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Max Life launches critical illness and disability rider

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Offers customers protection from up to 64 critical illnesses



Max Life Insurance Company Ltd has announced the launch of ‘Max Life Critical Illness and Disability Rider’ and with it, the launch of ‘Max Fit’, a comprehensive wellness programme. Max Fit is a wellness app designed to lead customers on a path of protection through holistic fitness and wellness. In line with the company’s brand philosophy of ‘#YouAreTheDifference’, the app promises to provide patrons with a unique and exciting opportunity to work towards a healthier lifestyle with the ultimate aim of helping them realise that their health is their biggest asset.

Max Life’s newly launched ‘Max Life Critical Illness and Disability Rider’ provides comprehensive financial protection against a range of critical illnesses and disability. With many critical illnesses linked to lifestyle related habits, Max Life wants customers to stay fit, active and maximise their personal health and well-being.

Speaking on the launch of the offerings, Prashant Tripathy, Managing Director & CEO, Max Life said, “With the launch of Max Life Critical Illness and Disability Rider, we aim to offer customers protection from any untoward circumstances, while rewarding them for taking care of their personal wellbeing. The accompanying Max Fit marks a great milestone in our digitisation journey to deliver superior customer experience.”

‘Max Life Critical Illness and Disability Rider’ offers customers protection from up to 64 critical illnesses, and has a cover under which one can protect themselves or their loved ones. It also comes with a flexible payment option wherein one can opt for limited pay or regular pay option as per the base plan. The rider can be attached to 11 of Max Life’s existing products ranging from term plans and saving plans to monthly income plans, and more.

Available exclusively with the rider, ‘Max Fit Program’ is a wellness app with features such as a wellness assessment score, medicine reminder, daily health tips, digitised access to all health reports and a wellness calculator for illnesses such as diabetes, heart diseases, stress, anxiety, etc.

Celebrated tennis player Mahesh Bhupathi whom Max Life has engaged to drive home the message of leading a healthy lifestyle, added, “Max Life is redefining the landscape of new age life insurance solutions. I’m happy to associate with the futuristic vision of the firm and look forward to our journey as we encourage Indians to adopt a physically sound approach to life.”