

Tata AIA Life Insurance Wealth Maxima
A Non-Participating Unit Linked Whole of Life plan.

Create a lasting legacy for your loved ones!

IN THIS POLICY, THE INVESTMENT RISK IN INVESTMENT PORTFOLIO IS BORNE BY THE POLICYHOLDER.

LINKED INSURANCE PRODUCTS DO NOT OFFER ANY LIQUIDITY DURING THE FIRST FIVE YEARS OF THE CONTRACT. THE POLICYHOLDER WILL NOT BE ABLE TO SURRENDER / WITHDRAW THE MONIES INVESTED IN LINKED INSURANCE PRODUCTS COMPLETELY OR PARTIALLY TILL THE END OF THE FIFTH YEAR.

Features:

- Whole of life cover till Age 100 years
- Growth of corpus through market linked returns
- 11 Fund options for enhanced investment opportunities
- Regular Loyalty Additions to boost investments
- Choice of investment strategy to suit your needs
- Flexible premium payment options
- Enhance your protection with optional riders

Benefits:

A. Maturity Benefit:

On survival to the end of the policy term, you will receive the Total Fund Value as per applicable NAV on the date of Maturity.

B. Death Benefit:

In case of the Life Assured's unfortunate demise during the Policy term, provided all due premiums have been paid, the nominee will be paid the highest of:

- Basic Sum Assured less Partial withdrawals made(if any)
- Fund value
- 105% of total premiums paid till the date of death
- 10 times of the annualised premium less Partial withdrawals made(if any)

C. Loyalty Additions:

Loyalty Additions as outlined below will be added to your premium account during the policy term if the policy is in force and all due premiums till date have been paid. Loyalty Additions are not applicable on Top-up Premium Account.

For Single Pay: Loyalty Additions of 0.35% of the units are credited to the fund every year starting from the 6th Policy Anniversary till the end of the Policy Term.

For Limited Pay: Loyalty Additions of 0.20% of the units are credited to the fund every year starting from the 11th Policy Anniversary till the end of the Policy Term.

Please refer to the Product Brochure for complete details of the product.

Eligibility:

Parameters		Minimum	Maximum
Issue Age*		0 years (30 days)	60 years
Maturity Age*		100 years	100 years
Premium ¹	Single Pay	Rs. 5,00,000	No Limit
	Limited Pay	Rs. 2,50,000 p.a.	No Limit
Basic Sum Assured ²	Single Pay	1.25 times the Single Premium	
	Limited Pay	Higher of (10* AP) OR (0.5*Policy Term * AP) AP is Annualised Premium selected by the policyholder at the inception of the policy, excluding applicable taxes, cesses and levies or any other extra premium. (For the purpose of Basic Sum Assured, Policy Term = 70 minus Issue age)	
Policy Term		100 minus Issue age	
Premium Payment Term		Single Pay Limited Pay – 7, 8, 9, 10, 15 and 20 years	
Pay Mode		Single, Annual, Semi-Annual, Quarterly, Monthly	

*Age last birthday

¹Increase or decrease in Premium is not allowed under this plan. If Premium is the starting point, Premium should be chosen to be a multiple of Rs.1000.

²Increase or decrease in Basic Sum Assured by changing the premium multiple is allowed subject to Underwriting and limit set by the company. If Basic Sum Assured is the starting point, Basic Sum Assured should be next higher multiple of Rs.1000.

Commission:

As per RBI circular: RBI/2009-10/225 dated November 16, 2009, following are the details of the comparative commission earned by HDFC Bank from Insurance (Life), whose products are being distributed:

Commission, Brokerage and trail from Life Insurance

Category	First Year Commission		2nd year Renewal Commission	
	Min	Max	Min	Max
Health	2%	35%	0%	7.50%
Pension	0.50%	7.50%	0%	2%
Protection	2%	35%	0%	2%
Savings & Investment	0.50%	30%	0%	3%
Group Product*	5%	5%	0%	0%

Note: The commission varies depending upon the Product in each category, tenure, amount of premium and premium paying term

*For Group Products commission payable is 5% of the premium with a ceiling on the maximum payout as defined by Insurance Regulatory and Development Authority of India (IRDAI) from time to time.

Important Disclaimer:

This product is underwritten by Tata AIA Life Insurance Company Limited. For more details on risk factors, terms and conditions please read sales brochure carefully before concluding a sale. All applicable taxes, duties, surcharge, cesses or levies, as may be imposed by Government, any statutory or administrative authority from time to time, on the premiums payable and benefits secured under Policy, shall be borne and paid by the Policyholder. Income Tax benefits would be available as per the prevailing income tax laws, subject to fulfillment of conditions stipulated therein. Tata AIA Life Insurance Company Ltd does not assume responsibility on tax implication mentioned anywhere in this document. Please consult your own tax consultant to know the tax benefit available to you. The Premium paid in the Unit Linked Life Insurance Policies are subject to investment risks associated with capital markets and the NAVs of the units may go up or down based on the performance of fund and factors influencing the capital market and the Insured is responsible for his/her decisions. Investments are subject to market risks. Unit Linked Life Insurance products are different from the traditional insurance products and are subject to the risk factors. Please know the associated risks and the applicable charges, from your Insurance agent or the Intermediary or policy document issued by the insurance company. The performance of the managed portfolios and funds is not guaranteed and the value may increase or decrease in accordance with the future experience of the managed portfolios and funds. Past performance is not indicative of future performance. Tata AIA Life Insurance Company Ltd. is only the name of the Insurance Company and Tata AIA Life Insurance Wealth Maxima is only the name of the Unit Linked Life Insurance Contract and does not in any way indicate the quality of the contract, its future prospects or returns. The various funds offered under this contract are the names of the funds and do not in any way indicate the quality of these plans, their future prospects and returns. The underlying Fund's NAV will be affected by interest rates and the performance of the underlying stocks. Insurance cover is available under this product. Riders are not mandatory and are available for a nominal extra cost. For more details on benefits, premiums and exclusions under the Rider(s), please contact your nearest HDFC Bank branch.

UIN: 110L114V02 | L&C/Advt/2017/Jul/222

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For any information including cancellation, claims and complaints, please contact our Insurance advisor or visit Tata AIA Life's nearest branch office or call 1-860-266-9966 (local charges apply) or write to us at customercare@tataaia.com. Visit us at: www.tataaia.com or SMS 'LIFE' to 58888.

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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.

Frequently Asked Questions (FAQs):**What is Tata AIA Life Insurance Wealth Maxima?**

Tata AIA Life Insurance Wealth Maxima is a non-Participating Unit Linked Whole of Life plan that maximizes your long term financial security and gives you financial protection cover up to age 100. Investment in this plan can help you not only to fulfill your medium to long term goals such as children's education, retirement planning but creating legacy for future generations.

This is a non-participating unit linked whole of life plan.

What are the key features of this plan?

- Whole of life cover till Age 100 years
- Growth of corpus through market linked returns
- 11 Fund options for enhanced investment opportunities
- Regular Loyalty Additions to boost investments
- Choice of investment strategy to suit your needs
- Flexible premium payment options
- Enhance your protection with optional riders

What are the age limits for this plan?

Minimum Entry Age	0 years (30 days)
Maximum Entry Age	60 years
Maturity Age	100 years

All ages are as on last birthday

What is the Policy Term available in this plan?

Wealth Maxima being a whole life plan, the policy term is (100 – age at inception).

What is the Premium Payment Term available in this plan?

Wealth Maxima provides a flexibility to choose either Single Pay or a Limited Premium Payment term of 7 years/ 8 years/ 9 years/ 10 years/ 15 years/ 20 years.

What is the minimum premium for this plan?

Minimum premium for single pay is Rs. 5,00,000 and for limited pay is Rs. 2,50,000 p.a.

What is the basic sum assured offered by Wealth Maxima?

For Single Pay – 1.25 times the single premium

For limited pay – Higher of (10 x annualized premium) OR (0.5 x annualized premium x policy term)

(For the purpose of Basic Sum Assured, Policy Term = 70 minus Issue age)

What is the Enhanced SMART Strategy?

Enhanced SMART (**S**ystematic **M**oney **A**llocation & **R**egular **T**ransfer) is a systematic transfer plan available only to the policies with the annual / single mode of payment. It allows you to enter the volatile equity market in a structured manner under the Regular/Single Premium Fund. Under Enhanced SMART, you need to choose two funds, a debt oriented fund and an equity oriented fund. Please refer to table below for the choice of available funds:

Debt oriented funds	Equity oriented funds
Whole Life Income Fund	Large Cap Equity Fund
	Whole Life Mid Cap Equity Fund
	Multi Cap Fund
Whole Life Short-Term Fixed Income Fund	India Consumption Fund
	Top 50 Fund
	Top 200 Fund
	Super Select Equity Fund

This strategy is applicable till premium payment term only and is not available with top-up premium fund.

Through Enhanced SMART, your entire annual/single allocable premium will be parked in the chosen debt oriented fund along with any existing units in that fund, if any. These combined units in the chosen debt oriented fund will be systematically transferred on a monthly basis to the chosen equity oriented fund. All your future allocable premiums will also follow the same pattern as long as Enhanced SMART is active on your plan. Switching to/from the Enhanced SMART funds to other available funds is not allowed. Thus, while the stock market remains volatile and unpredictable, Enhanced SMART strategy offers a systematic way of rupee cost averaging. However, all investments through this option are still subject to investment risks, which shall continue to be borne by you.

A portion of total units in the chosen debt oriented fund shall be switched automatically into the chosen equity oriented fund in the following way:

Monthly Enhanced SMART

Policy Month 1 - 1/12 of the units available at the beginning of Policy Month 1

Policy Month 2 - 1/11 of the units available at the beginning of Policy Month 2

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Policy Month 6 - 1/ 7 of the units available at the beginning of Policy Month 6

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Policy Month 11 - ½ of the units available at the beginning of Policy Month 11

Policy Month 12 - balance units available at the beginning of Policy Month 12

For further details on investment options, please refer to the product brochure.

Are there any Loyalty Additions available under this plan?

Yes. The plan offers Regular Loyalty Additions to boost your investment. The Loyalty Additions will be added to your premium account during the policy term if the policy is in force and all due premiums till date have been paid. Loyalty Additions are not applicable on Top-up Premium Account.

For Single Pay:

Loyalty Additions of 0.35% of the units are credited to the fund every year starting from 6th Policy Anniversary till the end of the Policy Term.

For Limited Pay:

Loyalty Additions of 0.20% of the units are credited to the fund every year starting from 11th Policy Anniversary till the end of the Policy Term.

What is the Maturity Benefit available under this plan?

On survival to the end of the policy term, you will receive the Total Fund Value valued at applicable NAV on the date of Maturity.

What is the Death Benefit this plan?

In case of death of the life insured during the policy term and while the policy is in force, the Nominee / legal heir will get -

Highest of:

- (i) the Basic Sum Assured net of all "Deductible Partial Withdrawals", if any, from the Regular/Single Premium Fund Value, or
- (ii) the Regular/Single Premium Fund Value of this Policy or
- (iii) 105 percent of the total Regular/Single Premiums paid.
- (iv) 10 times of the annualised premium in case of limited premium payment term*.

In addition to this:

Highest of

- (i) the approved Top-up Sum Assured(s) or
- (ii) Top-up Premium Fund Value of this Policy or
- (iii) 105 percent of the total Top-up Premiums paid

is also payable provided the Policyholder has a Top-up Premium Fund Value. Deductible Partial Withdrawals are not applicable in case of Top-Up Sum Assured.

*Net of all "Deductible Partial Withdrawals", if any, from the Regular/ Single Premium Fund Value.

For purpose of determining the Death Benefit, the Deductible Partial Withdrawals mentioned above shall mean the Partial withdrawals made, (i) during the last two years immediately preceding the date of death of the Insured, if the age of the Insured at death is less than 60 years of Age; or (ii) after Insured attaining the age of 58 years, if the age of the Insured at death is greater than or equal to 60 years, as the case may be.

Upon payment of the death benefit, the Policy shall terminate and no further benefits are payable.

What are the charges associated with this plan?

Please refer the Product Brochure for the detailed list of Charges available under this plan

Are there any exclusions in this plan?

In case of death due to suicide within 12 months from the date of commencement of the policy or from the date of revival of the policy, the nominee or beneficiary of the policyholder shall be entitled to fund value/policy account value, as available on the date of death. Any charges recovered subsequent to the date of death shall be paid-back to the nominee or beneficiary along with death benefit.

Are there any tax benefits available with this plan?

Premiums paid under this plan are eligible for tax benefits under Section 80C of the Income Tax Act, 1961 and are subject to modifications made thereto from time to time. Moreover, life insurance proceeds enjoy tax benefits as per Section 10(10D) of the said Act. Tax benefits and liabilities under the Policy are subject to prevailing tax laws. Tax laws and the benefits arising thereunder are subject to change. The Policyholder is advised to seek an opinion of tax advisor in relation to the tax benefits and liabilities applicable.

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