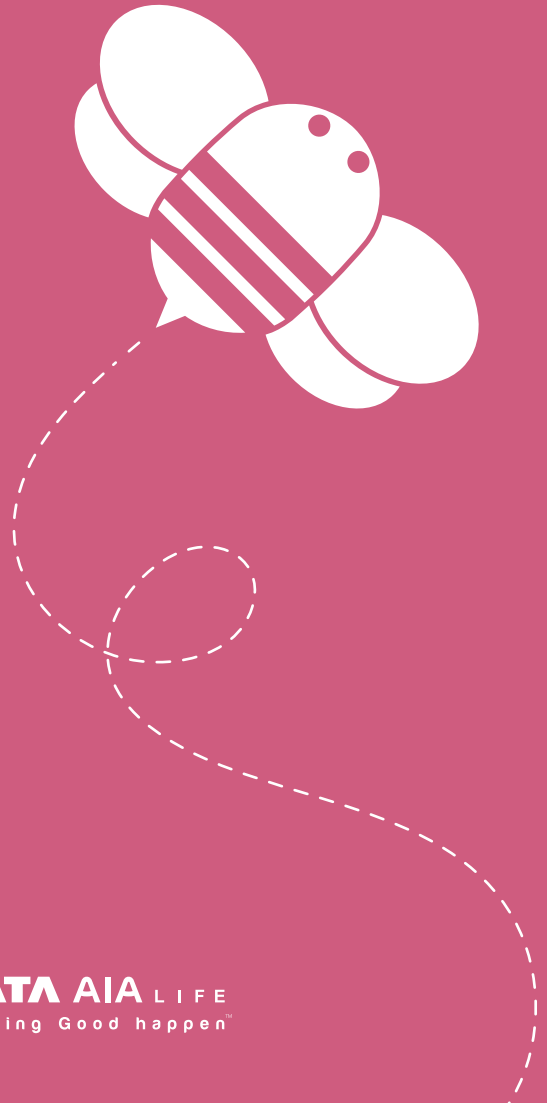


Savings Solutions

Tata AIA Life Insurance

MahaLife Magic

Non Linked Participating Endowment Assurance Plan



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 **1-860-266-9966** (local charges apply)

or write to us at **customercare@tataaia.com**.

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

Unique Reference Number: L&C/Adv/2015/Dec/651
UIN: 110N108V01

TATA AIA LIFE
making Good happen™

Tata AIA Life Insurance MahaLife Magic

(A Participating Endowment Assurance Plan)

You are the hero for your family and they look up to you, but have you adequately provided for taking care of all their needs? Be it your child's education, a marriage in the house, or even your own retirement planning, having the right amount of resources at the right time is the key to success. Wouldn't it be great to have a savings plan which can magically create a kitty for your various life needs in a reasonable time?

Presenting Tata AIA Life Insurance MahaLife Magic, a limited premium paying Non-Linked Participating Endowment Assurance Plan. This is a unique saving plan in which you pay for a short period and stand to gain by maximizing the growth of your money.

Key Features

- Pay for just 9 years and receive a lump sum amount at maturity
- Bonuses to augment your maturity amount
- Potential for upside with the bonus components
- Protection against uncertainties of life for the entire policy term
- Option to enhance protection through rider.
- Tax Benefits available under Section 80C and 10 (10D) of the Income-Tax Act, 1961

Eligibility Criteria

Min entry age	12 years
Max entry age	55 years
Max maturity age	73 years
Policy Term	18 years
Premium Payment Term	9 years
Payment Mode	Annual / Semi-annual / Monthly
Minimum Basic Sum Assured	₹ 2,00,000
Maximum Basic Sum Assured	No Limit, subject to underwriting

Increase / Decrease in Basic Sum Assured is not allowed. Basic Sum Assured should be in multiples of ₹1,000

You may choose to pay your premiums in Annual Semi-annual, or Monthly mode as per your convenience.

Modal loading is as follows:

- Annual Premium Rate : No loading
- Semi-Annual Premium Rate : Multiply Annual Premium Rate by 0.51
- Monthly Premium Rate : Multiply Annual Premium Rate by 0.0883

Large Sum Assured Discount

For those who opt for higher Sum Assured; the Large Sum Assured Discount rates as below will be applicable:

Sum Assured (₹)	Discount (Premium Rate Adjustment per ₹ 1000 SA)
Less than 2,50,000	Nil
2,50,000-2,99,999	1.20
3,00,000-3,99,999	2.50
4,00,000+	3.25

What are your benefits?

You are eligible for the following benefits under this product:

Maturity Benefit

On maturity, you will receive Minimum Guaranteed Sum Assured on maturity plus vested Compound Reversionary Bonus plus Terminal Bonus, if any, provided the policy is in force and all due premiums have been paid.

Death Benefit

In case of unfortunate death of the Insured, before the maturity of the policy, Sum Assured on death along with vested Compound Reversionary Bonus and Terminal Bonus (if any) is payable to the nominee / legal heir provided the policy is in force. This total amount will be subject to a minimum of 105% of Total Premiums Paid, as on the date of death. The Policy will terminate upon death of the insured and no other benefit under the policy shall be payable.

"Sum Assured on death" shall be the higher of the following:

- 10 times Annualised Premium
- Minimum Guaranteed Sum Assured on maturity

"Annualised Premium" shall be the premium paid in a year with respect to the basic sum assured chosen by the policy holder, excluding the underwriting extra premiums and loading for modal premiums, if any.

"Total Premiums Paid" means amount equal to the total premiums paid during the premium payment term of the policy. Such amount should be excluding interest, tax, underwriting extra premiums and loading for modal premiums, if any.

"Minimum Guaranteed Sum Assured on maturity" shall be the Basic Sum Assured.

Additional Benefits:

Flexibility of Additional Coverage:

You have further flexibility to customize your product by adding the following optional rider. The rider can be attached only at the policy inception.

Tata AIA Life Insurance Accidental Death and Dismemberment (Long Scale) (ADDL) Rider (UIN: 110B028V01)

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.

Premium Payment Term under this rider will be same as premium paying term of the Base policy or (70-age at entry) whichever is lower. The Rider Policy Term will be equal to Premium Payment Term under the Base Policy or up to the age 70 years of the insured whichever is earlier.

For more details on the features, benefits, conditions, premiums and exclusions under this rider please refer to the Rider Brochure or contact our Insurance Advisor or visit our nearest branch office.

Benefit Illustration

Following are the benefits payable at the given ages for standard life & standard age proof:-
All amount in Rupees

Age of the insured (years)	Basic Sum Assured	Annual Premium [^]	Benefits @ 4%			Benefits @ 8%		
			Compound Reversionary Bonus	Terminal Bonus	Maturity Benefit [#]	Compound Reversionary Bonus	Terminal Bonus	Maturity Benefit [#]
25	10,00,000	1,22,070	3,54,494	88,624	14,43,118	10,25,817	2,56,454	22,82,271
35	10,00,000	1,23,750	3,54,494	88,624	14,43,118	10,25,817	2,56,454	22,82,271

[^]The premium mentioned is exclusive of applicable taxes, cesses & levies. Premium All Premiums are subject to applicable taxes, cesses & levies which will entirely be borne by the Policyholder and will always be paid by the Policyholder along with the payment of Premium. If any imposition (tax or otherwise) is levied by any statutory or administrative body under the Policy, Tata AIA Life Insurance Company Limited reserves the right to claim the

Assured + vested Compound Reversionary Bonuses, if any)
The Special Surrender Value Factors vary according to policy year of surrender.

Company has the right to review the basis for calculating these factors from time to time based on the experience and will be subject to prior approval of IRDA of India.

^{*}For Guaranteed Surrender Value Factors and Special Surrender Value Factors, please refer to the policy contract.

Grace Period

A Grace Period of fifteen (15) days for monthly mode and thirty (30) days for all other modes, from the due date will be allowed for payment of each subsequent premium. During this period your policy is considered to be in force with the risk cover as per the terms & conditions of the policy. If any premium remains unpaid at the end of its Grace Period, the Policy shall lapse and have no further value except as may be provided under the Non-Forfeiture Provisions.

Non-forfeiture Provisions

If the full premium for the first policy year is not paid within the grace period, the policy shall lapse from the due date of first unpaid premium and no benefits will be payable.

same from the Policyholder. Alternatively, Tata AIA Life Insurance Company Limited has the right to deduct the amount from the benefits payable by Us under the Policy. Kindly refer the sales illustration for the exact premium. In case of unfortunate death of the Insured, Death Benefit as defined under 'What are your Benefits?' will be payable. [#]provided all due premiums have been paid.

Other plan features/Terms and Conditions

Surrender

The policy can be surrendered any time during the term of the policy, provided at least the first full year's premium has been paid. The surrender value payable is higher of the Guaranteed Surrender Value (GSV) or Special Surrender Value (SSV).

The minimum guaranteed surrender value shall be the sum of guaranteed surrender value and the surrender value of any subsisting bonus, as applicable, already vested to the policy. It is defined as a percentage of the "Total Premiums Paid". The percentage payable, i.e. the Guaranteed Surrender Value Factor, varies according to the policy year of surrender.

Guaranteed Surrender Value = (Total Premiums Paid x GSV factor for premium[^]) + (vested Compound Reversionary Bonus, if any x GSV factor for Compound Reversionary Bonus[^])

The Special Surrender Value will be calculated as follows:

Special Surrender Value Factor[^] x (Reduced Paid-up Sum

The policy will be converted into a Reduced Paid-up policy by default, provided full premium for the first policy year is paid and subsequent premiums remain unpaid.

Reduced Paid-up policy is a default non-forfeiture benefit. Such Reduced Paid-up policies can be revived within two (2) years from the due date of first unpaid premium by payment of all due premiums together with interest.

Once policy becomes Reduced Paid-up and is not revived within two (2) years from the due date of first unpaid premium, it will continue to be in Reduced Paid-up status. Once the policy becomes Reduced Paid-up, the policy shall not be entitled to any further Compound Reversionary Bonuses, Terminal Bonus.

In case of Reduced Paid-up policies, the benefits payable will be as under:

Death benefit in case of Reduced Paid-up policies:

Sum Assured on death x (Number of premiums paid) / (Number of premiums payable, during the entire policy term) plus Vested Compound Reversionary Bonus will be payable.

This total amount will be subject to a minimum of 105% of Total Premiums Paid, as on the date of death.

Maturity benefit in case of Reduced Paid-up policies:

Minimum Guaranteed Sum Assured on maturity x (Number of premiums paid)/ (Number of premiums payable, during the entire policy term) along with vested Compound Reversionary Bonus, shall be payable.

Revival/ Reinstatement

If a premium is in default beyond the Grace Period and subject to the Policy not having been surrendered, you may reinstate/revive the same within two years after the due date of the first unpaid premium and before the date of maturity. However, the Company would require: a) A written application from you for reinstatement/revival; b) Current health certificate of insured and other evidence of insurability satisfactory to the Company; c) Payment of all overdue premiums with interest; d) Repayment or reinstatement of any Indebtedness outstanding at the due date of the premium at default plus interest.

Any reinstatement/revival shall only cover loss or insured event which occurs after the reinstatement date.

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 providing written notice to the Company and receive a refund of all premiums paid without interest after deducting a) Proportionate risk premium for the period on cover, b) Stamp duty and medical examination costs which have been incurred for issuing the Policy. Such notice must be signed by you and received directly by the Company within 15 days after you receive the Policy Document. The said period of 15 days shall stand extended to 30 days, if the policy is sourced through distance marketing mode which includes solicitation through any means of communication other than in person.

Policy Loan

Policy Loan is available in Tata AIA Life Insurance MahaLife Magic.

Exclusion

In case of death due to suicide by the Insured, whether sane or insane, within 12 months from the date of commencement, the nominee shall be entitled to "Total Premiums Paid", provided the Policy is in force. In case of death due to suicide by the Insured, whether sane or insane, within 12 months from the date of reinstatement or revival, the nominee shall be entitled to higher of "Total Premiums Paid" or the acquired surrender value as on the date of death, provided the Policy is in force.

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 Ltd. and AIA Group Ltd (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 18 markets in Asia Pacific. Tata Sons holds a majority stake (51 per cent) in the company and AIA holds 49 per cent through an AIA International Limited. Tata AIA Life Insurance Company Limited was licensed to operate in India on February 12, 2001 and started operations on April 1, 2001.

Disclaimer

- The brochure is not a contract of insurance. The precise terms and conditions of this plan are specified in the policy contract.
- 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 premium paid.

- This product brochure should be read along with sales Illustration.
- This product is underwritten by Tata AIA Life Insurance Company Ltd.
- Insurance cover is available under this product.
- Rider is not mandatory and is available for a nominal extra cost. For more details on benefits, premiums and exclusions under the Rider, please contact Tata AIA Life's Insurance Advisor/ branch.
- In case of non-standard lives and on submission of non-standard age proof, extra premiums will be charged as per our underwriting guidelines.

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