

# DOUBLE SURAKSHA KA BHAROSA FOR YOU AND YOUR LOVED ONES

WITH



This rider provides your loved ones with extra financial protection in case of an unexpected eventuality, as their financial protection **begins with YOU!**



Lumpsum benefit to the family in case of accidental death



Additional protection against dismemberment due to accident



Pay for limited period for protection throughout base policy term

Be protected and be happy,  
because when it comes to your loved one's joys in life

**YOU ARE THE DIFFERENCE™**


# RIDER FEATURES

Features	Max Life Accidental Death and Dismemberment Rider										
Type of Rider	A Non-Linked Non-Participating Individual Pure Risk Premium Health Insurance Rider										
Coverage	All individuals in accordance with the Board approved underwriting policy of the Company										
Age at Entry (Age as on Last Birthday)	Minimum Entry Age – 18 years (age as at last birthday) Maximum Entry Age - 65 years (age as at last birthday)										
Maximum Maturity Age (Age as on Last Birthday)	On policy anniversary coinciding with or immediately following the Policyholder attaining age of 75 years (as at last birthday)										
Rider Benefits	<b>Maturity / Survival Benefit:</b> No Maturity or Survival Benefit is payable under this Rider <b>Death / Dismemberment Benefit:</b> Rider Sum Assured										
Accidental Death and Dismemberment Benefit	<p><b>A. Accidental Death Benefit:</b> While the base plan and Rider is in force, if the Life Insured dies due to an accident, the Rider Sum Assured will be payable. Death by accident means death is caused by a sudden, unforeseen and involuntary event caused by external, visible and violent means provided such death was caused directly by such accident and independently of any physical or mental illness within 180 days of the date of accident (and before the expiry of Rider Term)</p> <p><b>B. Accidental Dismemberment Benefit:</b> While the base policy and rider is in force, the Rider Sum Assured will be payable if the Life Insured meets with an accident which, within 180 days from the happening of such accident (and before the expiry of Rider Term) and independently of all other causes, results in Life Insured being subject to one (or more) of the following impairments due to injury:</p> <ul style="list-style-type: none"> <li>· Irrecoverable loss of entire sight in both eyes</li> <li>· Amputation or loss of use of both hands at or above the wrists</li> <li>· Amputation or loss of use of both feet at or above the ankles</li> <li>· Amputation or loss of use of one hand at or above the wrist and one foot at or above the ankle</li> </ul> <p>The loss of use of the particular limb / loss of sight must be documented for an uninterrupted period of at least 6 months.</p>										
Rider Term	Regular pay: 5 years to 57 years. The term of the rider shall be equal to the premium payment term of the base plan. Limited pay :As chosen by policyholder, subject to minimum of 6 years and maximum of 57 years										
Premium Payment Term	Regular Pay : Same as Rider Policy term Limited Pay: Minimum of 5 years and maximum of 56 years. Under limited pay the rider policy term shall be greater than the rider premium payment term.										
Premium Payment Mode	Annual, Semi-Annual, Quarterly, and Monthly Please note that the premium payment mode will be the same as the base plan. The applicable modal factors are as below, <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th colspan="2">Modal Factors</th> </tr> </thead> <tbody> <tr> <td>Annual</td> <td>1.000</td> </tr> <tr> <td>Semi-annual</td> <td>0.520</td> </tr> <tr> <td>Quarterly</td> <td>0.265</td> </tr> <tr> <td>Monthly</td> <td>0.090</td> </tr> </tbody> </table>	Modal Factors		Annual	1.000	Semi-annual	0.520	Quarterly	0.265	Monthly	0.090
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Minimum Annualised Premium	₹ 50 per annum										
Maximum Annualised Premium (₹)	₹ 46,502 per annum (excluding loading for modal extra and underwriting extra premium, if any) However, the premium pertaining to health related or critical illness riders shall not exceed 100% of premium under the base plan, and any benefit arising under the captioned rider shall not exceed the sum assured under the base plan Where Annualised Premium is defined as: 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;										
Minimum Sum Assured (₹)	₹ 50,000										
Maximum Sum Assured (₹)	Lower of Guaranteed Death Benefit at inception of the base policy or ₹ 1Crore per life (subject to the maximum Guaranteed Death Benefit at inception under the base plan).										
Suicide Exclusion:	Notwithstanding anything stated herein, if the Life Insured whether minor/major and whether sane or insane, dies by suicide within 12 months of the effective date of risk commencement or the date of revival of the rider, the rider shall terminate immediately. In such cases, the Company shall pay 100% of total Premiums paid plus Underwriting Extra Premium paid, plus loading for modal premium, “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.										
Premium Rate (per annum) (₹ / Lakh)	Regular pay : ₹ 100 per Lakh of Sum Assured. Limited pay : The premium rate would be derived basis combination of PPT and PT The premium rate does not vary with the age or gender of the Life Insured.										

## 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 Smart Wealth Advantage Growth Par Plan (Non-Linked Participating Individual Life Insurance Savings Plan | UIN: 104N135V01) (Base Product), chooses Future Income variant with a Policy Term of 35 years and Premium Payment Term of 10 years, and an Annual Premium of Rs. 1,00,000. Further, in order to ensure comprehensive protection, he purchases Max Life Accidental Death and Dismemberment Rider with a Sum Assured of ₹ 5,00,000 with a Policy Term of 35 years and Premium Payment Term of 10 years

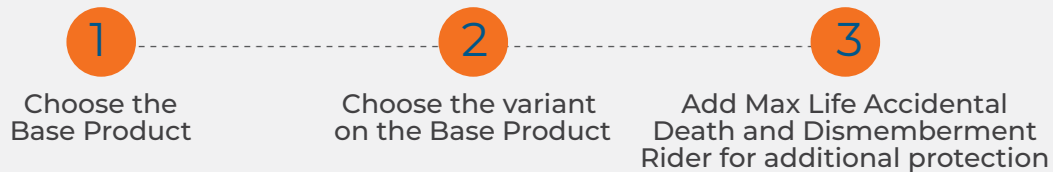
**If Rajiv dies in an accident after paying 6 premiums, his wife receives the guaranteed Death Benefit and accrued bonuses from Max Life Smart Wealth Advantage Growth Par Plan. Additionally, she also receives the Rider Sum Assured of Rs. 5,00,000**

<p>*Annualised Premium: Smart Wealth Advantage Growth Par Plan – Rs. 1,00,000 p.a. Max Life Accidental Death and Dismemberment Rider – Rs. 1,103 p.a. Total Premium – Rs. 1,01,03 p.a</p>	<p>Rajiv loses his life after payment of 6 premiums</p> 	<p>Death Benefit payable to beneficiary under Max Life Smart Wealth Advantage Growth Par Plan – ₹ 12,00,000 (@ 4% illustrated rate)# ₹ 12,00,000 (@ 8% illustrated rate)# Max Life Accidental Death and Dismemberment Rider Sum Assured– ₹ 5,00,000 Total Death Benefit: ₹ 5,00,000 + ₹ 12,00,000 (@4% and @ 8% illustrated rate)# = ₹ 17,00,000/-</p>
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For more details, please refer to the Rider Prospectus available at [www.maxlifeinsurance.com](http://www.maxlifeinsurance.com). \*All applicable taxes, cesses and levies as imposed by the Government will be charged over and above the premiums.

\*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. Payment Frequency for Guaranteed Income & Cash Bonus is chosen as Annual in example

### ATTACH YOUR RIDER IN THREE SIMPLE STEPS



<sup>1</sup>Individual Death Claims Paid Ratio as per Audited Financials for FY 2022-2023. | <sup>2</sup>\*As per Public Disclosures 2022.

Please refer to your base Max Life insurance plan product prospectus for further details of riders applicable. Customer can add Max Life insurance riders to base life insurance plans while buying or renewing as per policy terms and conditions by paying an additional premium.

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

ARN: Max Life/Brand Marketing/FCB/ADD Rider/Leaflet/V04/August 2023

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#### 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