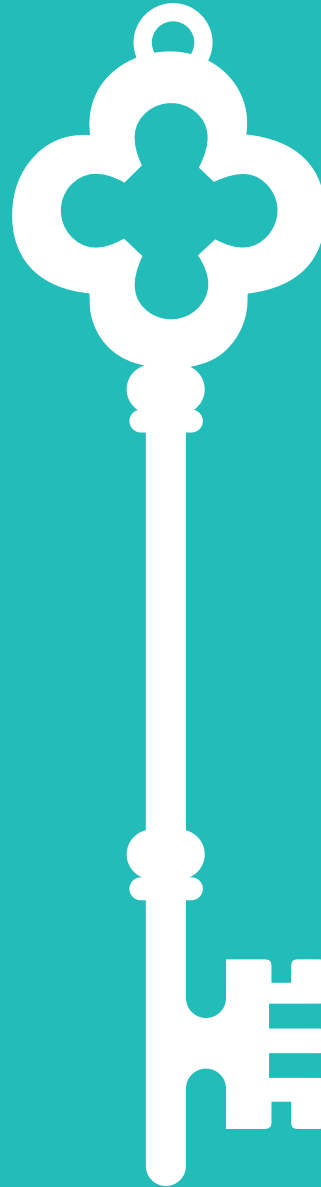


Wealth Solutions

Tata AIA Life Insurance

Fortune Maxima



Tata AIA Life Insurance Fortune Maxima

A Non-Participating Unit Linked Whole of Life Plan

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.

Ensuring financial security of your near and dear ones is one of the primary objectives of life. Tata AIA Life Insurance Fortune Maxima, a Non-Participating Unit Linked Whole of Life Plan that allows you to fulfill this critical life need with a greater degree of efficiency.

This plan allows you to maximize your whole life protection corpus with the power of market driven growth.

Investment in this plan can help you fulfill your medium to long term goals such as children's education, retirement planning and creating legacy for future generations.

Tata AIA Life Insurance Fortune Maxima, protecting your dreams over a life time.

Salient Features

- Pay premiums once or for a limited period and get Insurance protection for the entire life
- Regular Loyalty Additions to boost investments
- Flexibility to choose from 6 Fund options for enhanced investment opportunities
- Option to customize your plan with three additional unit deducting riders
- Tax benefits u/s 80C and 10 (10D) of the Income Tax Act, 1961

Plan at a Glance

Minimum Issue Age (Age last birthday)	0 years (30 days)
Maximum Issue Age (Age last birthday)	60 years
Maximum Maturity Age (Age last birthday)	100 years
Policy Term	100 minus Issue age
Premium Paying Term	Single Pay Limited Pay – 7/8/9/10/15 and 20 years
Pay Mode	Single, Annual, Semi-Annual, Quarterly, Monthly
Minimum Premium¹	Single Pay – ₹ 1,00,000 Limited Pay – ₹ 50,000 per annum

Maximum Premium¹	Single Pay – ₹ 5,00,000 Limited Pay – ₹ 5,00,000 per annum
Minimum/Maximum Basic Sum Assured²	For Single Pay – 1.25 times the Single Premium For 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 the service tax or any other extra premium. (For the purpose of Basic Sum Assured, Policy Term = 70 minus Issue age)

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 ₹1000.

²Increase or decrease in Basic Sum Assured is not allowed under this plan. If Basic Sum Assured is the starting point, Basic Sum Assured should be next higher multiple of ₹1000.

Important aspects

1. Total Sum Assured under the plan is the total of Basic Sum Assured and Top-up Sum Assured.
2. The Regular / Single premium and any Top-up premium net of premium allocation charge will be used to purchase units in the various investment fund/s offered under this plan and as chosen by you. The units purchased in the investment fund is the monetary amount allocated to the investment fund divided by its then prevailing NAV per unit.
3. Regular / Single Premium Fund Value is equal to the number of units pertaining to Regular/Single premiums allocated to the investment fund/s chosen by you multiplied by its then prevailing NAV per unit.
Top-up Premium Fund Value, if any, is equal to the number of units pertaining to Top-up premiums allocated to the investment fund/s chosen by you multiplied by its then prevailing NAV per unit.
4. Total Fund Value under this plan is the total of Regular / Single Premium Fund Value and Top-up Premium Fund Value, if any. The Fund Value represents the total value of your investments to date and is the balance of all units allocated to the investment fund/s chosen by you multiplied by its then prevailing NAV per unit.

What are your Benefits?

Maturity Benefit

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.

Death Benefit

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.

Non-Negative Claw-Back Additions

In the process to comply with the reduction in yield, the Company will arrive at specific non-negative claw-back additions, if any, to be added to the unit Fund Value, as applicable, at various durations of time after the first five years of the contract.

Benefit Illustration

To illustrate the above benefits let's have a look at the following Benefit Illustration*

The table below gives the Total Maturity Benefit for a healthy person aged 35 years at standard age proof

- Fund Allocation: 50% in Large Cap Equity Fund and 50% in Whole Life Mid cap Equity Fund
- Annualised Regular Premium: ₹1,00,000
- Mode of payment: Annual /Single

					Higher Rate Illustration (8%)		Lower Rate Illustration (4%)	
					Guaranteed Benefits	Non Guaranteed Benefits		Non Guaranteed Benefits
Age	Policy Term	Premium paying term	Annual Regular Premium## (₹)	Premium Multiple chosen	Basic Sum Assured	Total Maturity Benefit # (₹)	Net Yield** @ 8%	Total Maturity Benefit# (₹)
35	65	Single	100,000	1.25	125,000	7,035,976	6.76%	513,147
35	65	5	100,000	17.5	1,750,000	39,623,122	6.77%	3,287,483
35	65	7	100,000	17.5	1,750,000	53,061,775	6.79%	5,166,430
35	65	10	100,000	17.5	1,750,000	70,224,391	6.81%	7,566,957

*Some benefits are guaranteed and some benefits are variable (Non-guaranteed) with returns based on the future performance of the opted funds and fulfillment of other applicable policy conditions.

Total Maturity Benefit is inclusive of Loyalty Additions and exclusive of service tax. For benefit values net of service tax please refer to the sales illustration.

"Service tax and TDS" are applicable as per governing laws. Tata AIA Life Insurance Company Limited reserves the right to recover/ deduct from the policyholder, any levies and duties (including service tax and TDS), as

imposed by the government from time to time. Kindly refer to sales illustration for exact premium.

**Computation of the net yield excludes mortality charges and service tax on charges as applicable.

Loyalty Additions

As a reward for your loyalty, additional units at the rate of 0.20% of the units in each of the funds under the Regular Premium Account will be credited (post deduction of applicable charges) to the respective funds every policy anniversary starting from eleventh (11th) Policy Anniversary till the end of the policy term.

If you have chosen a single pay option, the additional units at the rate of 0.35% of units in each of the funds under the Single Premium Account will be credited (post deduction of applicable charges) to the respective funds every policy anniversary starting from sixth (6th) Policy Anniversary till the end of the policy term.

The Loyalty Additions will be credited only if the policy is in force and all due premiums have been paid. Loyalty Additions are not payable on Top-up Premium Account.

What are your investment avenues?

This product offers you the flexibility to invest in a manner that suits your investment risk profile and individual needs.

a) You can choose from the 6 investment fund options
OR

b) Choose the following PORTFOLIO STRATEGY

l) Enhanced **S**ystematic **M**oney **A**llocation & **R**egular **T**ransfer (Enhanced SMART)

a) **You can choose from a variety of funds**

Your allocable Regular/ Single Premium and Top-Ups (if any) are invested in one or more investment funds as per your chosen asset allocation. You have an option of choosing any or all of the 6 Funds or such funds which are available at the time of allocation, based on your preferred asset allocation.

We offer 6 investment funds ranging from 100% debt to 100% equity to suit your particular needs and risk appetite – Large Cap Equity fund, Whole Life Mid Cap Equity fund, Whole Life Aggressive Growth fund, Whole Life Stable Growth fund, Whole Life Income fund and Whole Life Short-term fixed Income fund.

If you wish to diversify your risk, you can choose to allocate your premiums in varying proportions amongst the 6

investment funds.

Our wide range of funds gives you the flexibility to redirect future premiums and change your premium allocation percentages from that point onwards. Also you can switch monies from one investment fund to another at any time. Switches must however be within the investment funds offered under this plan

Legislation or restriction of any Government or other authority or any other circumstances beyond the anticipation or control of the Company, the performance of this contract with prior approval of IRDA of India shall be wholly or partially suspended during the continuance of the FORCE MAJEURE EVENT AND THE COMPANY WILL RESUME THE CONTRACT TERMS AND CONDITIONS WHEN SUCH AN EVENT CEASES TO EXIST.

Investment Fund	Fund Objective	Risk Profile	Asset Allocation	Minimum	Maximum
Large Cap Equity Fund (ULIF 017 07/01/08 TLC 110)	The primary investment objective of the Fund is to generate long - term capital appreciation from a portfolio that is invested pre-dominantly in large cap equity and equity linked securities.	High	Equities and Equity linked Instruments	80%	100%
			Cash / Money Market Instruments	0%	20%
Whole Life Mid Cap Equity Fund(ULIF 009 04/01/07 WLE 110)	The primary investment objective of the Fund is to generate long term capital appreciation from a portfolio that is invested pre-dominantly in Mid Cap Equity and Mid Cap Equity linked securities.	High	Equities and Equity linked Instruments	60%	100%
			Cash/ Money Market Instruments	0%	40%
Whole Life Aggressive Growth Fund(ULIF 010 04/01/07 WLA 110)	The primary investment objective of the Fund is to provide higher returns in long term by investing primarily in Equities along with debt/ money market instruments.	Medium to High	Equity and Equity Linked instruments	50%	80%
			Debt Instruments	20%	50%
			Cash / Money Market Instruments	0%	30%
Whole Life Stable Growth Fund(ULIF 011 04/01/07 WLS 110)	The primary investment objective of the Fund is to provide stable returns by balancing the investment in Equities and debt/ money market instruments.	Low to Medium	Equity and Equity Linked instruments	30%	50%
			Debt Instruments	50%	70%
			Cash / Money Market Instruments	0%	20%
Whole Life Income Fund (ULIF 012 04/01/07 WLI 110)	The primary investment objective of the Fund is to generate income by investing in a range of debt and money market instruments of various maturities with a view to maximizing the optimal balance between yield, safety and liquidity.	Low	Debt Instruments	60%	100%
			Cash / Money Market Instruments	0%	40%
Whole Life Short-Term Fixed Income Fund (ULIF 013 04/01/07 WLF 110)	The primary investment objective of the Fund is to generate stable returns by investing in fixed income securities having shorter maturity periods. Under normal circumstances, the average maturity of the Fund may be in the range of 1-3 years.	Low	Debt Instruments of duration less than 3 years	60%	100%
			Cash / Money Market Instruments	0%	40%

These funds have different risk profiles based on different types of investments that are offered under these funds. The returns are expected to vary according to the risk profile of the funds chosen.

In case of exceptional circumstances/force majeure events, investment in Cash / Money Market Instruments in all above funds may go up to 100%, subject to prior approval of IRDA of India.

Exceptional circumstances may include:

- i) Global financial or credit crisis,
- ii) War like situation,
- iii) Political uncertainty
- iv) Events like Political/ Communal disturbance which affects Indian economy and in turn impacts severely on Fixed Income / Equity market.

Force Majeure

If the performance by the Company of any of its obligations herein shall be in any way prevented or hindered in consequence of any act of God or State, Strike, Lock out,

Discontinued Policy Fund II:

The investment objective for Discontinued Policy Fund II is to provide capital protection and a minimum return as per regulatory requirement with a high level of safety and liquidity through judicious investment in high quality short-term debt. The strategy is to generate better returns with low level of risk through investment in fixed interest securities having short term maturity profile. The risk profile of the fund is very low. There is a minimum guarantee of interest @ 4% p.a. or as prescribed by IRDA of India from time to time

Asset allocation:

Instrument	Allocation
Government Securities	60% - 100%
Money Market Instruments	0% - 40%

b) Choose the following PORTFOLIO STRATEGY:

- . i) Enhanced **Systematic Money Allocation & Regular Transfer** (Enhanced SMART)

Enhanced SMART is a systematic transfer plan available only

to the policies with the annual / single mode of payment. It allows a customer 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 Short-Term Fixed Income Fund	Whole Life Mid Cap 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
Policy Month 6	1/7 of the units available at the beginning of Policy Month 6
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

The following are the notable features of Enhanced SMART:

- Enhanced SMART can be availed at the option of the policyholder, exercisable at policy inception or on any policy anniversary. A written request to commence, change or restart Enhanced SMART should be received 30 days in advance of the policy anniversary. The request shall take effect on the following policy anniversary. Once chosen the strategy will be applicable for future premiums for all the premium payment terms except single premium.
- Request for commencement, change or restart of Enhanced SMART will be subject to all due premiums being paid.

- Enhanced SMART option is available only to the policies with the annual/single mode of payment.
- The automatic fund switches in the Enhanced SMART option are available out of the 12 free switches.
- Enhanced SMART is free of any charge.
- The policyholder will have the option to stop the Enhanced SMART at any point of time by a written request and it shall take effect from the next Enhanced SMART switching that follows the Company's receipt
- Manual fund switching for the two funds selected for activation of Enhanced SMART is not allowed. Manual fund switching is allowed on other available funds at applicable charges. For Top-up premiums, manual switching option will be available at applicable charges.
- Any amount remaining in regular premium funds other than the two funds selected for activation of Enhanced SMART, would continue to remain invested in those funds.
- Enhanced SMART Option will not be available during Discontinuance of Premium. On revival of the policy, you can opt for Enhanced SMART again.
In Case of Single Premium option:
 - Enhanced SMART strategy can only be opted for at policy inception.
 - Enhanced SMART strategy will be applicable for policy year 1 only.
 - From the end of year 1, the amount will remain invested in the Equity oriented fund as chosen by customer under Enhanced SMART strategy.
 - Customer has an option to do manual fund switching to other available funds after the end of policy year 1.

The Company may cease offering Enhanced SMART by giving 30 days of written notice subject to prior approval of Insurance Regulatory and Development Authority of India.

Tracking and Assessing Your Investments

You can monitor your investments

- On our website (www.tataaia.com);
- Through the annual statement detailing the number of units you have in each investment fund and their respective then prevailing NAV; and
- Through the published NAVs of all investment funds on our website and Life council's website.

What are the other benefits in your policy³?

This is a single / limited payment policy with protection for whole of life and it is in your best interest to stay invested for the entire term. This will enable you to pay for a short term and enjoy all the special benefits offered under this innovative product for the rest of your life. However, for contingency needs during the term of the policy, you may avail of the Partial Withdrawal option. In case if you have a surplus income, you may invest the same in your plan through top-ups.

Flexibility of Partial Withdrawals

In case you need money for any emergency or otherwise, this

plan enables you to withdraw from your fund. The withdrawals from regular / Single Premium Fund are allowed after five policy anniversaries from the date of issuance of your policy, provided the policy is in force.

- Partial withdrawal from the Top-up Premium Fund can be allowed anytime after five policy anniversaries from the date of acceptance of each such Top-up Premium paid.
- For Regular Premium policy, minimum partial withdrawal amount is ₹ 5,000 subject to Total Fund Value post such withdrawals being not less than an amount equivalent to one year's Annualised Regular Premium.
- For Single Premium policy, minimum partial withdrawal amount is ₹ 5,000 subject to Total Fund Value post such withdrawals being not less than an amount equivalent to 5% of Single Premium paid.
- Partial withdrawal is allowed only after insured attains 18 years of age.
- Partial Withdrawals should be made first from the Top-up Premium Fund (if any) and then from the Regular /Single Premium Fund, if amount in the Top-up Premium Fund is insufficient.
- Maximum of four (4) partial withdrawals are allowed in a policy year and we levy no charges for making the partial withdrawals.
- The partial withdrawals shall not be allowed if it would result in termination of the contract.

Flexibility of Top-ups

You have the flexibility to pay additional premium as 'Top-up Premium', provided the policy is in force

- Top-up premiums can be paid any time except during the last five years of the policy term, subject to underwriting, as long as all due premiums have been paid.
- You can Top-up your policy up to four times in a policy year.
- The minimum Top-up amount is ₹ 5,000/-. Acceptance of Top up Premium is subject to prevailing underwriting rules.
- Top-up premiums can be allocated in any proportion between the funds offered as chosen by the policyholder.
- Every Top up Premium will have a lock- in period of five years from the date acceptance of such Top up premiums except in case of complete withdrawal of policy.
- At any point of time, the total Top-up premiums paid shall not exceed the sum of the total regular premiums / single premium paid
- Top-up premiums are subject to charges as described under "What are my Policy charges?"

Top-up Sum Assured

Your Sum Assured will increase by Top-up Sum Assured when you avail of a Top-up. Limits on Top-up Sum Assured multiples are based on the age of the life assured at the time of paying the Top-up premium.

Top-up Sum Assured will be as below-

For age <45 years – 1.25 times the Top-up Premium

For age >= 45 years – 1.1 times the Top-up Premium

Increase or decrease in the Top-up Sum Assured is not allowed.

Flexibility of Premium Mode

You may choose to pay your premiums⁴ Annually, Semi-annually, Quarterly, Monthly or even single time as per your convenience.

⁴Monthly Premium = 0.0833 of Annualised Premium, Quarterly Premium = 0.25 of Annualised Premium, Semi-annual premium = 0.50 of Annualised Premium subject to minimum premium conditions for each mode.

Flexibility of Additional Coverage⁵

You have further flexibility to customize your product by adding the following optional riders. The charges for these riders, if opted for, will be recovered by cancellation of units from the basic plan. The riders can only be attached at the policy inception

For Limited Pay- The Policyholders have an option to choose any one of the following riders:

1. Tata AIA Life Insurance Waiver of Premium (Linked) Rider
2. Tata AIA Life Insurance Waiver of Premium Plus (Linked) Rider
3. Tata AIA Life Insurance Accidental Death and Dismemberment (Long Scale) (ADDL) Linked Rider

For Single Pay- the Policyholders have an option to choose the following rider:

1. Tata AIA Life Insurance Accidental Death and Dismemberment (Long Scale) (ADDL) Linked Rider

Tata AIA Life Insurance Accidental Death and Dismemberment (Long Scale) (ADDL) Linked Rider (UIN:110A027V01)

This rider ensures protection of your family by paying your nominee an amount equal to the rider sum assured in case of an accidental death. In case of severe dismemberment like loss of limbs or bodily functions or severe burns due to an accident, it will pay a percentage of the rider sum assured as per the ADDL benefit chart. The benefits will be doubled in case of certain accidental death or dismemberments. This rider will be allowed from entry age of 18 years upto 60 years and maximum maturity age of 70 years. This rider is not available with premium paying term of 7 years.

The maximum rider sum assured is restricted to 50% of basic sum assured for the premium paying term of 8 years and maximum rider sum assured is equal to 100% of basic sum assured for any other chosen premium paying terms

TataAIALife Insurance Waiver of Premium (Linked)Rider (UIN:110A026V01)

This rider provides for the waiver of all future premiums of the basic policy which fall due while the proposer is totally and permanently disabled (provided that the disability commences

before the proposer reaches 65 years or the end of premium payment term of the basic plan, whichever is earlier). This rider will be allowed from entry age of 18 years upto 60 years and maximum maturity age of 65 years. This rider is not available with premium paying term of 7 years.

TataAIA Life Insurance Waiver of Premium Plus(Linked) Rider(UIN:110A025V01)

This rider provides for the waiver of all future premiums of the basic policy which fall due in case of death or while the proposer is totally and permanently disabled (provided that the death occurs /disability commences before the proposer reaches 65 years or the end of premium payment term of the basic plan, whichever is earlier). This rider will be allowed from entry age of 18 years upto 57 years (of the Proposer) and maximum maturity age of 65 years (of the proposer). This rider is not available with premium paying term of 7 years.

⁵These are Unit deducting riders and no separate premium needs to be paid.

³For more details on the benefits, premiums and exclusions under these riders please refer to the Rider Brochure or contact our Insurance advisor or visit our nearest branch office.

How is the NAV calculated?

The Net Asset Value (NAV) of the segregated funds shall be computed as:

Market value of investment held by the fund + value of current assets - (value of current liabilities and provisions, if any)

Number of units existing on Valuation Date (before creation / redemption of units)

The Net Asset value (NAV) will be determined and published daily in various financial newspapers and will also be available on www.tataaia.com, the official website of Tata AIA Life. All you have to do is multiply the number of Units you have with the published NAV to arrive at the value of your investments.

Credit/Debit of Units

Premiums received, after deducting the Regular Premium/ Single Premium / Top-up Premium Allocation Charge and applicable service tax will be used to purchase Units at the NAV according to your instruction for allocation of Premium. Units purchased by Regular /Single Premium and Top-up Premium, net of payable premium allocation charge and applicable service tax, will be deposited into the Regular/Single Premium Fund Value and Top-up Premium Fund Value respectively.

Where notice is required (Partial Withdrawal, Complete withdrawal or death of the Insured), Units being debited shall be valued by reference to their NAV as specified in the section "Cut-off time for determining the appropriate valuation date"

Cut-off time for determining the appropriate valuation date

The appropriate valuation date at which NAV will be used to purchase or redeem Units shall be determined in the following manner:-

a) Purchase & Allocation of Units in respect of Premiums received or Fund Value(s) switched in:

- If the premiums, by way of cash or a local cheque or a demand draft payable at par or the request for switching in Fund Value(s) is / are received by us at or before 3:00 p.m. of a Business Day at the place where these are receivable, NAV of the date of receipt or the due date, whichever is later shall apply.
- If the premium/s, by way of cash or a local cheque or a demand draft payable at par or the request for switching in Fund Value(s) is/are received by us after 3:00 pm of a business day, at the place where these are receivable, NAV of the next valuation date following the receipt or the due date, whichever is later shall apply.
- If the premium/s is received by us by way of an outstation cheque / outstation demand draft, NAV of the date of on which these instruments are realized shall apply.
- In case of proposals or requests for Top-up Premium where underwriting or Our approval is required, the closing NAV of the day on which underwriting/approval is completed in all respects or the date of receipt of premium (in case of cash or local cheque or demand draft payable at par) or the date of cheque / demand draft realization (in case of an outstation cheque / demand draft) whichever is later shall apply.
- If premiums are received via standing instruction (such as auto pay, credit cards, electronic clearing system etc) the same procedure as for local cheques will apply with the date of sending the collection request to the relevant bank / financial institution being taken as the date of receipt of the local cheque.

b) Sale & Redemption of Units in respect of withdrawals, surrender, Fund Value(s) switched out, death claim:

- If a valid request/application is received by us at or before 3:00 pm of a Business Day, NAV of the date of receipt shall apply.
- If a valid request/application is received by us after 3:00 pm of a Business Day, NAV of the next valuation date following the receipt shall apply.

What are the options to manage my investments⁶?

We offer you ample flexibility to manage your money so that you can reap maximum benefits of your investments.

Switching Between the Funds

During the policy term, you may switch your investment or part of investment from one fund to another as per your outlook about the markets. Switching may be restricted if the Enhanced SMART is chosen. Please refer to Enhanced SMART strategy for details. A total of 12 free switches are allowed in a policy

year after which charges will be applicable on further switches as shown under "What are my Policy Charges?"

Premium Re-direction

Premium Re-direction facility helps you to allocate future premiums to a different fund or set of funds. There is no Premium-Redirection charge. Premium Re-direction will not be allowed if Enhanced SMART is chosen.

⁶please contact our Insurance Advisor or visit our nearest branch office for further details

What if I want to discontinue paying premiums?

Discontinuance of Premiums

Discontinuance of Premium within Five Years from the Date of Commencement

Where a Regular Premium due before the fifth policy anniversary remains unpaid at the end of the Grace Period, the Company shall send a notice within a period of 15 days from the date of expiry of grace period to Policyholder to exercise below referred options, within a period of 30 days of receipt of such notice.

Policyholder can choose one of the following options:

- To revive the Policy within a period of two years from the date of discontinuance or
- Complete withdrawal from the Policy without any risk cover

From the expiry of the Grace Period, till Policyholder exercises the option or till the expiry of notice period whichever is earlier, the Policy is deemed to be in force and the risk cover will continue. During this period Mortality charge, Fund Management charges, Optional rider charges and Policy Administration Charges will be deducted as due. In case of death during this period, the death benefit as mentioned under "Death Benefit" shall be payable immediately.

If Policyholder exercises the option (a) i.e. to revive the policy, till the Policy is revived, the Policy will move into Discontinuance mode post deduction of discontinuance charges, as applicable.

Policyholder can revive the Policy within two years from the date of Discontinuance of Policy. At the time of revival, Policyholder is required to pay all the due premiums without any interest and the same shall be subject to deduction of Policy Administration charge and premium allocation charge as applicable during the discontinuance period. Discontinuance charges deducted on the date of discontinuance shall be added back to the fund upon revival. The amount lying in the discontinued policy fund II shall by default move to the funds chosen at the time when the Policy moved into discontinuance mode.

If the policyholder fails to revive the policy within the two year revival period, then the proceeds of discontinued policy shall be payable at the end of revival period or end of lock-in period, whichever is later

In case of death during the period the policy is in discontinuance, the "Proceeds of the Discontinued Policy" shall be payable.

"Proceeds of the Discontinued Policy" means the fund value as

on the date of discontinuance plus entire income earned after deduction of the fund management charges, subject to a minimum guaranteed return of 4% p.a. or as prescribed by IRDA of India from time to time.

Discontinuance of Premium after Five Years from the Date of Commencement

Where a Regular Premium due after the fifth policy anniversary remains unpaid at the end of the Grace Period, the Company shall send a notice within a period of 15 days from the date of expiry of grace period to Policyholder to exercise below referred options, within a period of 30 days of receipt of such notice.

- To revive the policy within a period of 2 years from the date of discontinuance; or
- Complete Withdrawal from the Policy without any risk cover; or
- Convert the Policy into Reduced Paid Up.

From the expiry of the Grace Period, till Policyholder exercise the option or till the expiry of notice period whichever is earlier, the Policy is deemed to be in force and the risk cover will continue. During this period Mortality charge, Fund Management charges and Policy Administration Charges will be deducted as due. In case of death during this period, the death benefit as mentioned under "What are your Benefits?" shall be payable immediately on death

If Policyholder chooses option (a) i.e. to revive the policy, Policyholder have to revive the policy within 2 years from the date of discontinuance, during this period, the Policy is deemed to be in force with risk cover as per terms and conditions of the Policy. If the policyholder fails to revive the policy within the two year revival period, the Policy shall be completely withdrawn.

At the time of revival, Policyholder is required to pay all the due premiums without any interest and the same shall be subject to deduction of Policy Administration charge and premium allocation charge as applicable during the discontinuance period. Discontinuance charges deducted on the date of discontinuance shall be added back to the fund upon revival. The amount lying in the Discontinued Policy Fund II shall by default move to the funds chosen at the time when the Policy moved into discontinuance mode.

If Policyholder chooses option (b) i.e. complete withdrawal from the policy without any risk cover or does not choose any option within the notice period of 30 days, the Policy shall be completely withdrawn

If Policyholder chooses option (c) i.e. Convert the Policy into Reduced Paid-up, policy will continue with the reduced sum assured as defined below

Reduced paid -up sum assured = Basic Sum Assured * (t / n)

Where,

t = Total Premiums paid

n=Total Premiums payable for the entire premium paying term

A reduced paid-up policy will continue as per policy terms and conditions and charges as mentioned under "What are the charges in your policy?" shall continue to be deducted.

Policyholder will have an option of resuming payment of premiums with full sum assured before the end of revival period of two years from the date of last unpaid premium.

Top-ups will not be allowed when the policy is in reduced paid-up status.

Partial Withdrawal will be allowed during the reduced paid-up status

What if I want to discontinue the policy?

Complete Withdrawal

The policyholder can completely withdraw his / her policy anytime during the policy term by intimating the company.

If policyholder requests for Complete Withdrawal from the policy –

- Within the lock-in period; the surrender value i.e. the fund value less applicable discontinuance charges as on the date of discontinuance shall be credited to the 'Discontinued Policy Fund II' as maintained by the Company. The 'Proceeds of the Discontinued Policy' i.e. the fund value as on the date of discontinuance plus entire income earned after deduction of the fund management charges, subject to a minimum guarantee of interest @ 4% p.a. or as prescribed by IRDA of India from time to time shall be paid to the policyholder after completion of the lock-in period.

In case of death of the insured during this period the "Proceeds of the Discontinued Policy" shall be payable to the nominee immediately.

- After the Lock-in Period; the total fund value as on the date of complete withdrawal shall be paid to the policy holder.

Lock-in period means the period of 5 consecutive years from the date of commencement of the policy, during which period the proceeds of the discontinued policies cannot be paid by the insurer, except in the case of death or upon the happening of any other contingency covered under the policy.

What are my policy charges?

Premium Allocation Charge

Regular Premium / Single Premium Allocation Charge as below will be deducted from the Regular Premium / Single Premium. The net Regular Premiums/ Single Premium after deduction of charges are invested in Funds as per your choice.

For Single Pay

Premium Allocation Charge as a % of Single Premium	
Premium Payment Term	% of Single Premium
1	3%

For Limited Pay

Premium Allocation Charge as a % of Annualised Premium	
Premium Payment Term	% of Annualised Premium
1	6%
2	6%
3 to 5	5.5%
6 to 7	4.5%
8 to 10	3.5%
11 year onwards	2%

Top-up Premium Allocation Charge = 1.5% of Top-up premium

The regular / single premium and top-up premium allocation charges are guaranteed throughout the term of the policy.

Policy Administration Charge

A Monthly Policy Administration Charge will be deducted by cancelling Units at the NAV from the Fund Value of the policy and this charge may be increased by upto a maximum of 5% p.a. compounded annually subject to a maximum of ₹ 6000 per annum with prior approval of IRDA of India. Tabulated below is the Monthly Policy Administration charge.

For Single Pay Option - 0.90% p.a. of Single Premium throughout the policy term

For Limited Pay Option - 0.75% p.a. of Annualised premium throughout the policy term

Fund Management Charge

A Fund Management Charge will be charged for each fund on each valuation date at 1/365 of the following annual rates and will be applied on the total values of the investment funds as given below

Sr. No	Fund Name	Fund Management Charge per annum
1	Large Cap Equity Fund	1.20%
2	Whole Life Mid-cap Equity Fund	1.20%
3	Whole Life Aggressive Growth Fund	1.10%
4	Whole Life Stable Growth Fund	1.00%
5	Whole Life Income Fund	0.80%
6	Whole Life Short Term Fixed Income Fund	0.65%

Fund Management Charges are subject to revision by Company with prior approval of IRDA of India but shall not exceed 1.35% per annum of the Fund value. A Fund Management Charge of 0.50% p.a. shall be charged on Discontinued Policy Fund II. The current cap on Fund Management Charge (FMC) for Discontinued Policy Fund - II is 0.50% p.a

Mortality Charge⁸

The Mortality Charge of the Basic Policy will be deducted by cancelling Units at the current NAV, from the Regular/Single Premium Fund value of the Policy on each Policy Month Anniversary. In case of the Top-up Sum Assured, the same will be deducted from the Top-up Premium Fund Value. If the Regular / Single Premium Fund Value is insufficient, then mortality charge will be deducted from the Top-up Premium

Fund Value, if any and vice-versa.

Mortality charge = Sum at Risk (SAR) multiplied by the applicable Mortality Rate for the month, based on the attained age of the Life Assured.

Sum at Risk in each month for Regular / Single Premium Account is the difference between:

- Maximum of (Basic Sum Assured net of all deductible partial withdrawals, if any, from the relevant Regular / Single Premium Fund Value or 1.05 times total Regular / Single premiums paid) and
- Regular / Single Premium Fund Value at the time of deduction of Mortality Charge

Sum at Risk in each month for Top-up Premium Account is the difference between:

- Maximum of (Top-up Sum Assured, from the relevant Top-up Premium Fund Value or 1.05 times total Top-up Premiums paid) and
- Top-up Premium Fund Value at the time of deduction of Mortality Charge.

Sample Age	Mortality Charges per 1000 Sum at Risk (₹) (per annum)
25	1.187
35	1.122
45	2.428
55	5.751

⁶The Mortality Charges will be guaranteed for the period of the policy term. Females and smokers lives will be treated at par with other standard lives and will not be charged any extra amount

For complete details on mortality charges visit us at www.tataaia.com

Discontinuance Charge

The policy holder can discontinuance paying premium anytime during the policy term by intimating to the company. However when the request for discontinuance from the policy is within the lock-in period of 5 years from policy inception, total fund value, net of discontinuance charges as on the date of discontinuance shall be put in the 'Discontinued Policy Fund II'. The 'Proceeds of the Discontinued Policy' i.e. the fund value as on the date of discontinuance plus entire income earned after deduction of the fund management charges, subject to a minimum guarantee of interest @ 4% p.a. or as prescribed by IRDA of India from time to time shall be paid to the policyholder only after completion of the lock-in period.

The following table shows discontinuance charges applicable for Single Pay Option

Policy year	Discontinuance charge
1	Lower of 1% of Single premium or Single Premium Fund Value subject to maximum of ₹ 6000
2	Lower of 0.5% of Single premium or Single Premium Fund Value subject to maximum of ₹ 5000

3	Lower of 0.25% of Single premium or Single Premium Fund Value subject to maximum of ₹ 4000
4	Lower of 0.1% of Single premium or Single Premium Fund Value subject to maximum of ₹ 2000
5 th year onwards	Nil

The following table shows discontinuance charges applicable for Limited Pay Option

Policy year	Discontinuance charge
1	Lower of 6% of Annualised premium or 6% of Regular Premium Fund Value subject to maximum of ₹ 6000
2	Lower of 4% of Annualised premium or 4% of Regular Premium Fund Value subject to maximum of ₹ 5000
3	Lower of 3% of Annualised premium or 3% of Regular Premium Fund Value subject to maximum of ₹ 4000
4	Lower of 2% of Annualised premium or 2% of Regular Premium Fund Value subject to maximum of ₹ 2000
5 th year onwards	Nil

There are no discontinuance charges applicable on the Top-up premium Fund Value.

Partial Withdrawal Charge

There are no partial withdrawal charges under this plan

Fund Switching Charge

There are 12 (twelve) free switches per policy year. Thereafter a charge of ₹ 100/- per switch will be applicable. This Charge may be revised as deemed appropriate by the Company subject to prior approval of IRDA of India but shall not exceed a maximum of ₹ 250/-.

Miscellaneous Charge:

Premium Re-direction Charge

There is no Premium Re-direction Charge.

⁷The Company may alter all the above charges (except Mortality Charge and Premium Allocation Charges which are guaranteed throughout the term) by giving an advance notice of at least three months to the policyholder subject to the prior approval of IRDA of India and will have prospective effect.

In case of Single Premium Policy, the policy will terminate as and when the total fund value becomes less than or equal to 1% of Single Premium and the balance Fund Value shall be payable to you. This situation may result because of the combined impact of partial withdrawals at inopportune time and fund performance.

After completion of premium paying term for regular premium policy, the policy will terminate as and when the total fund value becomes less than or equal to one Annualised Premium and the balance fund value shall be payable to you. This situation may

result because of the combined impact of partial withdrawals at inopportune time and fund performance.

Other plan features/ terms and conditions

Free Look Period

If You are not satisfied with the terms & conditions/features of the Policy, You have the right to cancel the Policy by giving written notice to us and You will receive the non-allocated premium plus charges levied by cancellation of units plus fund value at the date of cancellation less (a) proportionate risk premium for the period of cover (b) medical examination costs, if any and (c) stamp duty, along with Service Tax on above which has been incurred for issuing the Policy. Such notice must be signed by You and received directly by Us within 15 days after You or person authorized by you receives the Policy. This period of 15 days shall stand extended to 30 days, if the policy is sourced through distance marketing mode⁹.

⁹Distance Marketing includes every activity of solicitation (including lead generation) and sale of insurance products through voice mode, SMS electronic mode, physical mode (like postal mail) or any other means of communication other than in person.

Grace Period

If you are unable to pay your Regular Premium on time, starting from the date of first unpaid premium, a grace period of 30 days will be offered for policies on Annual, Semi- Annual or Quarterly Modes. For Policies on monthly mode the grace period would be 15 days. During this period your policy is considered to be in force with the risk cover as per the terms & conditions of the policy.

Backdating

Backdating is not allowed in this plan

Policy Loan

Policy Loan is not allowed in this plan

Exclusions

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.

For exclusions on the rider benefits, please refer to the respective supplementary contract.

Tax Benefits

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.

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 benefits available to you.

Assignment

Assignment allowed as per Section 38 of the Insurance Act 1938 as amended from time to time.

Nominee

Nomination allowed as per provisions of Section 39 of the Insurance Act 1938 as amended from time to time.

(Prohibition of Rebates) Section 41 - of the Insurance Act, 1938, as amended from time to time.

1. No person shall allow or offer to allow, either directly or indirectly, as an inducement to any person to take out 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.
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.

About Tata AIA Life

Tata AIA Life Insurance Company Limited (Tata AIA Life) is a joint venture company, formed by Tata Sons and AIA Group Limited (AIA). Tata AIA Life combines Tata's pre-eminent leadership position in India and AIA's presence as the largest, independent listed pan-Asia life insurance group in the world spanning 17 markets in Asia Pacific. Tata Sons holds a majority stake (74 per cent) in the company and AIA holds (26 per cent) through an AIA Group company. Tata AIA Life Insurance Company Limited was licensed to operate in India on February 12, 2001 and started operations on April 1, 2001.

Disclaimers

- 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 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.
- 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.
- 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.

- Buying a life insurance policy is a long-term commitment. An early termination of the policy usually involves high costs and the Surrender Value payable may be less than the total premiums paid.
- The brochure is not a contract of insurance. This brochure should be read along with sales Illustration. The precise terms and conditions of this plan are specified in the policy contract available on Tata AIA Life website.
- Tata AIA Life Insurance Company Ltd. is only the name of the Insurance Company and Tata AIA Life Insurance Fortune 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.
- This product is underwritten by Tata AIA Life Insurance Company Ltd. This plan is not a guaranteed Issuance plan and it will be subject to Company's underwriting and acceptance.
- Insurance is the subject matter of the solicitation.
- 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 Tata AIA Life's insurance advisor/ branch.
- Participation by customers shall be on voluntary basis.
- This product will be offered only to Standard lives.

Beware of Spurious Phone calls and Fictitious/Fraudulent offers:
IRDA of India clarifies to public that

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

Tata AIA Life Insurance Company Limited (IRDA of India Regn. No.110) CIN - U66010MH2000PLC128403

Registered & Corporate Office: 14th Floor, Tower A, Peninsula Business Park, Senapati Bapat Marg, Lower Parel, Mumbai - 400013

For any information including cancellation, claims and complaints, please contact our Insurance Advisor or visit Tata AIA Life's nearest branch office or call **1-800-267-9966** (toll free) and **1-860-266-9966** (wherein local charges would apply) or write to us at **customercare@tataaia.com**.

Visit us at: **www.tataaia.com** or SMS '**LIFE**' to **58888**

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