



SENIOR — FIRST — A PROMISE OF LOVE

Health Protection with a promise of love



ReAssure Benefit[#]
Never run out of Sum Insured.



No mandatory pre-issuance medical tests



Day 1 Health Check-up



Safeguard (Add-on)*
Go truly cashless with coverage even for non-payable items like PPE Kits, gloves, masks, and more.



No sub-limits on common health condition
No sub-limits applicable for common health conditions like cataract, joint replacements, cancer, or more.



Annual Aggregate Deductible
An optional benefit that makes your health insurance free from co-pay



Presenting 'Senior First' Health Insurance Plan

A promise of love

Introducing Senior First, a tailor made health plan designed to provide unconditional support and care for our seniors in their golden years. With coverage options up to 25 lacs, no sub limits on common health conditions, health check-ups from day 1, hassle free claims process and more, we assure healthcare and financial needs of seniors are taken care of with nothing but love.

Health Protection with a promise of love

Senior First Health Plan has been packaged with features that give our seniors the assurance of good health at all times. So whether it's multiple treatments in the same year for the same illness or coverage for consumables, health coverage for our seniors is constant and unconditional.



Complete peace of mind with **Health Check-ups from Day 1 & Coverage for Day care treatments** like Angiography, Dialysis, Radiotherapy, Chemotherapy and more.



ReAssure# Benefit –

A promise of love with unlimited base sum insured for long term treatments and multiple illness to ensure our seniors always have enough funds for any treatment.



No sub-limits on common health conditions –

A promise to be there for our seniors by providing health coverage irrespective of existing health conditions like cataract, joint replacements, cancer, or more.

Affordable and rewarding health protection for seniors.



Reduce Co-payment -

An optional benefit to reduce co payment from 50% to 20%/30%/40%



Swap co-payment for deductibles -

Choose your annual deductibles option as per your requirements and enjoy a co-payment free health cover.



Enhance Sum Insured up to 100% with No Claim Bonus -

Get rewarded for staying healthy with the no claim bonus feature. Add 10% to your base sum insured every claim free year. Max up to 100% of base Sum Insured.



Safeguard - Most opted Add-on*. For a truly Cashless Experience.

- Coverage for non payable items like PPE kits, gloves, masks and more.
- Inflation protection coverage^ - Increase in base sum insured on a cumulative basis each policy year based on Inflation Rate.
- No Impact on No Claim Bonus - There will be no impact on your no claim bonus, if claims in a policy year are up to INR 50,000.



Available Discounts -

- Tenure discount - Get discount of 7.5% on the premium of second policy year if you pay for a 2-year policy term in advance, and additional 15% discount on third year's premium if you choose a 3-year policy term.
- Standing Instruction discount - Get 2.5% discount on renewal premium if standing instruction for auto debit on renewal is provided and the policy is renewed using the same.
- Tax Savings - Income tax benefit up to INR 21,372 under the Section 80D of the Income Tax Act, 1961*. Claim additional tax-saving benefit under 80D, if you pay premium on your parent's behalf.

Discount illustration to maximize savings

Individual policy (2 members)

At Inception	
Premium for 1 year	100 each member
Family Discount of 10%	20
Discount for opting 3 year term (7.5% on 2nd year and 15% on 3rd year)	40.5
Final Premium for 3 years	499.5
Premium for 3 years without any discount	600
Total saving	16.8%
At Renewal	
Additional Auto-debit discount of 2.5%	12.5
Final Premium for 3 years	487.0
Premium for 3 years without any discount	600
Total saving	18.8%

Complete peace of mind with hassle free claim management process

CASHLESS CLAIMS PROCESSING



Avail **30 minutes^s** cashless claims processing at **7000+ Network^s Hospitals** across India.



STEP 1



Document Submission

At the time of hospitalization, produce your Max Bupa Health Card®, or share your policy number along with identification documents like Passport/PAN card/ Voter's card.

For any further assistance in an unknown environment, you can reach out to Max Bupa Point of care desks at select network hospitals.



STEP 2



Document Verification

Network hospital checks and submits preauthorization form to Max Bupa Health Insurance.



STEP 3



Claims Processing and Settlement

Documents submitted by the network hospital are verified by our in-house team of doctors to ensure hassle free and speedy payouts.

HASSLE FREE REIMBURSEMENT PROCESS



Non network hospitalisation

In case you wish to get treatment done at non-network hospital, please notify Max Bupa Health Insurance within 48 hours of admission.



STEP 1



Document Collection

Collect all relevant documents, invoices, medical reports, discharge certificate from Hospital in originals and receipt of the payment made at the time of discharge.



STEP 2



Insta Reimbursements

To avail Insta reimbursement, upload the requisite documents on Max Bupa website or Max Bupa Health app.

You can alternatively send the physical documents to us at Max Bupa Health Insurance Company Limited, 2nd Floor, Plot No D-5, Sec-59, Noida, Gautam Budhnagar, Uttar Pradesh – 201301.



STEP 3



Claim Settlement

We review and make payment to you as per Policy terms and conditions

Assistance. Anytime. Anywhere.



Max Bupa Health App

From locating a network hospital to keeping track of your health policy details or staying on top of your health with regular health tips and more, it's all possible in just a few taps on your phone. Available on both iOS and Android.



CIA Chatbot

Talk to our interactive chatbot CIA on www.maxbupa.com for anytime assistance!

Comprehensive health protection with a promise to give our seniors a secure second innings.

Product Benefit Table (all limits in INR unless defined as percentage)		
Variant	Gold	Platinum
Base Sum Insured	5 Lacs / 10 Lacs	5 Lacs / 10 Lacs / 15 Lacs / 20 Lacs / 25Lacs
Benefits		
In-patient Care	Covered up to Sum Insured	
Room Category ⁽¹⁾	Shared Room	Single Private Room
Pre-Hospitalization (60 days)	Covered up to Sum Insured	
Post-Hospitalization (180 days)	Covered up to Sum Insured	
Day Care Treatment	Covered up to Sum Insured	
Modern treatments	Covered up to Sum Insured with sub-limit of INR 1 Lac per claim on few robotic surgeries	
Ambulance	Road ambulance: up to INR 2,000 per hospitalization	
	Air ambulance: up to INR 2,50,000 per hospitalization	
AYUSH Treatments	Covered up to Sum Insured	
Treatment at home (Domiciliary Hospitalization)	Covered up to Sum Insured	
Organ Donor	Covered up to Sum Insured	
No Claim Bonus	Not applicable	In case of claim free year, increase of 10% of expiring Base Sum Insured in a Policy Year; maximum up to 100% of Base Sum Insured (In case of claim, no reduction in No Claim Bonus)
ReAssure [#]	Not applicable	Unlimited up to base Sum Insured (Applicable for both same & different illness)
Health Check-up	Not applicable	Annual (From Day 1); For defined list of tests; up to INR 500 for every INR 1 Lac Base Sum Insured (Individual policy: maximum INR 5,000 per Insured; Family Floater policy: maximum INR 10,000 per policy)
Co-payment ⁽¹⁾	50%	
Optional Benefits		
Annual Aggregate Deductible ⁽²⁾	1 Lacs / 2 Lacs / 3 Lacs / 4 Lacs / 5 Lacs	
Modification in co-payment	40% / 30% / 20%	

¹⁾ 10% additional co-payment applicable, if treatment is taken in higher room category than eligible room category.

²⁾ Deductible will be 1/5th of the base sum insured chosen. If deductible is opted, then co-payment will NOT apply except as specified in point (1) for treatment taken in higher than eligible category of room.







Standard exclusions and waiting period

Standard Exclusions – Investigation & Evaluation | OPD Treatment | Unproven Treatments, Unrecognized Physician or Hospital, Hazardous or Adventure sports, Dental/oral treatment, Sleep disorders, Treatment for alcoholism, drug or substance abuse, or any addictive condition and consequences thereof. Refer to the policy document for complete list of exclusions under Senior First Plan.

Applicable waiting periods – 30-day initial waiting period | 24 months waiting period on pre-existing diseases | 24 months waiting period on specific diseases | 15 days free look period (30 days if the policy with Policy Period as 3 years has been sold through distance marketing).

Easy to reach

If you would like to find out more, please reach out to our specialised sales team or your Max Bupa health advisor.

 Say 'Hi' to us on WhatsApp: 9811956696	 Helpline: 1860-500-8888	 Email ID: customercare@maxbupa.com
 Website: www.maxbupa.com	 www.facebook.com/ maxbupahealthinsurance	 www.twitter.com/ maxbupa

MAX BUPA HEALTH INSURANCE COMPANY LIMITED

Registered Office Address: C-98 Lajpat Nagar 1, New Delhi-110024



HEALTH INSURANCE

Disclaimer: This is only a summary of the product features and is for reference purpose only. The details of benefits available shall be as described in the prospectus, and will be subject to the policy terms, conditions, risk factors and exclusions. Insurance is a subject matter of solicitation. Max Bupa Health Insurance Company Limited (IRDAI Registration Number 145), 'Max', 'Max Logo', 'Bupa' and 'HEARTBEAT' logo are registered trademarks of their respective owners and are being used by Max Bupa Health Insurance Company Limited under license. CIN:U66000DL2008PLC182918, Product Name: Senior First. Product UIN: MAXHLIP21575V012021 | Add-on Name: Safeguard, Add-on UIN: MAXHLIA21576V012021 UIN: MB/BR/CA/2021-22/054. *Tax benefits are subject to changes in tax laws. Savings amount computed for an individual who is in highest slab of income tax and for senior citizens. Maximum deduction under section 80D is INR 50,000. The highest tax slab for an individual is (base rate 30%+ 37% SC = 41.1 % + 4% cess = 42.744%) INR 50,000 x 42.744% = INR 21,372. Tax saving can vary basis individual's income and policy coverage. Please consult your tax advisor for more details. *Max Bupa processes pre-authorisation requests within 30 minutes for all active policies, subject to receiving all documents and information(s) up to Max Bupa's satisfaction. The above commitment does not include pre-authorisation settlement at the time of discharge or system outage. The services can be availed at network hospitals only. Number of network hospitals shown is an approximate figure and is subject to change without prior notice, please visit our website to access latest and updated list of network hospitals and list of point of care desks at network hospitals. *Single claim under this benefit will be payable up to base sum insured. *Inflation rate would be computed as the average consumer price index(CPI) of the entire calendar year published by the central statistics office. *Health card can be downloaded from Max Bupa Health App or log in at www.maxbupa.com). *This is an optional cover which will be available post payment of additional premium.

Statutory Warning:

Prohibition of Rebates (Under Section 41 of the Insurance Act 1938)

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.