

Surakshit Parivaar Aur Saral Jeevan

India Ke Bharose Ka Number,
99.65%^ Claims Paid Ratio Ke Saath.



Key features of Axis Max Life Saral Jeevan Bima

Saral Jeevan Bima is a simple, easy-to-understand pure Term Plan that provides adequate protection to meet your Life Insurance needs. It is now more easy to make an informed choice and choose the right kind of protection. Some of the major features of your plan are:



Multiple Premium Payment Term and Policy Term options:

Regular, single and limited pay with 5 and 10 year options



Coverage up to 70 years of age and Policy Term of 5 to 40 years



Maximum sum assured up to ₹ 25 Lakhs (only multiples of ₹ 50,000 allowed)



Waiting period:

This Policy will cover death due to accident only during the waiting period of 45 days from the date of commencement of risk. In case of the death of the life assured other than due to accident during the waiting period, an amount equal to 100% of the all premiums paid excluding taxes, if any, shall be paid and the sum assured shall not be paid.

Apply for Protection in 3 Easy Steps

Choose sum
assured, Policy
Term and
Premium
Payment Term

01

Calculate
Premium

02

Fill up the
proposal form.
Medicals and
financial
documents may
be called for, if
needed. Enjoy
protection that
suits your needs.

03

Axis Max Life Saral Jeevan Bima at a glance

Description	Details		
Policy Term (PT)	5 to 40 years		
Premium Payment Term / Policy Term	The Premium payment variant of the base benefit can only be chosen at Policy inception and cannot be changed subsequently.		
	Premium payment variant	Available Premium Payment Term (PPT)	Available Policy Term
	Limited pay	5, 10 years	(PPT plus 5) to 40 Years
	Regular pay	5 to 40 years	5 to 40 Years
	Single pay	Single (1)	5 to 40 Years
Available issue age*	Minimum Entry age: 18 years Maximum entry age: 65 years		
Minimum Maturity Age	23 years (age last birthday)		
Maximum cover ceasing age*	70 years		
Minimum sum assured (Rs.)	₹ 5 Lakhs “Sum assured on death” means an absolute amount of benefit which is guaranteed to become payable on death of the life assured in accordance with the terms and conditions of the policy.		
Maximum sum assured (Rs.)	₹ 25 Lakhs, subject to limits determined in accordance with the board approved underwriting Policy of the Company. (Sum Assured allowed only in multiples of ₹ 50,000)		
Minimum annualized Premium (Rs.)	In accordance to the minimum Sum Assured, Rs. 5 Lakhs “Annualized Premium” shall be the premium amount payable in a year, excluding taxes, rider premiums, underwriting extra premiums and loadings for modal premium"		
Maximum annualized Premium (Rs.)	In accordance to the maximum Sum Assured, ₹ 25 Lakhs Please note that all applicable taxes, cesses and levies are collected over and above the Policy Premium.		
Premium payment modes	Annual, semi annual and monthly The modal factors for different premium payment modes under the product are as follows:		
	Premium mode	Factor	
	Annual	1.000	
	Semi-annual	0.515	
	Monthly	0.088	
	Monthly payment mode will be accepted only with ECS/NACH		

*Age last birthday on the effective date

Axis Max Life Saral Jeevan Bima at a glance

Description	Details
Waiting period	<ul style="list-style-type: none"> ◆ A period of 45 (forty-five) days from the date of commencement of \ risk is applicable ◆ In case of revival of Policy, the waiting period shall not be applicable ◆ Please refer the section on 'Benefits under the Plan' for details
Policy termination	<p>The Policy shall immediately and automatically terminate on the earliest occurrence of any of the following events:</p> <ul style="list-style-type: none"> ◆ The date on which benefit becomes payable; or ◆ The date on which refund, if applicable, is settled, in case of cancellation of the Policy; or ◆ The date of maturity; or ◆ On expiry of the revival period (of 5 years), if the policy has not been revived; or ◆ On payment of free-look cancellation amount (during Free Look Cancellation Period of 30 days)
Death benefit	<p>Benefit is payable on death of the Life Insured, provided the Policy is in force.</p> <p>Death during the waiting period</p> <ul style="list-style-type: none"> ◆ In case of accidental death of Life Insured, a benefit amount equal to chosen sum assured on death will be paid in lump sum to the beneficiary ◆ In case the Life Insured died of causes other than accident, the death benefit payable is equal to 100% of all premiums paid excluding taxes, if any. <p>Death after the expiry of waiting period but before the expiry of Policy Term</p> <ul style="list-style-type: none"> ◆ Chosen sum assured will be paid in lump sum to the beneficiary on death of the Life Insured. <p>For Regular Premium or Limited Premium Payment Policy, chosen sum assured is equal to "Sum Assured on death" and is the highest of:</p> <ol style="list-style-type: none"> 1. 10 times of *annualized Premium; or 2. 105% of all the Premiums paid as on the date of death; or 3. Absolute amount assured to be paid on death For single premium Policy, chosen sum assured is equal to "Sum Assured on death" and is the higher of: <ol style="list-style-type: none"> 1. 125% of Single premium or 2. Absolute amount assured to be Paid on Death <p>Waiting period A waiting period of 45 (forty-five) days from the date of commencement of risk is applicable under the Policy. In case of revival of Policy, the waiting period shall not be applicable.</p>

Axis Max Life Saral Jeevan Bima at a glance

Description	Details
Maturity benefit	No maturity benefit is payable under the product.
Surrender benefit	No surrender benefit is payable under the product. For Policy cancellation value, please see the section on non-forfeiture below.
Non-forfeiture Benefit	<p>Policy Cancellation Value A policy cancellation value will be applicable as mentioned below:</p> <p>i) Single Premium Policies: The Policy cancellation value acquires immediately after receipt of single Premium and is calculated as follows: $= 70\% \times \text{Single Premium paid} \times (\text{unexpired Policy Term} / \text{Original Policy Term})$ Single premium shall be inclusive of extra premiums, if any.</p> <p>ii) Limited Premium Payment Term 5 years or 10 years: The Policy cancellation value acquires if at least two (2) consecutive full years' Premiums are paid, and is calculated as follows: $= 70\% \times \text{Total Premium paid} \times (\text{unexpired Policy Term} / \text{Original Policy Term})$ Total Premiums paid shall be inclusive of extra Premiums, if any.</p> <p>iii) No Policy cancellation value shall be payable in respect of regular Premium Policies.</p> <p>Please note that upon payment of Policy cancellation value the Policy shall terminate.</p>
Lapse	If the Policyholder discontinues paying Premiums before the Policy has acquired Policy cancellation value as described above, the Policy shall Lapse at the end of the grace period and all risk cover will cease and no benefits will be payable in case of lapsed policies. The Policyholder can revive a lapsed Policy within five years from due date of first unpaid Premium by paying the Premiums due and late fee.
Free Look Period	"Free Look" means a period of thirty (30) days beginning from the date of receipt of the policy document, whether received electronically or otherwise, to review the terms and conditions of the policy. If the policyholder disagrees to any of the policy terms or conditions, or otherwise and has not made any claim, the policyholder shall have the option to return the policy for cancellation, stating the reasons for the same. Irrespective of the reasons mentioned, the Policyholder shall be entitled to a refund of the premium paid subject only to a deduction of proportionate risk premium for the period of cover and the expenses, if any, incurred by the Company on medical examination and stamp duty charges.

"Annualized Premium" shall be the premium amount payable in a year, excluding taxes, rider premiums, underwriting extra premiums and loadings for modal premium

Sample Premium rates

Below are the Premiums applicable for a sample male life aged 25 years and for cover for 40 years paying Premiums annually purchasing **Axis Max Life Saral Jeevan Bima**.

Life Cover Amount	Single pay (in ₹)	5 pay (in ₹)	10 pay (in ₹)	Regular pay (in ₹)
₹ 25 Lakhs	2,92,599	63,529	32,023	10,135

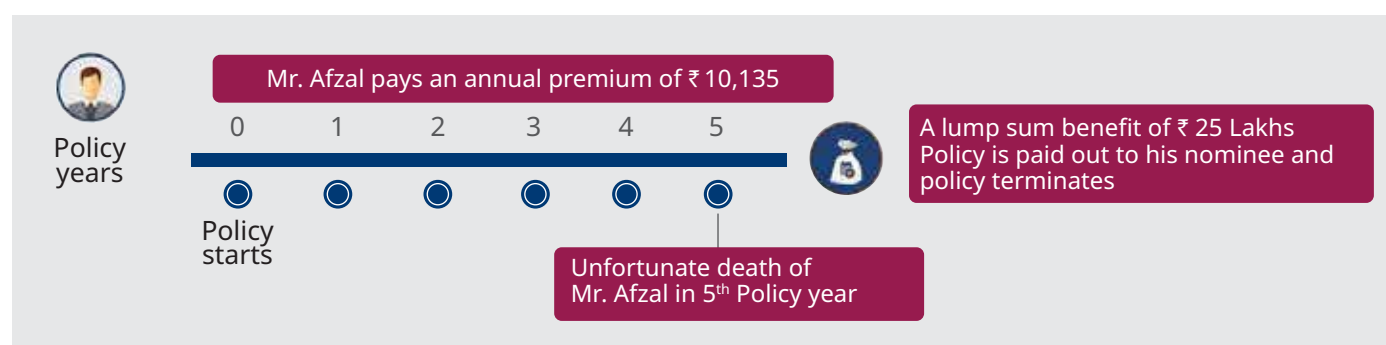
*Please note all Premiums mentioned in the above are excluding underwriting extra Premium, taxes, cesses.

Sample illustration

Mr. Afzal is a 25-year-old software engineer. He buys **Axis Max Life Saral Jeevan Bima**. The details of the Policy are as follows:

Sum Assured	Policy Term	Premium Payment Term	Annual Premium (Exclusive of GST)
₹ 25 Lakhs	40 years	40 years	₹ 10,135

After paying 5 Premiums, he passes away. A lump sum benefit of = 25 Lakhs is paid out to his nominee and Policy terminates.



Mr. Afzal's beneficiary will receive the full death benefit equal to Sum Assured, if he suffers a fatal accident during the first 45 days (waiting period) from the date of commencement of risk. However, in case his death is due to any cause other than an accident during this waiting period, his beneficiary will only receive the death benefit is equal to 100% of Total Premiums Paid including underwriting extra premium and loading for modal premiums, if any and excluding any taxes, if any.

Important Notes

1. Kindly note that the above case study is only an example and does not in any way create any rights and/or obligations.
2. You may be entitled to certain applicable tax benefits on your premiums and policy benefits. Please note that all the tax benefits are subject to tax laws prevailing at the time of payment of premium or receipt of benefits by you. It is advisable to seek an independent tax consultation.
3. Extra Premium will be charged for substandard lives as per company's board approved underwriting Policy.

4. Premium shown in all of the above illustrations is exclusive of GST.

- ◆ **Tax Benefits:** You may be entitled to certain applicable tax benefits on your Premiums and Policy benefits. Please note that all the tax benefits are subject to tax laws prevailing at the time of payment of Premium or receipt of benefits by you. It is advisable to seek an independent tax consultation.

BHAROSA TUM HO



^Individual Death Claims Paid Ratio as per audited financials for FY 2023-2024 I *As per Public Disclosure for H1 FY 2024-2025

Axis Max Life Saral Jeevan Bima | A Non-linked Non-Participating Individual Pure Risk Premium Life Insurance Plan | UIN: 104N117V02

Axis Max Life Insurance Limited (formerly known as Max Life Insurance Company Limited) is a Joint Venture between Max Financial Services Limited and Axis Bank Limited. Corporate Office: 11th Floor, DLF Square Building, Jacaranda Marg, DLF City Phase II, Gurugram(Haryana) - 122 002. For more details on risk factors, Terms and Conditions please read the prospectus carefully before concluding a sale. You may be entitled to certain applicable tax benefits on your premiums and policy benefits. Please note all the tax benefits are subject to tax laws prevailing at the time of payment of premium or receipt of benefits by you. Tax benefits are subject to changes in tax laws. You can call us on our Customer Helpline No. 1860 120 5577. Website: www.axismaxlife.com

ARN: Axis MaxLife/MaxIS/Saral Jeevan Bima/Leaflet/September 2024

IRDAI Regn No: 104

BEWARE OF SPURIOUS / FRAUD PHONE CALLS!

- IRDAI is not involved in activities like selling insurance policies, announcing bonus or investment of premiums
- Public receiving such phone calls are requested to lodge a police complaint.