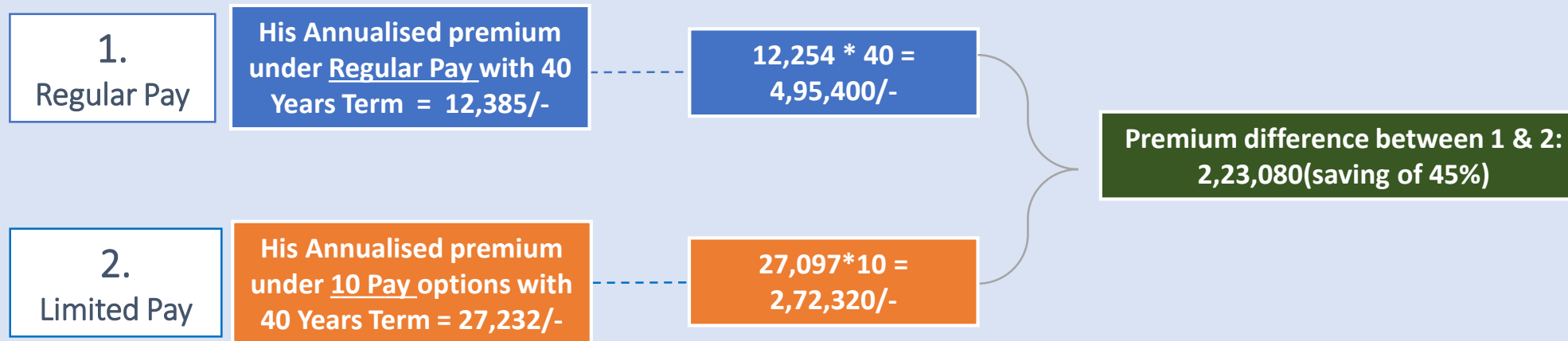
Choose from a range of premium payment terms –  
Once, for a limited period or throughout the policy term

**\* For Pure protection variant only. For the Return of Premium variant, maximum policy term is capped to 50 years**

## 2. Base Benefit | Limited Payment Option Case Study (Regular Pay Vs Limited Pay)



Profile	Mr. Gupta - 30 year old   Non-Smoker
Sum Assured	Want a sum assured of Rs. 1 Crore under Max Life Smart Secure Plus Plan
Options	2 options to pick from



“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



### 3. Base Benefit | Presenting TROP



**Get 100% of the Total Premiums Paid plus underwriting extra premiums paid plus loading for modal premiums, if any, at end of policy term**  
under each of the base policy, Premium Break option and voluntary sum assured top-up option, if opted for

## 4. Base Benefit | Terminal Illness Benefit



### Terminal Illness Benefit

Illness which leads to the death of the Life Assured within 6 months from the date of certification from the registered medical practitioner

100% of Guaranteed Death Benefit  
(subject to maximum of INR 1 Cr)

Terminal Illness benefit will accelerate the death benefit

Terminal Illness Benefit is payable only once during the PT & only one valid Terminal Illness Benefit claim will be admissible and payable under the Policy

Post a Terminal Illness claim, all premiums falling due from the date of diagnosis of terminal illness would be waived off and the policy shall continue till death of the life insured or the end of the PT, whichever is earlier

## 4. Base Benefit | Case Study- Terminal Illness Benefit

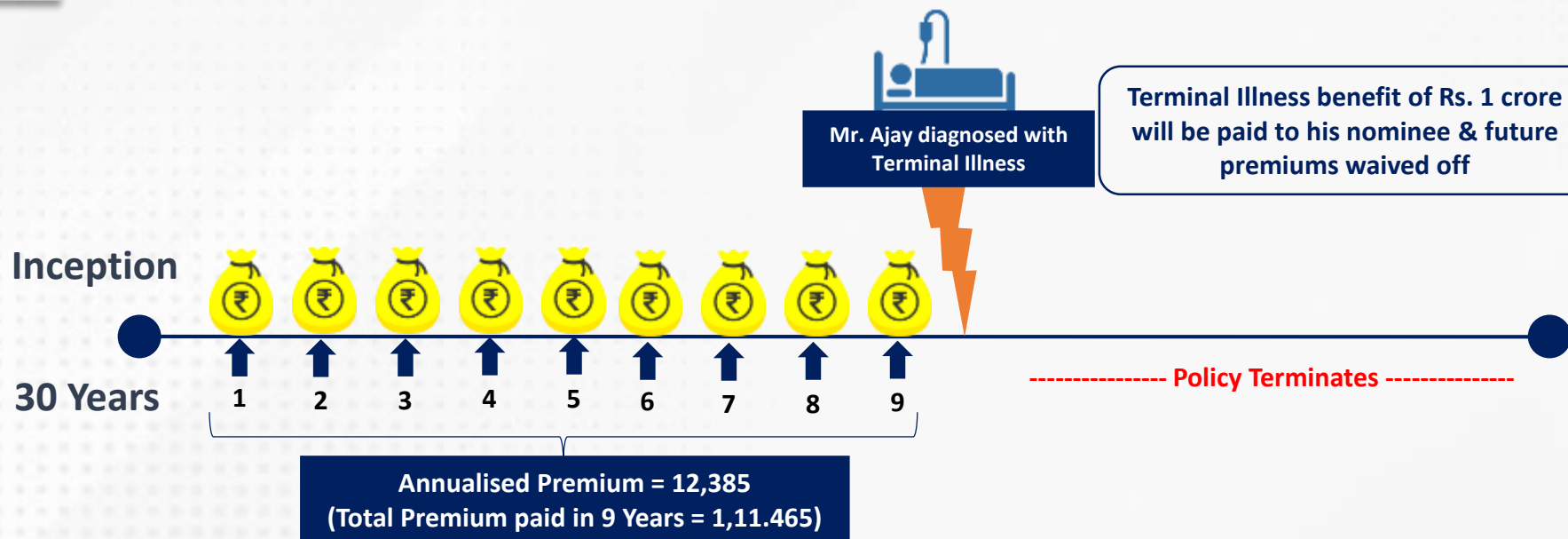


Prospect Age: **Mr. Ajay,**  
**30 Years**

Benefit Offered:  
**Max Life Smart Secure  
Plus Plan Terminal Illness  
Benefit**

**PPT: 40 Years**  
**PT: 40 Years**

**Annual Premium:**  
**Rs. 12,385**  
(Exclusive of GST)  
**Sum Assured: 1 Cr.**



### Scenario 1:

For a sum assured of 2 cr.

Only 1 cr of Terminal Illness benefit accelerated from the base benefit.

Post which the policy continues with 1 cr of remaining benefit, with future premiums waived off.

For internal training purpose only

### Scenario 2:

For sum assured below or equal to 1 crore, the terminal illness benefit will be paid and the policy will terminate.

For latest rates refer to mQuote

## 5. Base Benefit | Special Exit Value



**Industry First**



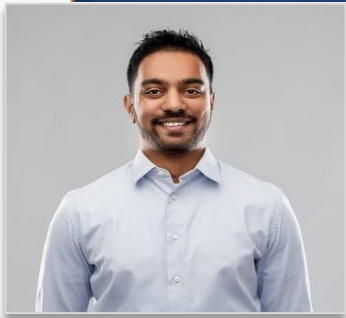
Option to receive all premiums paid back, at a specified point in the term of the policy (free of cost).

Available when Return of Premium variant is not chosen.

No additional premium to be paid.

Parameters	Description
Eligibility	<ul style="list-style-type: none"> <li>➤ NTROP variant</li> <li>➤ Minimum PT 40 years</li> </ul>
When can be opt	<p>For Policy Term 40-44 years 25<sup>th</sup> Policy year or 65 years of age, whichever is earlier</p> <p>For Policy Term 45 years + 30<sup>th</sup> Policy year or 65 years of age, whichever is earlier</p>
What is payable	total premiums paid plus underwriting extra premiums paid plus loadings for modal premiums (if any)
Advantage over Surrender Value	<p>Surrender value for RP is zero</p> <p>For other variants it's a factor of 70%</p> <p>In this option, without paying for TROP, get an option to receive the premiums paid back</p>

# 5. Base Benefit | Case Study- Special Exit Value



**Prospect: Mr. Prakash, 35 Years**

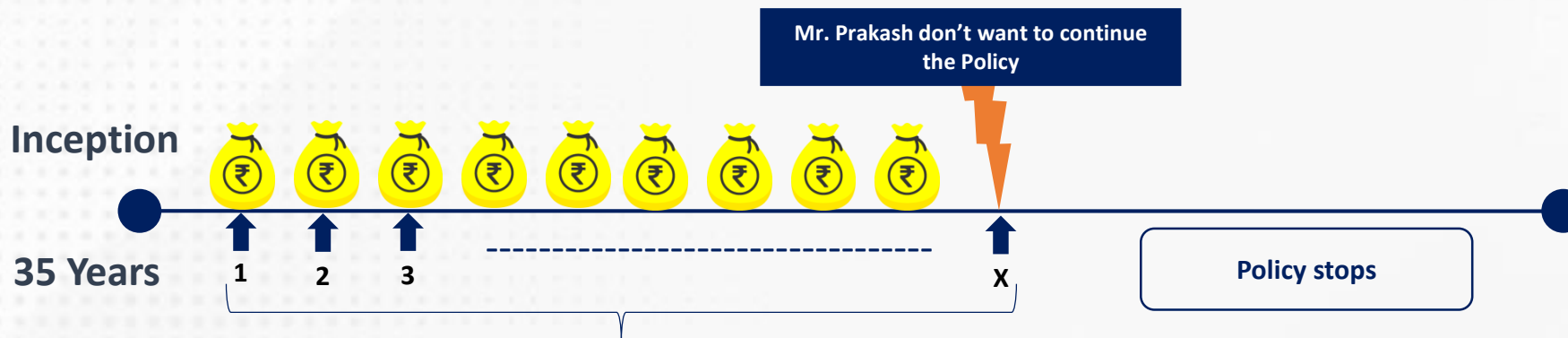
**Benefit Offered:  
Special Exit Value  
Sum Assured: 1 Cr**

**PPT: 40 Years  
PT: 40 Years  
Annual Premium:  
Rs. 18,483  
(Exclusive of GST)**

**PPT: 50 Years  
PT: 50 Years  
Annual Premium:  
Rs. 21,777  
(Exclusive of GST)**



All Base premiums paid back to Mr. Prakash for X Years



Under 40 Pay 40 Years, Annual Premium Rs. 18,483 paid for 25 years – Rs. 4,62,075 @60 years

Option to receive the paid premiums back in year 25 (X) and terminate the policy

Under 50 Pay 50 Years, Annual Premium Rs. 21,777 paid for 30 years – Rs. 6,53,310 @65 years

Option to receive the paid premiums back in year 30 (X) and terminate the policy



## Base benefit-6- Joint Life Cover Option in SSPP Individual Term plan of Husband & Wife

My Individual term  
plan premium is  
₹29,682

My New term  
plan premium is  
₹10,068



Raghav, aged 35 years,

- Life cover 1 Crore,
- Pay till 60 years
- PT 50 years

Janaki, aged 30 years,

- Life cover 50 Lacs,
- Pay till 60 years
- PT 50 years

**Total premium will be ₹39,750 per year without GST**

## Joint Life premium of Husband & Wife

My Primary life premium is ₹29,682

Save upto 66%\* on Secondary Life Premium

My secondary life premium is ₹3,416



Saved ₹6,652 per year & tax on ongoing premium

Primary Life - Raghav, aged 35 years,  
Secondary Life – Janaki, aged 30 years

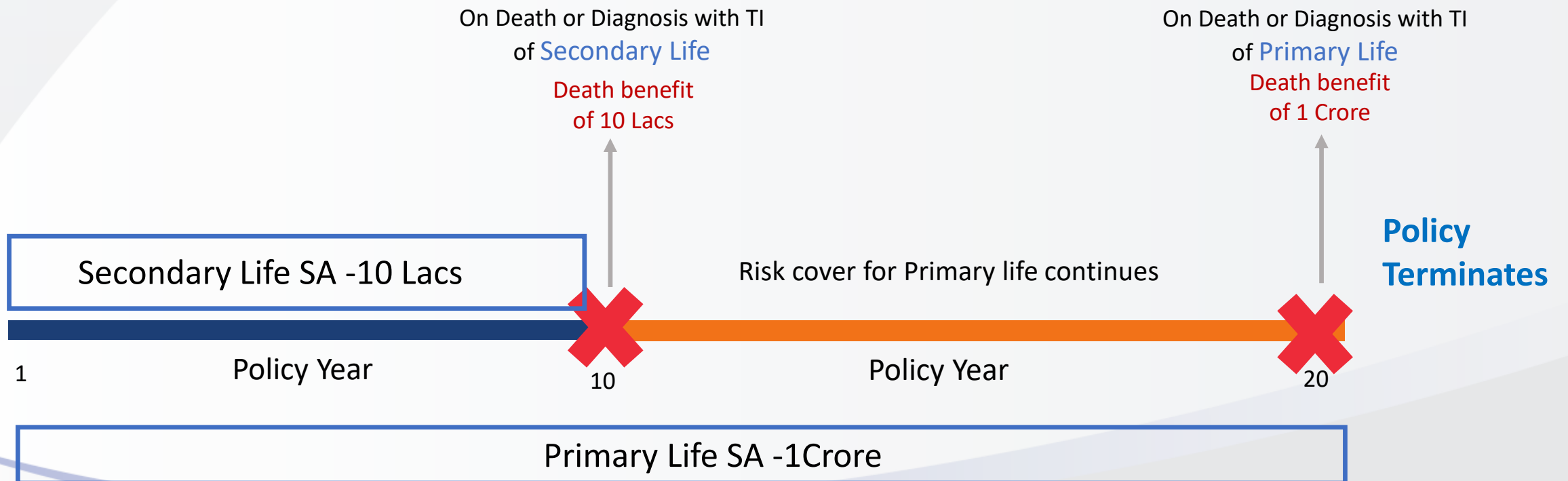
- Primary Life cover 1 Crore,
- Secondary Life cover 50 lacs
- Pay till 60 years
- PT 50 years

**Total premium will be ₹33,098 per year without GST**

# Scenario 1 – Secondary Life death or Terminal illness before Primary Life

In case of either death or diagnosis with Terminal Illness of the **Secondary Life Insured** before the death or diagnosis with Terminal Illness of Primary Life Insured.

Primary Life Sum Assured – 1 Crore | Policy Term – 50 yrs.



\*In case of either death or diagnosis with Terminal Illness of the Secondary Life before the death or diagnosis with Terminal Illness of Life Insured, then, an amount of Rs. 10 (Ten) lacs will be paid to the Claimant.

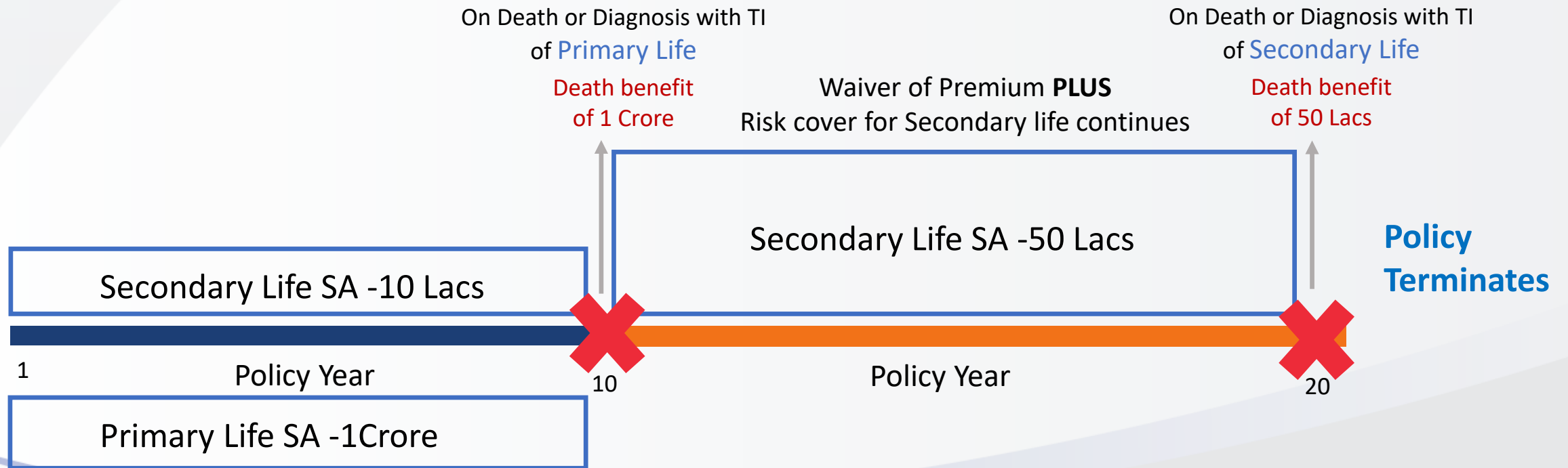
For latest rates refer to mQuote



# Scenario - 2 Secondary Life Death or Terminal illness after Primary Life Death or Terminal illness

In case of either death or diagnosis with Terminal Illness of the **Secondary Life Insured** after the death or diagnosis with Terminal Illness of Primary Life Insured.

Primary Life Sum Assured – 1 Crore | Policy Term – 50 yrs



A hand in a white shirt cuff is shown from the right, holding a glowing dark blue circle with a white border. Inside the circle is the text "SSPP: Add-on Benefits". The background is a blue bokeh pattern of light circles.

**SSPP:**  
**Add-on**  
**Benefits**

# 1. Add-on Benefit | Premium Break Option



In case of financial trouble\*, policy holder has an option to skip paying premium for a year and still stay covered.  
2 premium breaks will be available during the policy term



Parameters	Description
Eligibility	<ul style="list-style-type: none"> <li>➤ Regular pay and Pay till 60 only</li> <li>➤ Min PPT 22 years, min PT 31 years</li> <li>➤ <b>Applicable for both TROP and NTROP</b></li> </ul>
When can be opt	Post first 10 years, one premium break (equivalent to 1 year of premium) Second premium break can be opted post a period of 10 years from the first premium break
Benefit	No premium to be paid for the year chosen, cover stays intact
What all options available	Base cover, Accelerated critical illness, accident cover option No riders allowed, and no benefit can be added post inception
Any other important notes	In case the policyholder does not voluntarily exercise the Premium Break benefit, the Company will waive off the last two policy year premiums (last policy year premium if partly exercised earlier) as applicable. Illustrative examples in the subsequent slides

\*Financial Trouble – Protect yourself against Job loss, on-going pandemic, income loss etc.

# 1. Add-on Benefit | Case Study- Premium Break Option | PT60



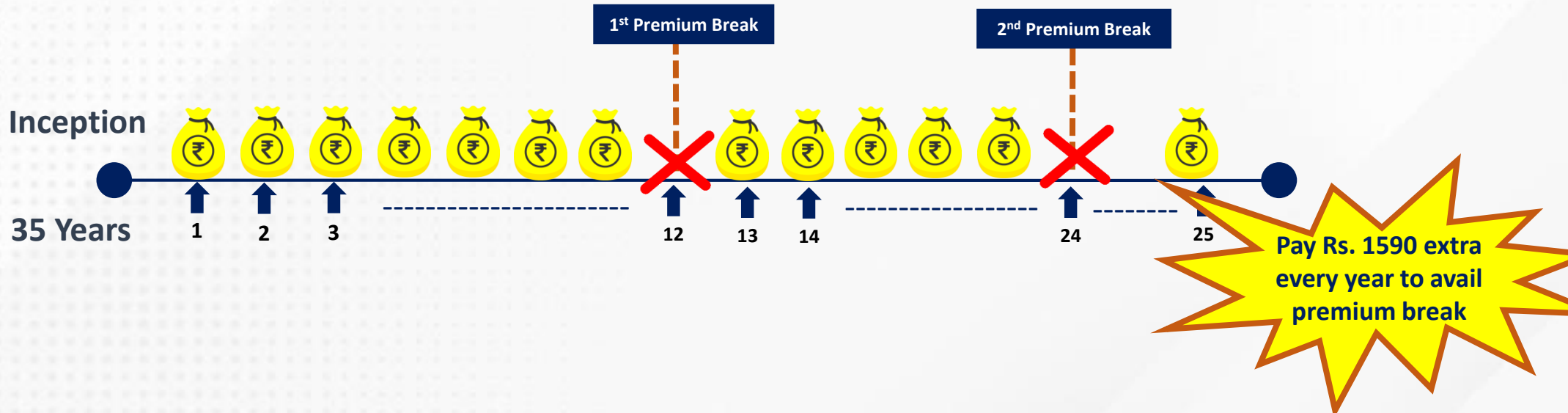
Prospect: **Mr. Singh,**  
**35 Years**

Benefit Offered:  
**Max Life Smart Secure  
Plus Plan Premium  
Break Option**

PPT: **25 Years**  
PT: **40 Years**

SA: **1 Cr**  
First Premium Break in the **12 Year**  
Annual Premium without Break  
Option: **Rs. 21,204**  
Annual Premium with Break  
Option: **Rs. 22,794**  
(Exclusive of GST)

The second premium break will be available to be exercised after 10 years



## 2. Add-on Benefit | Voluntary Sum Assured Top Up Option



Allows the policyholder to increase the sum assured at a later stage in the policy term. The increase will only be applicable after the first policy year.

Parameters	Description
Eligibility	<ul style="list-style-type: none"><li>➤ Minimum Sum Assured of 50 lacs</li><li>➤ Multiples of 10 lacs only</li><li>➤ Not available with Increasing Life Cover</li><li>➤ minimum premium payment term &amp; policy term under this option shall be 5 years and 10 years respectively.</li></ul>
When can be opt	Post 1 year of the policy term, can be opted only once
Benefit	Increased sum assured, in addition to the base sum assured
What all options available	Only applicable for base cover increase. Other options are not impacted

### 3. Add-on Benefit | Case Study- SSPP + CIDR

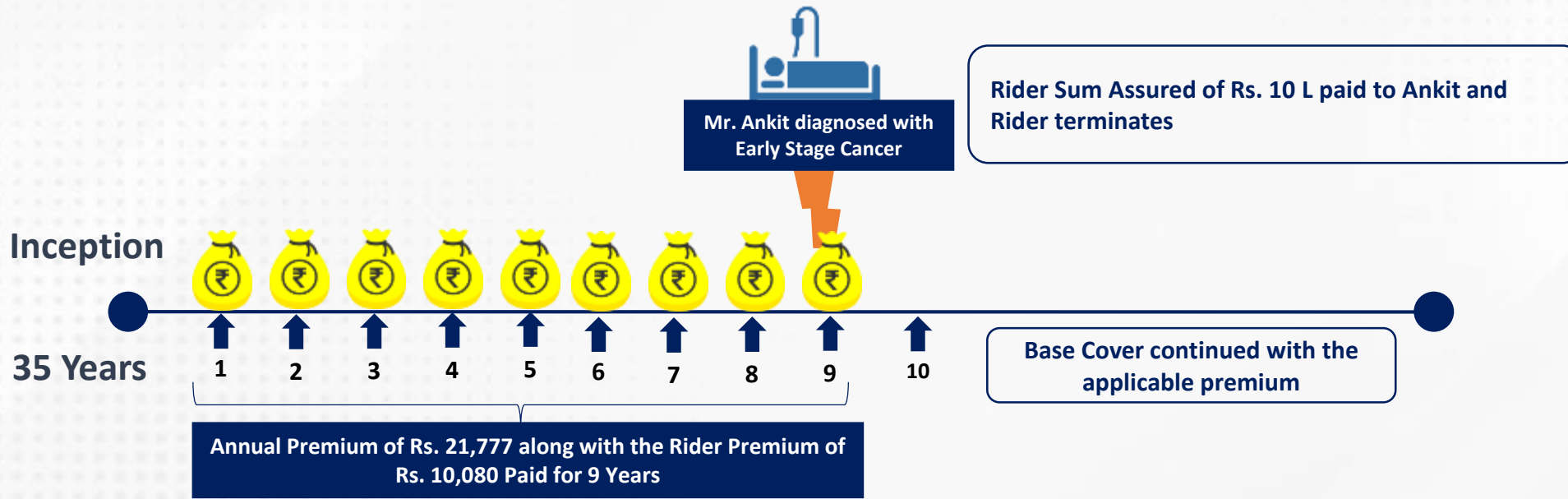


Prospect: **Mr. Ankit, 35 Years**

Benefit Offered: **CIDR**

PPT: **50 Years**  
PT: **50 Years**

Base Policy Sum Assured : **1 Cr.**  
Rider Sum Assured: **10 L**  
Rider: **Platinum Plus Variant (40 Pay 40)**  
Base Policy Annual Premium: **Rs. 21,777**  
Rider Annual Premium: **Rs. 10,080**  
*(Exclusive of GST)*



## 4. Add-on Benefit | Case Study- Accident Cover Benefit | LP

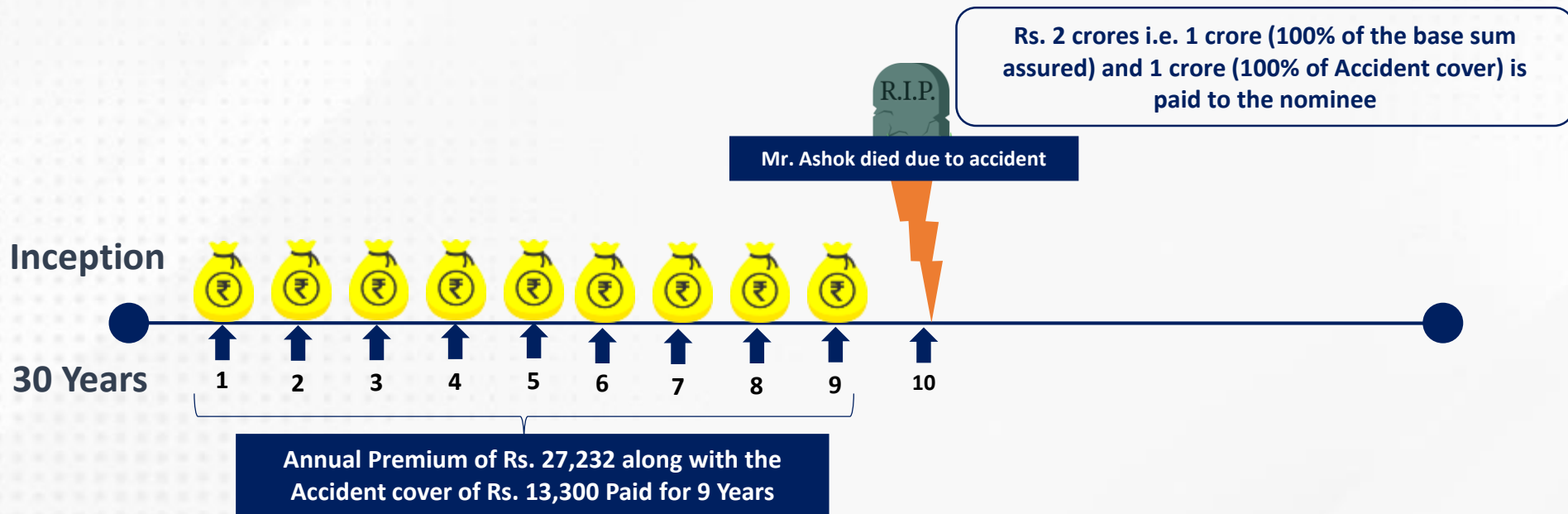


Prospect: **Mr. Ashok, 30 Years**

Benefit Offered:  
**Max Life Smart Secure Plus Plan Accident Cover**

PPT: **10 Years**  
PT: **40 Years**

Sum Assured : **1 Cr.**  
Accident Cover: **1 Cr.**  
Annual Premium for Base Policy: **Rs.27,232**  
Annual Premium for Accidental Cover: **Rs. 13,300 (Exclusive of GST)**



# Superstar Benefits of Smart Secure Plus Plan (SSPP)



## Base Benefits

## Add-on Benefits

01

### DEATH BENEFIT

2 Death Benefit options with choice of premium payment term, regular and limited pay  
★ **Nominee's choice of payout**

### PREMIUM BREAK OPTION ★

Option to skip paying premiums and yet be covered, twice in the policy term

01

02

### LIMITED PAY

Option to pay your premiums as per your budget

**VOLUNTARY SUM ASSURED TOP UP OPTION**  
to voluntarily top-up to 100% of the base sum assured coverage

02

03

### TROP variant

100% return of Premium paid at survival

### MAX LIFE CIDR

CIDR Rider available with 5 variants

03

04

### TERMINAL ILLNESS

Up to 1 crore pay-out on diagnosis of Terminal Illness

### ACCIDENT COVER

- Additional coverage in case of accidental death
- Limited pay option available

04

05

### ★ SPECIAL EXIT VALUE

Surrender offering whereby the customer has the option to receive all premiums paid back at one specified point in the term of the policy

### MAX LIFE WAIVER OF PREMIUM PLUS RIDER

Waiver of future premium, in case of death/disability and CI

05

### ACCELERATED CRITICAL ILLNESS BENEFIT

Accelerated payout in case of diagnosis of any of 40 CI, Only available for Level cover

06



A hand in a dark suit sleeve is shown from the bottom right, holding a glowing white circle. Inside the circle, the text "Product Specification" is written in a bold, white, sans-serif font. The background is a solid blue color with a pattern of out-of-focus white circles of varying sizes, creating a bokeh effect.

**Product  
Specification**

## Product Specification (1/5)



Feature	Specification
Coverage	All individuals in accordance with Board approved underwriting policy of the Company
Minimum / Maximum Age at Entry (age last birthday)	Minimum Age: 18 years Maximum Age: Regular Pay: 65 years Pay till 60: 44 years
Maximum Maturity Age (age last birthday)	Base Death Benefit: 85 years Accelerated Critical Illness (ACI) Benefit: 75 years Accident Cover: 85 years
Minimum Annual Premium	Subject to minimum Sum Assured and applicable premium rates. Please note that all applicable taxes, cesses and levies as imposed by Government from time to time are collected over and above the policy premium.
Maximum Annual Premium	No Limit, subject to maximum Sum Assured limits determined in accordance with the Board approved underwriting policy of the Company. Please note that all applicable taxes, cesses and levies as imposed by Government from time to time are collected over and above the policy premium.

## Product Specification (2/5)



Feature	Specification														
<b>Policy Term</b>	<table border="1"> <thead> <tr> <th data-bbox="588 329 1042 386">Benefit Type</th> <th data-bbox="1042 329 1493 386">Minimum Policy Term</th> <th data-bbox="1493 329 1944 386">Maximum Policy Term*</th> </tr> </thead> <tbody> <tr> <td data-bbox="588 386 1042 444">Base Cover</td> <td data-bbox="1042 386 1493 444">10 Years</td> <td data-bbox="1493 386 1944 444">67 Years</td> </tr> <tr> <td data-bbox="588 444 1042 529">Accelerated Critical Illness (ACI)</td> <td data-bbox="1042 444 1493 529">10 Years</td> <td data-bbox="1493 444 1944 529">50 Years</td> </tr> <tr> <td data-bbox="588 529 1042 586">Accident Cover</td> <td data-bbox="1042 529 1493 586">5 Years</td> <td data-bbox="1493 529 1944 586">67 Years</td> </tr> </tbody> </table>	Benefit Type	Minimum Policy Term	Maximum Policy Term*	Base Cover	10 Years	67 Years	Accelerated Critical Illness (ACI)	10 Years	50 Years	Accident Cover	5 Years	67 Years		
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Accelerated Critical Illness (ACI)	10 Years	50 Years													
Accident Cover	5 Years	67 Years													
<b>Minimum Sum Assured</b>	<p>Base Death Benefit: Rs. 50,00,000</p> <p>For Secondary Life, in Joint Life: Rs. 10,00,000</p> <p>Accelerated Critical Illness (ACI) Benefit Option: Rs. 5,00,000</p> <p>Accident Cover Option: Rs. 50,000</p>														
<b>Maximum Sum Assured</b>	<p><b>Base Death Benefit:</b> No Limit, subject to limits determined in accordance with the Board approved underwriting policy of the Company</p> <p>For Secondary Life, in Joint Life: Rs. 50,00,000</p>														

\*For Return of Premium (ROP) variant, maximum policy term for both Base Cover and Accident Cover will be **50 years.**

The Policy Term for ACI Benefit cannot exceed the Premium Payment Term of Base Cover.

The ACI benefit is not available under Single Pay and 5 Pay Premium Payment Term of the product.

The Policy Term under Accident Cover shall be same as the remaining base benefit Policy Term.

## Feature

## Specification

### Accelerated Critical Illness (ACI) Benefit Option

Maximum:

- ACI benefit: 50% of Base Death Benefit Sum Assured chosen at inception capped at Rs. 50,00,000.

Note: The ACI Sum Assured chosen at inception can only be in multiple of Rs. 5,00,000.

### Accident Cover

Maximum: Rs. 1,00,00,000.

In addition, note that Accident Cover Sum Assured cannot be higher than the Base Death Benefit Sum Assured.

## Premium Payment Term (to be chosen at inception; cannot be changed subsequently)

Premium Payment Term (PPT)	Available Base Policy Terms*	Available ACI Policy Terms	Available Accident Cover Policy Terms*
Single Pay	10 Years to 67 Years	NA	NA
Regular Pay	10 Years to 67 Years	10 Years to 50 Years	5 Years to 67 Years
5 Pay	10 Years to 67 Years	NA	10 Years to 67 Years
10 Pay	15 Years to 67 Years	10 Years	10 Years to 67 Years
12 pay	17 Years to 67 Years	10 Years to 12 Years	10 Years to 67 Years
15 Pay	20 Years to 67 Years	10 Years to 15 Years	10 Years to 67 Years
Pay Till 60 <i>The premium payment term will be equal to (60 less Entry Age (Age last birthday))</i>	Policy term should be greater than premium payment term and can be a maximum of 67 years	10 Years to (60 less Entry Age (Age last birthday))	6 Years to 67 Years

\*For Return of Premium variant, available policy term for both Base Cover and Accident Cover will be up to 50 years.

## Product Specification (4/5)



### Feature

### Specification

The premium payment term of the base benefit can only be chosen at policy inception and cannot be changed subsequently.

Under ACI Benefit, the Premium Payment Term is equal to the Policy Term.

Under Accident cover, the premium payment term and policy term of the accident cover will be subject to the outstanding premium payment term and policy term of the base benefit, such that:

1) At inception, the accident cover policy term and premium payment term shall be same as that of the base cover.

2) Post inception, the accident cover policy term shall be same as the outstanding term of the base cover. The accident cover premium payment term shall be the maximum premium payment term available under accident cover at the time of opting for this option but not exceeding the base cover premium payment term.

For e.g. For a 15 pay 50 policy, Policyholder can opt for the accident cover (only once) in any of the policy year 1 to policy year 10 with a premium payment term of:

- At inception: With policy term equal to 50 years and premium payment term equal to 15 years
- Policy Year 2 and 3: premium payment term of 12 years, with policy term same as outstanding base coverage term
- Policy Year 4 and 5: premium payment term of 10 years, with policy term same as outstanding base coverage term
- Policy Year 6 to 10: premium payment term of 5 years, with policy term same as outstanding base coverage term

## Product Specification (5/5)



Feature	Specification												
Policy Loan	Policy loan facility is not available under this product.												
Premium Payment Modes	<p>Annual, Semi – Annual, quarterly &amp; monthly premium payment modes. The modal factors are as follows:</p> <table border="1"><thead><tr><th colspan="2">Modal Factors</th></tr><tr><th>Premium Mode</th><th>Factor</th></tr></thead><tbody><tr><td>Annual</td><td>1.000</td></tr><tr><td>Semi-annual</td><td>0.513</td></tr><tr><td>Quarterly</td><td>0.261</td></tr><tr><td>Monthly</td><td>0.088</td></tr></tbody></table> <p>The premium payment mode can be changed anytime during the premium payment term. Any change in premium payment mode will be effective from or coinciding with the next premium due date as per the new premium payment mode selected by the customer.</p>	Modal Factors		Premium Mode	Factor	Annual	1.000	Semi-annual	0.513	Quarterly	0.261	Monthly	0.088
Modal Factors													
Premium Mode	Factor												
Annual	1.000												
Semi-annual	0.513												
Quarterly	0.261												
Monthly	0.088												

# Joint life Sourcing Criteria Checks

Parameter for Second life	Criteria
Age	18 to 65 years
Income	Any
Education	12 <sup>th</sup> pass and above
Occupation	If Male-Salaried, Self Employed, Professional If Female- Salaried, Self Employed, professional and housewife
Nationality	Indian and NRI
Geography	Primary life: Non Ecommerce: PAN INDIA - excluding blocked Pin codes For Ecommerce : 370 allowed cities , excluding blocked Pin codes
Martial Status	Married only
Relationship	Husband or Wife only