

Live Smart, Live a Life of More.

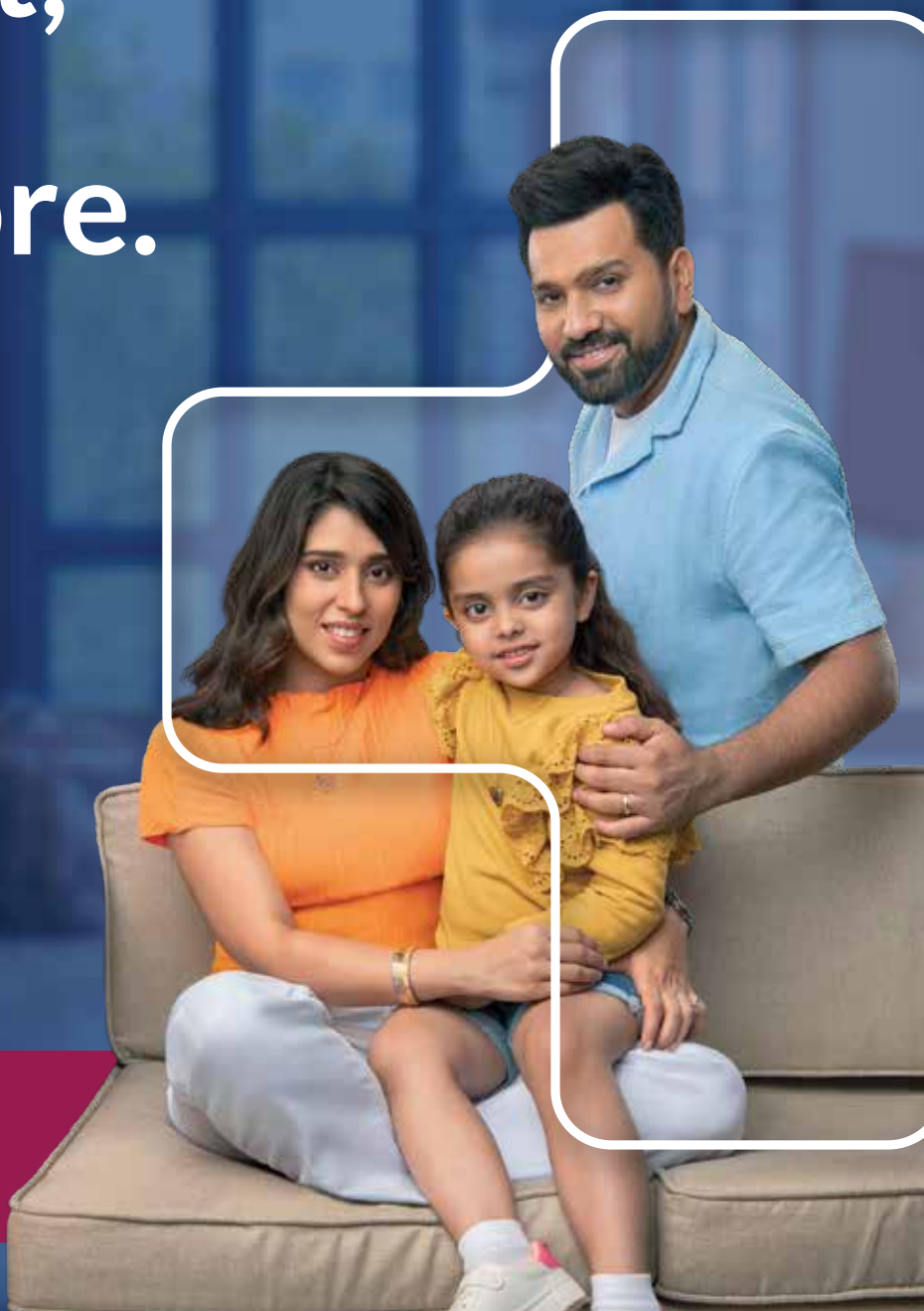
Presenting



A smart generation plan that offers you more plusses than ever before. With features like early income + guaranteed income*** + enhanced protection + and enhanced flexibility which encourages your family to live the plus life!

Let your family live a life of more + because for them

BHAROSA TUM HO



Early Liquidity^^
starting from
1st policy year**



Regular Cash Bonus%
Advantage



Comprehensive Protection
(Policy Continuance Benefit® +
Accidental Death Benefit&)



Flexibility to choose
your Policy Term
from 20 to 40 years#

HOW DOES THIS PLAN WORK?

Here are the steps to make your Policy.



Step 1: Choose your variant



Step 2: Enhance your cover with PCB or Riders



Step 3: Choose your Premium amount and



Step 4: Customize your income stream¹



Outcome: With this 4 step journey, be assured to protect your family with a Life Cover and Savings benefits.

PLAN BENEFITS IN DETAIL

| VARIANT | YOU GET | | | |
|-----------------|---|--|--|--|
| | SURVIVAL BENEFIT | MATURITY BENEFIT | DEATH BENEFIT | |
| | Under all Variants, Survival benefit payable in the form of Cash Bonus (if declared) and Guaranteed Income. | Maturity Benefit for all the Variants | The death benefit under this plan varies with your choice of Policy Continuance Benefit. | |
| Insta Income | <p>a. Cash Bonus (% of Annualized Premium) if declared, payable from 1st Policy Year till end of Policy Term; and</p> <p>b. Guaranteed Income (% of Annualized Premium) payable from 1st Policy Year till the end of 25 policy years or till the end of Policy Term whichever is earlier.</p> | <p>Sum of following shall be payable on completion of policy term (provided all due premiums were paid and the policy is in-force):</p> <p>a. Sum Assured on Maturity</p> <p>b. Accrued Cash Bonus (if any)</p> <p>c. Accrued Guaranteed Income (if any)</p> <p>d. Additional Benefit on Maturity (in case of female life)</p> <p>e. Terminal Bonus (if declared)</p> <p>b) and c) shall be applicable if in case 'Accrual of Survival Benefits' option is chosen.</p> <p>Where Sum Assured on Maturity (SAM) is the amount which is guaranteed to become payable on maturity of the policy, in accordance with the terms and conditions of the policy.</p> <p>SAM is equal to Annualized Premium X Premium Payment Term.</p> <p>Where Additional Benefit on Maturity is equal to 10% of Sum Assured on Maturity, only applicable for female lives.</p> <p>Any accrued survival benefit, if not already paid shall be paid in addition. Please refer section "Accrual of Survival Benefits" for related details.</p> | <p>Without Policy Continuance Benefit:</p> <p>In case of an unfortunate demise of the Life Insured during the policy term, while the policy is in-force, the Death Benefit shall be higher of:</p> <p>i) Sum Assured on Death, plus Terminal Bonus (if declared) or</p> <p>ii) 105% of (Total Premiums paid plus underwriting extra premiums plus loadings for modal premiums) as on the date of death of life insured.</p> <p>Where Sum Assured on Death is an assured amount, which is guaranteed to become payable on death of the life insured in accordance with the terms and conditions of the policy. Sum Assured on Death shall be highest of:</p> <ul style="list-style-type: none">· 10 times the (Annualized Premium plus underwriting extra premium, if any).· Death Multiple x (Annualized Premium plus underwriting extra premium, if any) <p>Where, applicable Death Multiple are specified under Annexure 2 of the Prospectus.</p> <p>Any accrued survival benefit, if not already paid shall be paid in addition to death benefit.</p> <p>Please refer section "Accrual of Survival Benefits" for related details.</p> | <p>With Policy Continuance Benefit:</p> <p>In case of an unfortunate demise of the Life Insured during the policy term, while the policy is in-force, the benefit payable will be:</p> <p>i) Death Benefit: The Death Benefit is higher of:</p> <p>a. Sum Assured on Death or</p> <p>b. 105% of (Total Premiums Paid³ plus Underwriting Extra Premiums plus loadings for modal premiums received) as on the date of death of Life Insured,</p> <p>Any accrued survival benefit, if not already paid shall be paid in addition to death benefit. Please refer section "Accrual of Survival Benefits" for related details.</p> <p>AND</p> <p>ii) Policy Continuance Benefit: All future Cash Bonus (if declared) and Guaranteed Income and Maturity Benefit shall be payable as and when due in future without any need for the premium payment.</p> |
| Balanced Income | <p>a. Cash Bonus (% of Annualized Premium) if declared, payable from 1st Policy Year till end of Policy Term; and</p> <p>b. Guaranteed Income (% of Annualized Premium) payable from policy year PPT² + 1 and payable till the end of Policy Term.</p> | | | |
| Future Income | <p>a. Cash Bonus (% of Annualized Premium) if declared, payable from policy year PPT + 1 till end of Policy Term; and</p> <p>b. Guaranteed Income (% of Annualized Premium) payable from policy year PPT+1 and payable till PPT + 25 policy years or till the end of Policy Term, whichever is earlier.</p> | | | |
| Lifelong Income | <p>a. Cash Bonus (% of Annualized Premium) if any, payable from 1st Policy Year till end of Policy Term; and</p> <p>b. Guaranteed Income (% of Annualized Premium) payable from policy year PPT+1 and payable till the policy year in which the life insured attains the age of 65 years.</p> <p>c. Enhanced Guaranteed Income is Four times the "Guaranteed Income" payable from the next policy anniversary after the life insured has attained the age of 65 years till the end of policy term.</p> <p>Further, the option to accumulate Cash Bonus (if declared) and guaranteed income available in all 4 variants.</p> | | <p>On Death Due to accident during the additional accidental death benefit term, provided the policy is in force. An Additional accidental sum assured on death shall be payable over and above the death benefit. Where the Additional Accidental Sum Assured is equal to 50% of Sum Assured on Death. The maximum additional accidental sum assured on death is equal to Rs. 1 crore.</p> | |

¹ Income Streams refers to the Survival Benefits payable over the duration of the Policy Term. ² PPT is Premium Payment Term ³ Total Premiums Paid means the total of all Premiums received, excluding any Extra Premium, any Rider Premiums, and applicable taxes, cesses or levies, if any

BONUSES OFFERED

A. Cash Bonus (if declared)

Cash Bonus is a percentage of annualized premium, and (if declared) shall be payable to the Policyholder, from time to time

B. Terminal Bonus

If declared, all eligible policies shall receive the terminal bonus on maturity or on exit due to death or surrender based on the terminal bonus rates declared by the company

| ELIGIBILITY CRITERIA | VARIANTS | MINIMUM | | MAXIMUM | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|---|--|---|-------------------|---|-------------------|---|------------------------------|-----------------------------|-------------------|--|---------------------------|--|--|--|----------|-----|---|--|---|--|---|--|-----------------------------|--|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-----------------|---|---------|----------|---------|----------|----------|----------|----------|----------|---|----------|----------|---|----------|----------|----|----------|----------|----|----------|----------|-----------|---|---------|----------|---------|----------|----------|----------|----------|----------|---|----------|----------|----------|----------|---|----------|----------|----------|----------|----|----------|----------|----------|----------|----|----------|----------|----------|----------|-----------|---|----|----|---------|----------|----|----|----------|----------|---|---|----|----|
| Sum assured on Maturity (SAM) | All Variants with / without Policy Continuance Benefit | Rs. 300,000 | | No limit, subject to board approved underwriting policy | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Annualized Premium | | Modes | Premium | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Annual | Rs. 25,000 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Semi-annual | Rs. 12,750 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Quarterly | Rs. 6,500 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Monthly | Rs. 2,175 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Premium Payment Mode and Modal Factors | The Premium Payment mode can be changed anytime during the policy term provided the limits of minimum premium are adhered to | 4 premium payment modes are available with all Variants | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Premium Payment Mode | Modal Factor | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Annual | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Semi-annual | 0.510 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Quarterly | 0.260 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Monthly | 0.087 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Min Entry Age (age as on last birthday) | Minimum Entry age (age last birthday) under the product is 18 years if Policy Continuance Benefit option is chosen, otherwise it is 91 days. The minimum entry age for additional accidental death benefit is 18 years. Inbuilt additional accidental death benefit shall not be available throughout the policy term for policies where the entry age is lower than the allowed minimum entry age for this benefit. The risk commencement date of the policy is same as date of commencement of the policy. In case of backdating policy, the two dates may be different. In case of minor lives, <div>a) The policy shall vest in the life insured on attainment of his/her majority i.e. 18 years.</div> <div>b) There should be specific insurable interest between proposer and life insured.</div> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Max Entry Age | <table><tr><th></th><th></th><th colspan="4">Max entry ages (Without PCB)</th><th colspan="4">Max entry ages (With PCB)</th></tr><tr><th rowspan="2">Variants</th><th rowspan="2">PPT</th><th colspan="2">When fixed policy between 20 to 40 years is opted</th><th colspan="2">When Whole life term (100 years) is opted</th><th colspan="2">When fixed policy between 20 to 40 years is opted</th><th colspan="2">When 85 years term is opted</th></tr><tr><th>Minimum Entry Age</th><th>Maximum Entry Age</th><th>Minimum Entry Age</th><th>Maximum Entry Age</th><th>Minimum Entry Age</th><th>Maximum Entry Age</th><th>Minimum Entry Age</th><th>Maximum Entry Age</th></tr><tr><td rowspan="5">Variant 1 and 2</td><td>6</td><td rowspan="5">91 Days</td><td>64 Years</td><td rowspan="5">91 Days</td><td rowspan="5">65 Years</td><td rowspan="5">18 Years</td><td>54 years</td><td rowspan="5">18 Years</td><td rowspan="5">55 Years</td></tr><tr><td>7</td><td>63 Years</td><td>53 Years</td></tr><tr><td>8</td><td>62 Years</td><td>52 Years</td></tr><tr><td>10</td><td>60 Years</td><td>50 Years</td></tr><tr><td>12</td><td>58 Years</td><td>48 Years</td></tr><tr><td rowspan="5">Variant 3</td><td>6</td><td rowspan="5">91 Days</td><td>54 Years</td><td rowspan="5">91 Days</td><td>55 Years</td><td rowspan="5">18 Years</td><td>49 Years</td><td rowspan="5">18 Years</td><td>50 Years</td></tr><tr><td>7</td><td>53 Years</td><td>55 Years</td><td>48 Years</td><td>50 Years</td></tr><tr><td>8</td><td>52 Years</td><td>55 Years</td><td>47 Years</td><td>50 Years</td></tr><tr><td>10</td><td>60 Years</td><td>60 Years</td><td>50 Years</td><td>55 Years</td></tr><tr><td>12</td><td>58 Years</td><td>60 Years</td><td>48 Years</td><td>55 Years</td></tr><tr><td rowspan="5">Variant 4</td><td>6</td><td rowspan="5">NA</td><td rowspan="5">NA</td><td rowspan="5">91 Days</td><td rowspan="5">50 Years</td><td rowspan="5">NA</td><td rowspan="5">NA</td><td rowspan="5">18 Years</td><td rowspan="5">50 Years</td></tr><tr><td>7</td></tr><tr><td>8</td></tr><tr><td>10</td></tr><tr><td>12</td></tr></table> | | | | | | Max entry ages (Without PCB) | | | | Max entry ages (With PCB) | | | | Variants | PPT | When fixed policy between 20 to 40 years is opted | | When Whole life term (100 years) is opted | | When fixed policy between 20 to 40 years is opted | | When 85 years term is opted | | Minimum Entry Age | Maximum Entry Age | Minimum Entry Age | Maximum Entry Age | Minimum Entry Age | Maximum Entry Age | Minimum Entry Age | Maximum Entry Age | Variant 1 and 2 | 6 | 91 Days | 64 Years | 91 Days | 65 Years | 18 Years | 54 years | 18 Years | 55 Years | 7 | 63 Years | 53 Years | 8 | 62 Years | 52 Years | 10 | 60 Years | 50 Years | 12 | 58 Years | 48 Years | Variant 3 | 6 | 91 Days | 54 Years | 91 Days | 55 Years | 18 Years | 49 Years | 18 Years | 50 Years | 7 | 53 Years | 55 Years | 48 Years | 50 Years | 8 | 52 Years | 55 Years | 47 Years | 50 Years | 10 | 60 Years | 60 Years | 50 Years | 55 Years | 12 | 58 Years | 60 Years | 48 Years | 55 Years | Variant 4 | 6 | NA | NA | 91 Days | 50 Years | NA | NA | 18 Years | 50 Years | 7 | 8 | 10 | 12 |
| | | Max entry ages (Without PCB) | | | | Max entry ages (With PCB) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Variants | PPT | When fixed policy between 20 to 40 years is opted | | When Whole life term (100 years) is opted | | When fixed policy between 20 to 40 years is opted | | When 85 years term is opted | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Minimum Entry Age | Maximum Entry Age | Minimum Entry Age | Maximum Entry Age | Minimum Entry Age | Maximum Entry Age | Minimum Entry Age | Maximum Entry Age | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Variant 1 and 2 | 6 | 91 Days | 64 Years | 91 Days | 65 Years | 18 Years | 54 years | 18 Years | 55 Years | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 7 | | 63 Years | | | | 53 Years | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 8 | | 62 Years | | | | 52 Years | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 10 | | 60 Years | | | | 50 Years | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 12 | | 58 Years | | | | 48 Years | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Variant 3 | 6 | 91 Days | 54 Years | 91 Days | 55 Years | 18 Years | 49 Years | 18 Years | 50 Years | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 7 | | 53 Years | | 55 Years | | 48 Years | | 50 Years | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 8 | | 52 Years | | 55 Years | | 47 Years | | 50 Years | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 10 | | 60 Years | | 60 Years | | 50 Years | | 55 Years | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 12 | | 58 Years | | 60 Years | | 48 Years | | 55 Years | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Variant 4 | 6 | NA | NA | 91 Days | 50 Years | NA | NA | 18 Years | 50 Years | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 7 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 8 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 10 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 12 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

| | | | | |
|----------------------|---|------------------------------------|--------------------------------------|---------------------------------------|
| Policy Term | The following policy term options are available varying by variant, PPT and PCB: | | | |
| | Policy Continuance Benefit Not Opted | | | |
| | Variant \ Policy Term Options | Fixed Policy Term: 20 to 40 years* | Up to maturity age 85 less Entry Age | Up to maturity age 100 less Entry Age |
| | Insta Income | Yes | No | Yes |
| | Balanced Income | Yes | No | Yes |
| | Future Income | Yes | No | Yes |
| | Lifelong Income | No | No | Yes |
| | Policy Continuance Benefit Opted | | | |
| | Insta Income | Yes | Yes | No |
| | Balanced Income | Yes | Yes | No |
| | Future Income | Yes | Yes | No |
| | Lifelong Income | No | Yes | No |
| | The minimum policy term for Insta Income, Balanced Income and Future Income is 20 years respectively, while for Lifelong Income, the minimum policy term basis the maximum entry age of 50 is 35 years and 50 years for PCB and Non-PCB options respectively. | | | |
| Premium Payment Term | With/Without Policy Continuance Benefit, the available premium payment terms are 6, 7, 8, 10 and 12 years for all the variants. | | | |
| Gender | Male, Female and Transgender | | | |

All ages mentioned above are age as on last birthday

FLEXIBILITIES AVAILABLE UNDER THE PLAN

A. ACCRUAL OF SURVIVAL BENEFITS

This plan gives you the flexibility to accrue your Survival Benefits - both the Guaranteed Income as well as the Cash bonus (if declared) anytime during the Policy Term. Also, you may choose to withdraw your accrued benefits completely or partially, at any time during the policy term. For more details please refer to the Prospectus.

B. SURVIVAL BENEFIT PAYOUT FREQUENCY

You may choose to receive the future payouts (applicable to Guaranteed Income and Cash Bonus (if declared)) at a monthly/quarterly/half yearly/annual frequency. For details please refer to the Prospectus.

C. RIDERS

1. Axis Max Life Term Plus Rider (UIN: 104B026V04)
2. Axis Max Life Waiver of Premium Plus Rider (UIN: 104B029V05)
3. Axis Max Life Accidental Death and Dismemberment Rider (UIN: 104B027V05)
4. Axis Max Life Critical Illness and Disability Rider (UIN: 104B033V01)

D. POLICY CONTINUANCE BENEFIT

This option can only be chosen at inception, under all Variants (except for term 100-age at entry). Policy Continuance Benefit (PCB) ensures that, in case of an unfortunate event of death of the Life Insured, in addition to applicable death benefit, the nominee will continue to receive the Income/survival and Maturity Benefits, as would be payable to the Policyholder if the Life Insured was alive, without having to pay any future premiums of base policy.

E. DISCOUNTS & EXTRA BENEFITS AVAILABLE UNDER THE PLAN

1. Existing Customer Discount: A 2% discount will be applicable only on first year premium for all existing Axis Max Life customers.
2. Staff Discount: A 2% discount will be applicable only on first year premium. This will be applicable for all:
 - All employees of Axis Max Life Insurance Co. Ltd
 - All employees of Axis Max Life Insurance Co. Ltd, licensed intermediaries (Corporate Agents, Insurance Marketing Firms, Broker and Web Aggregator) and their partners.
 - All Insurance Agents of Axis Max Life Insurance Co. Ltd
3. Transgender discount: A 2% discount will be applicable only on first year premium for all transgender lives. Only one out of above three (existing customer, staff or transgender lives) types of discount shall be applicable for a policy.
4. Additional Benefit on Maturity, only applicable for Female lives: Additional benefit on maturity of 10% of Sum Assured on Maturity shall be available for female lives.
5. Benefits for high Premium: For higher ticket sizes a higher Cash Bonus will be applicable. This shall be catered via the Cash Bonus Rates

“SAVE THE DATE”: Option to avail Survival Benefits on date of your choice

Under all variants, the policyholder can choose to receive survival benefits on any one date other than the policy anniversary as per his/her choice if he/she has opted for annual mode of survival benefits payout. For more details on SAVE THE DATE option please refer to the prospectus.

Premium Offset Option: The policyholder will have an option to offset future premium against total Survival Benefit receivable (comprising of Guaranteed income (GI) and Cash Bonus (CB)). For more information please refer to the prospectus.

Settlement Period Option: You have the flexibility to break your maturity benefit and take them in instalments. Following settlement options are available to receive the 'Maturity Benefit':

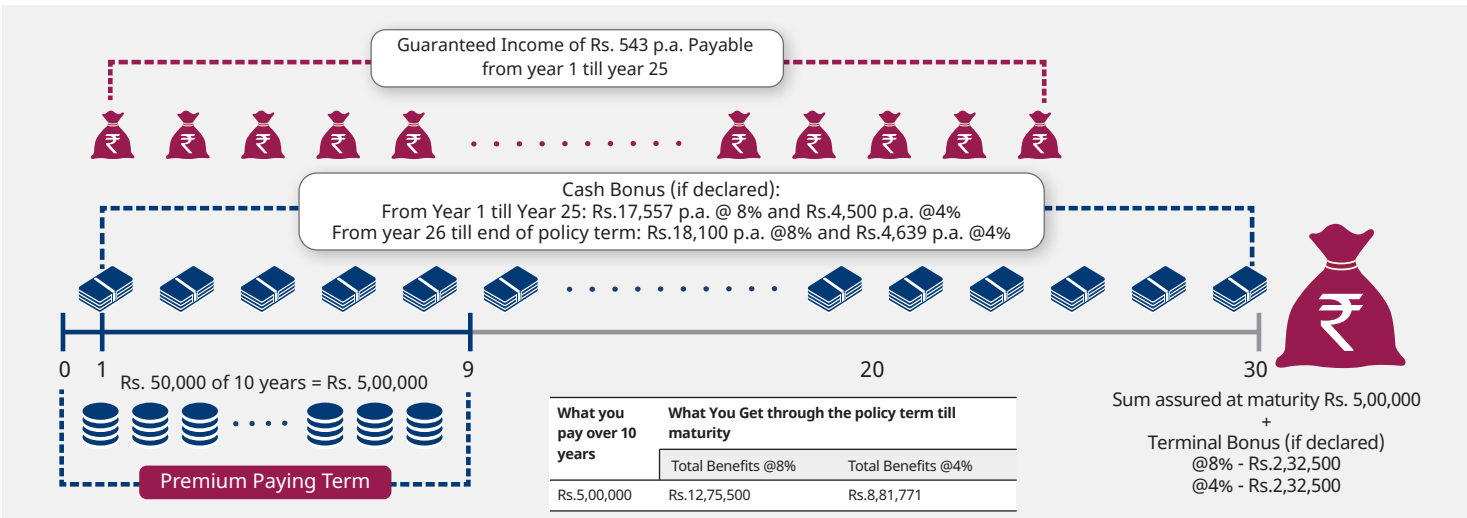
- a) Regular Monthly Income: Take the 'Maturity Benefit' as monthly income payable over 60, 120, 180 or 240 months.
- b) Regular Annual Income: Take the 'Maturity Benefit' as annual income payable over 5, 10, 15 or 20 years.

LET'S UNDERSTAND THE VARIANTS IN DETAIL WITH EXAMPLE

Example 1: Insta Income (No Policy Continuance Benefit)

Mr. Gupta aged 30 years purchased Axis Max Life Smart Wealth Advantage Growth Par with the details as below:

| | | | |
|----------------------|--------------|------------------------------|------------|
| Variant | Insta Income | Annualized Premium | Rs. 50,000 |
| Policy Term | 30 years | Mode of Payment | Annual |
| Premium Payment Term | 10 years | Policy Continuance Benefit | No |
| Premium Offset | No | Survival Benefit Payout Mode | Annual |
| Save the Date | No | Income Benefit Payment Mode | Arrears |



Applicable Guaranteed Income Rate for above example is 1.086% of the Annualized Premium.

Maturity Benefit payable at the end of policy term (30 years) = Sum Assured on Maturity + Additional Benefit on Maturity (in case of female life) + Terminal Bonus (if declared).

Sum Assured on Maturity + Additional Benefit on Maturity (in case of female life): Rs. 5,00,000 + Rs. 0 = Rs. 5,00,000

Terminal Bonus @4% p.a. = Rs. 2,32,500 & Terminal Bonus @8% p.a. = Rs. 2,32,500

In the case death of Mr. Gupta any time during the policy term, provided the policy is in force. A Death Benefit shall be payable which is equal to Sum Assured on Death (Rs.6,25,000) + Terminal Bonus (if Declared). In case of Accidental death after the competition of the premium payment term an additional accidental death benefit equal to 50% of Sum Assured on Death (Rs.3,12,500) shall be payable over and above the Death Benefit.

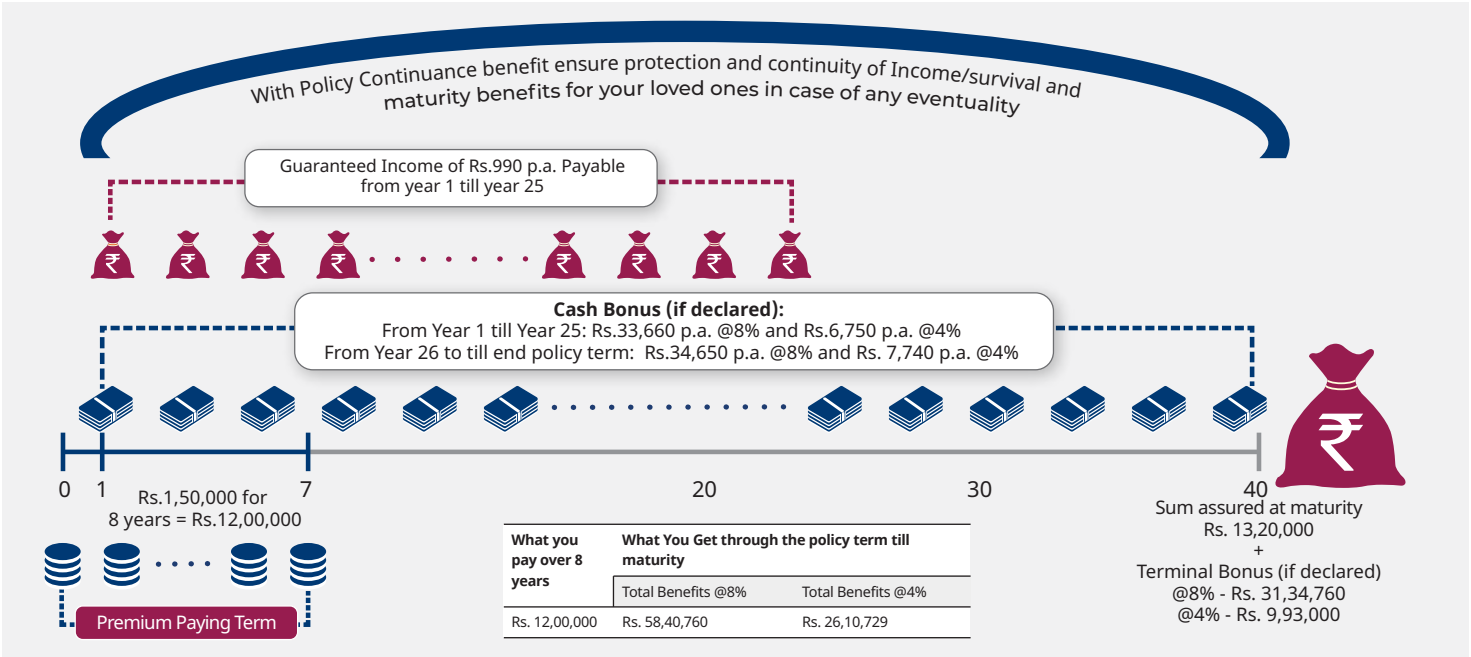
The values shown are for illustrative purpose only. Please refer benefit illustration for details on benefits.

Note- 4% p.a. and 8% p.a. are only assumed investment returns and are not guaranteed.

Example 2: Insta Income with Policy Continuance Benefit

Miss. Shivani aged 35 years purchased Axis Max Life Smart Wealth Advantage Growth Par with the details as below:

| | | | |
|----------------------|--------------|------------------------------|--------------|
| Variant | Insta Income | Annualized Premium | Rs. 1,50,000 |
| Policy Term | 40 years | Mode of Payment | Annual |
| Premium Payment Term | 8 years | Policy Continuance Benefit | Yes |
| Premium Offset | No | Survival Benefit Payout Mode | Annual |
| Save the Date | No | Income Benefit Payment Mode | Arrears |



Applicable Guaranteed Income Rate for above example is 0.660% of the Annualized Premium.

Maturity Benefit payable at the end of policy term (40 years) = Sum Assured on Maturity + Additional Benefit on Maturity (in case of female life) + Terminal Bonus (if declared).

Sum Assured on Maturity + Additional Benefit on Maturity (in case of female life): Rs. 12,00,000 + 1,20,000 = 13,20,000

Terminal Bonus @4% p.a. = Rs. 9,93,000 & Terminal Bonus @8% p.a. = Rs. 31,34,760

In case of Accidental death after the competition of the premium payment term an additional accidental death benefit equal to 50% of Sum Assured on Death (Rs.9,00,000) shall be payable over and above the Death Benefit.

In case of Miss. Shivani's death at any time during the policy term,

1. A lump sum equal to Sum Assured on death (Rs.18,00,000) will be paid and
2. The survival benefits will be continued to be paid to Miss Shivani's nominee.
3. Further, at year 40, the nominee will receive the Maturity benefit equal to [Sum Assured on Maturity + Additional Benefit on Maturity (in case of female life) + Terminal Bonus (if declared)].

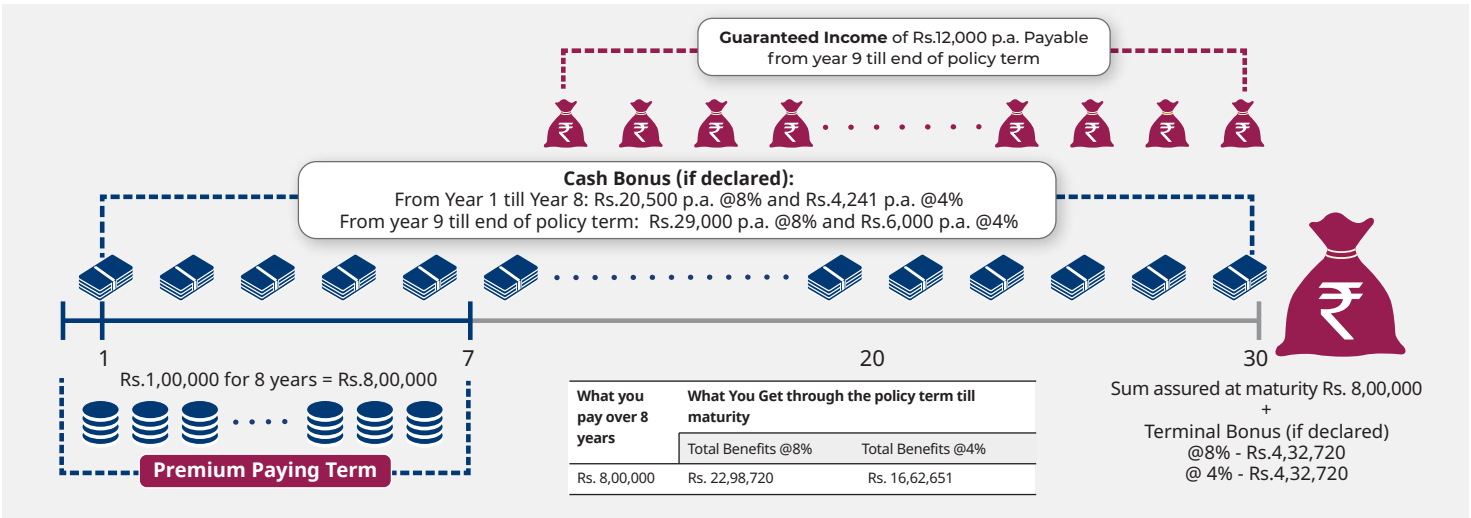
The values shown are for illustrative purpose only. Please refer Benefit Illustration for details on benefits.

Note- 4% p.a. and 8% p.a. are only assumed investment returns and are not guaranteed.

Example 3: Balanced Income (No Policy Continuance Benefit)

Mr. Ghosh aged 35 years purchased Axis Max Life Smart Wealth Advantage Growth Par with the details as below:

| | | | |
|----------------------|-----------------|------------------------------|--------------|
| Variant | Balanced Income | Annualized Premium | Rs. 1,00,000 |
| Policy Term | 30 years | Mode of Payment | Annual |
| Premium Payment Term | 8 years | Policy Continuance Benefit | No |
| Premium Offset | No | Survival Benefit Payout Mode | Annual |
| Save the Date | No | Income Benefit Payment Mode | Arrears |



Applicable Guaranteed Income Rate for above example is 12.00% of the Annualized Premium.

Maturity Benefit payable at the end of policy term (30 years) = Sum Assured on Maturity + Additional Benefit on Maturity (in case of female life) + Terminal Bonus (if declared).

Sum Assured on Maturity + Additional Benefit on Maturity (in case of female life): Rs. 8,00,000 + Rs. 0 = Rs. 8,00,000

Terminal Bonus @4% p.a. = Rs. 4,32,720 & Terminal Bonus @8% p.a. = Rs. 4,32,720

In the case death of Mr. Ghosh any time during the policy term, provided the policy is in force. A Death Benefit shall be payable which is equal to Sum Assured on Death (Rs.12,00,000) + Terminal Bonus (if Declared). In case of Accidental death after the competition of the premium payment term an additional accidental death benefit equal to 50% of Sum Assured on Death (Rs.6,00,000) shall be payable over and above the Death Benefit.

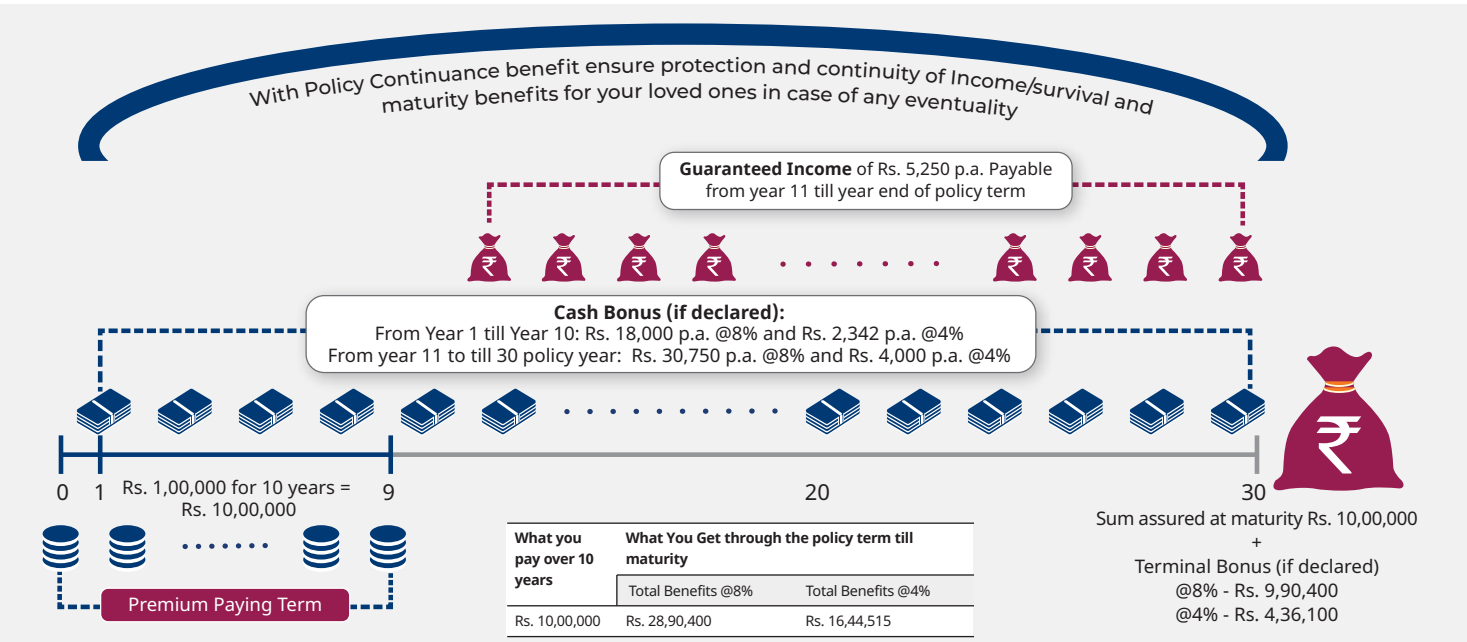
The values shown are for illustrative purpose only. Please refer Benefit Illustration for details on benefits.

Note- 4% p.a. and 8% p.a. are only assumed investment returns and are not guaranteed.

Example 4: Balanced Income with Policy Continuance Benefit

Mr. Ghosh aged 45 years purchased Axis Max Life Smart Wealth Advantage Growth Par with the details as below:

| | | | |
|----------------------|-----------------|------------------------------|--------------|
| Variant | Balanced Income | Annualized Premium | Rs. 1,00,000 |
| Policy Term | 30 years | Mode of Payment | Annual |
| Premium Payment Term | 10 years | Policy Continuance Benefit | Yes |
| Premium Offset | No | Survival Benefit Payout Mode | Annual |
| Save the Date | No | Income Benefit Payment Mode | Arrears |



Applicable Guaranteed Income Rate for above example is 5.25% of the Annualized Premium.

Maturity Benefit payable at the end of policy term (30 years) = Sum Assured on Maturity + Additional Benefit on Maturity (in case of female life) + Terminal Bonus (if declared).

Sum Assured on Maturity + Additional Benefit on Maturity (in case of female life): Rs. 10,00,000 + Rs. 0 = Rs. 10,00,000

Terminal Bonus @4% p.a. = Rs. 4,36,100 & Terminal Bonus @8% p.a. = Rs. 9,90,400

In case of Mr. Ghosh's death at any time during the policy term,

1. A lump sum equal to Sum Assured on Death (Rs.11,00,000) will be paid and
2. The survival benefits will be continued to be paid to Mr. Ghosh's nominee.
3. Further, at year 30, the nominee will receive the Maturity benefit equal to [Sum Assured on Maturity + Additional Benefit on Maturity (in case of female life) + Terminal Bonus (if declared)].

In case of Accidental death after the competition of the premium payment term an additional accidental death benefit equal to 50% of Sum Assured on Death (Rs.5,50,000) shall be payable over and above the Death Benefit.

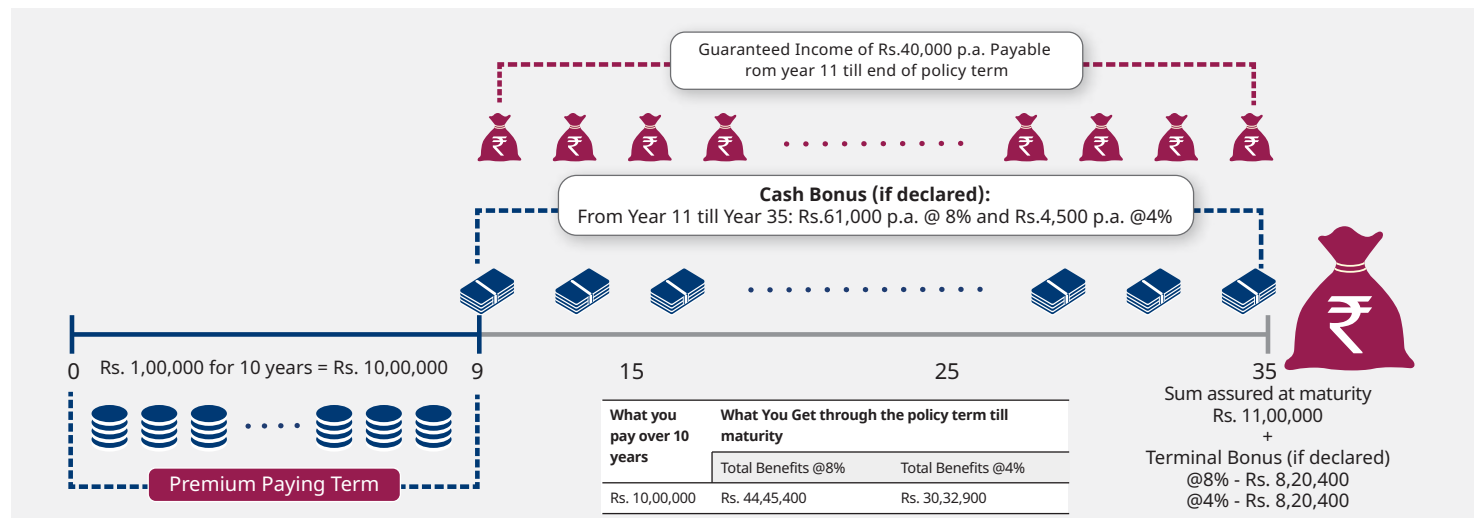
The values shown are for illustrative purpose only. Please refer Benefit Illustration for details on benefits.

Note- 4% p.a. and 8% p.a. are only assumed investment returns and are not guaranteed.

Example 5: Future Income (No Policy Continuance Benefit)

Miss. Verma aged 35 years purchased Axis Max Life Smart Wealth Advantage Growth Par with the details as below:

| | | | |
|----------------------|---------------|------------------------------|--------------|
| Variant | Future Income | Annualized Premium | Rs. 1,00,000 |
| Policy Term | 35 years | Mode of Payment | Annual |
| Premium Payment Term | 10 years | Policy Continuance Benefit | No |
| Premium Offset | No | Survival Benefit Payout Mode | Annual |
| Save the Date | No | Income Benefit Payment Mode | Arrears |



Applicable Guaranteed Income Rate for above example is 40.00% of the Annualized Premium.

Maturity Benefit payable at the end of policy term (35 years) = Sum Assured on Maturity + Additional Benefit on Maturity (in case of female life) + Terminal Bonus (if declared).

Sum Assured on Maturity + Additional Benefit on Maturity (in case of female life): Rs. 10,00,000 + 1,00,000 = 11,00,000

Terminal Bonus @4% p.a. = Rs. 8,20,400 & Terminal Bonus @8% p.a. = Rs. 8,20,400

In the case death of Miss. Verma any time during the policy term, provided the policy is in force. A Death Benefit shall be payable which is equal to Sum Assured on Death (Rs.12,00,000) + Terminal Bonus (if Declared). In case of Accidental death after the competition of the premium payment term an additional accidental death benefit equal to 50% of Sum Assured on Death (Rs.6,00,000) shall be payable over and above the Death Benefit.

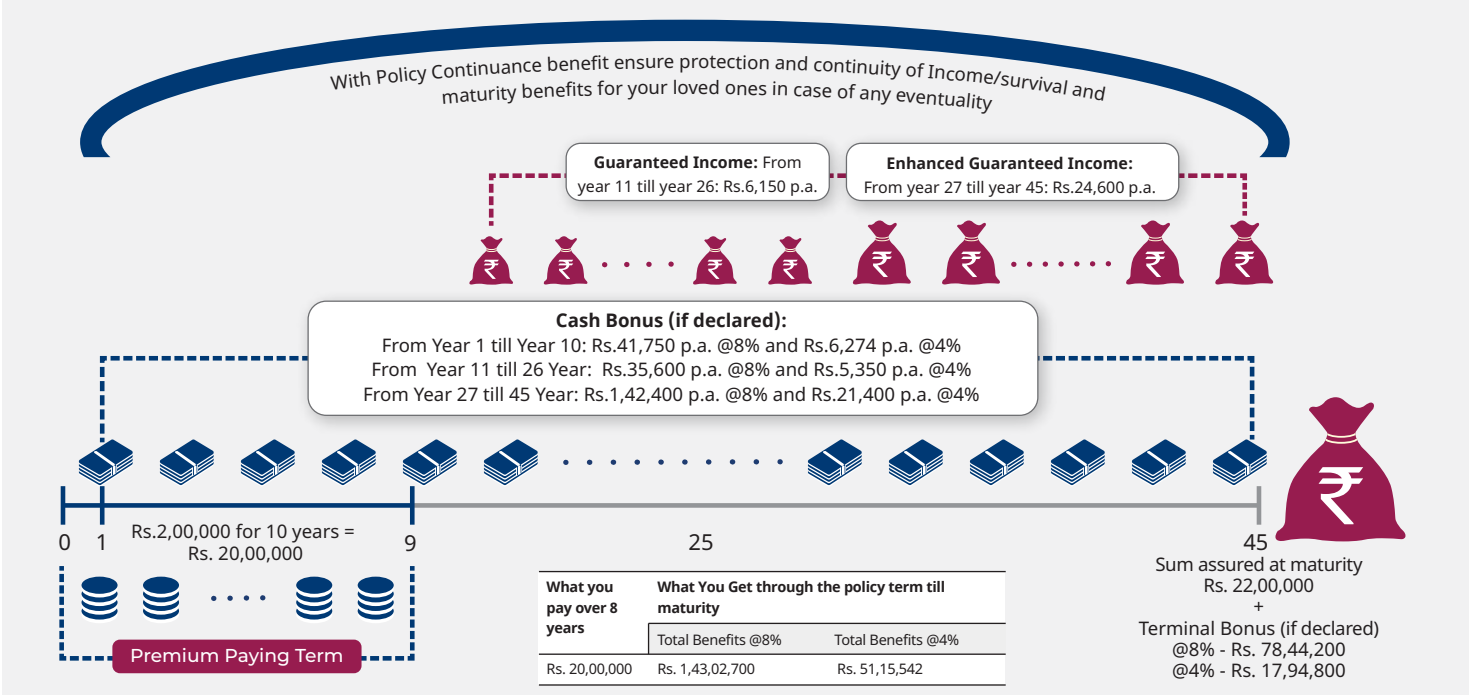
The values shown are for illustrative purpose only. Please refer Benefit Illustration for details on benefits.

Note- 4% p.a. and 8% p.a. are only assumed investment returns and are not guaranteed.

Example 6: Lifelong Income with Policy Continuance Benefit

Miss. Gupta aged 40 years purchased Axis Max Life Smart Wealth Advantage Growth Par with the details as below:

| | | | |
|----------------------|-----------------|------------------------------|--------------|
| Variant | Lifelong Income | Annualized Premium | Rs. 2,00,000 |
| Policy Term | 45 years | Mode of Payment | Annual |
| Premium Payment Term | 10 years | Policy Continuance Benefit | Yes |
| Premium Offset | No | Survival Benefit Payout Mode | Annual |
| Save the Date | No | Income Benefit Payment Mode | Arrears |



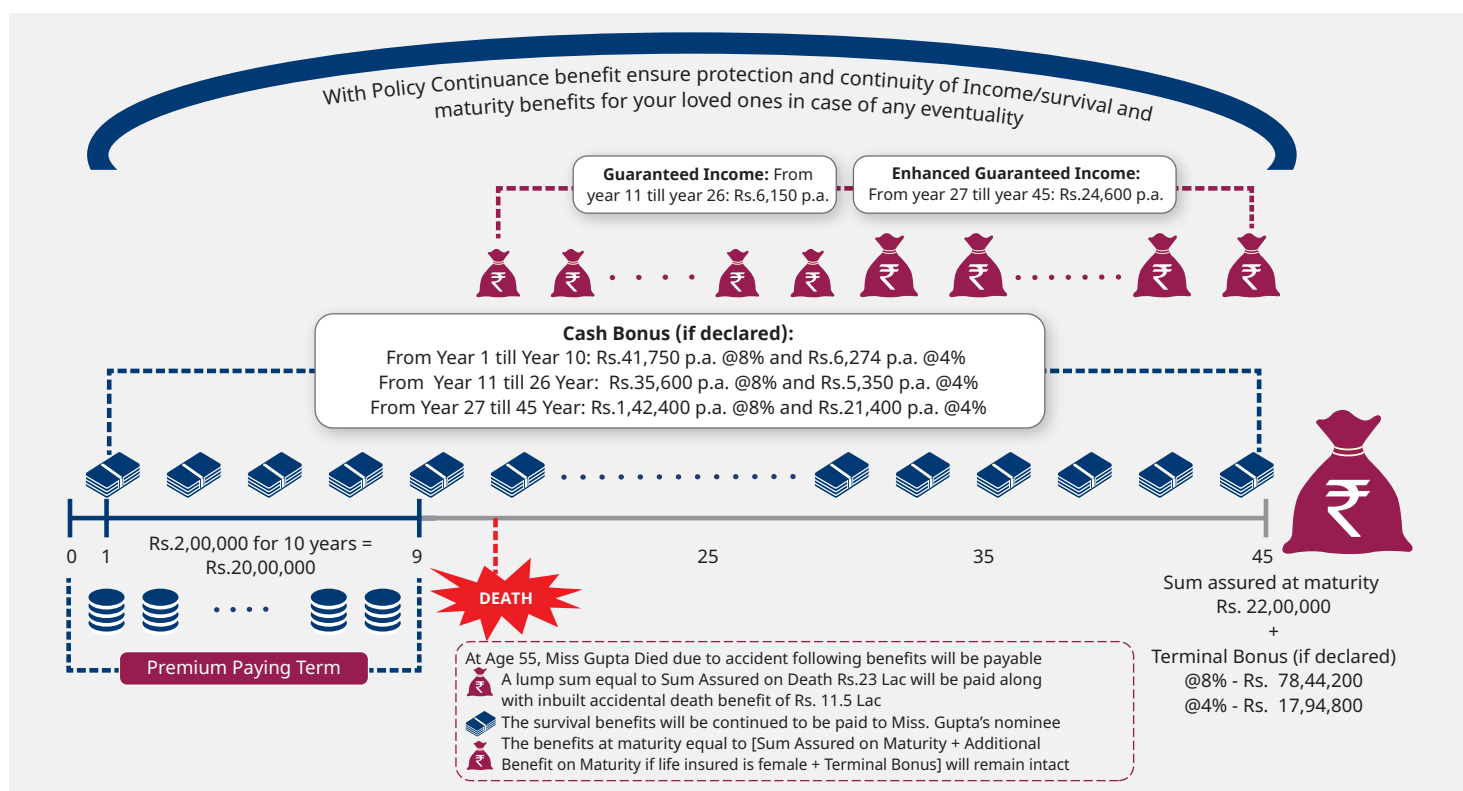
Applicable Guaranteed Income Rate for above example is 3.075% of the Annualized Premium.

Maturity Benefit payable at the end of policy term (45 years) = Sum Assured on Maturity + Additional Benefit on Maturity (in case of female life) + Terminal Bonus (if declared).

Sum Assured on Maturity + Additional Benefit on Maturity (in case of female life): Rs. 20,00,000 + Rs. 2,00,000 = Rs. 22,00,000

Terminal Bonus @4% p.a. = Rs. 17,94,800 & Terminal Bonus @8% p.a. = Rs. 78,44,200

- In case of Miss. Gupta's death is caused due to accident post the completion of the premium payment term the following benefits shall be payable:
1. A lump sum equal to Sum Assured on Death (Rs.23,00,000) + Additional Accidental Death Benefit (Rs.11,50,000) will be paid immediately and
 2. The Survival benefits will be continued to be paid to Miss. Gupta's nominee.
 3. Further, at year 45, the nominee will receive the Maturity benefit equal to [Sum Assured on Maturity + Additional Benefit (in case of female life) + Terminal Bonus (if declared)].



The values shown are for illustrative purpose only. Please refer Benefit Illustration for details on benefits.
 Note- 4% p.a. and 8% p.a. are only assumed investment returns and are not guaranteed.

Important Notes:

- Kindly note that the above case studies are only examples and do not in any way create any rights and/obligations. The actual experience of the policy may be different from what is shown above.
- Some benefits are guaranteed and some benefits are variable with returns based on the future performance of your insurer carrying on life insurance business. If your policy offers guaranteed benefits, then these will be clearly marked "guaranteed" in the illustration tables under this section. If your policy offers variable benefits, then the illustrations in this section will show two different rates of assumed future investment returns. These assumed rates of return are not guaranteed and they are not the upper or lower limits of what you might get back, as the value of your policy is dependent on a number of factors including future investment performance. The guaranteed and non-guaranteed benefits are applicable only if all due premiums are paid.
- Bonuses are non-guaranteed and are declared at the sole discretion of the Company.
- For more information, please request for your Policy specific benefit illustration.



*Individual Death Claims Paid Ratio as per Audited Financials of FY 2023-24. As per Public Disclosure for H1 FY 2024-25.

LIFE INSURANCE COVERAGE IS AVAILABLE IN THIS PRODUCT.

This is a Non-Linked Participating Individual Life Insurance Savings Plan | UIN: 104N135V02

Bonuses represent your share in profits of the company's participating fund. Bonuses are, therefore, not guaranteed and are based on performance of the participating fund. Bonus rate is paid as a percentage of the 'Sum Assured on Maturity' in the policy, and will be declared at the end of financial year. The risk factors of the bonuses projected under the product are not guaranteed. Past performance doesn't construe any indication of future bonuses and these products are subject to the overall performance of the insurer in terms of investments, management of expenses, mortality and lapses.

Early Liquidity refers to the applicable Survival Benefits, the survival benefits start from 1st policy year for Insta Income, Balanced Income and Lifelong Income Variant only. **Applicable if the policyholder has chosen Frequency as Annual for Survival Benefit Payouts. Survival benefits are payable in arrears for all frequencies. *Cash Bonus (if declared) is a % of Annualized Premium and shall depend on the Cash Bonus Payout Frequency, Age of the life insured, Premium Payment Term, PCB Option and Plan variant. *Policy Continuance Benefit is available in all plan variants except for 100 - Age at Entry Variant & Accidental Death Benefit (ADB) is available in all plan variants for ages greater than or equal to 18 years. ADB cover is restricted to 80 years of age. *Fixed Policy Terms are not available in Lifelong Income Variant. ***Guaranteed Income is a % of Annualized Premium and shall depend on the Guaranteed Income Payout Frequency, Age of the life insured, Plan variant, PCB Option and Premium Payment Term. Guaranteed Income shall be applicable provided all due premiums are paid. All applicable Guaranteed Benefits in the product are subject to payment of all due premiums. Axis Max Life Smart Wealth Advantage Growth Par Plan (UIN: 104N135V02) is a non linked participating Individual Life Insurance Savings plan which provides Cash Bonuses and Terminal Bonus, which are variable in nature and declared by the company from time to time. For further information on the product and its plan variants please refer to the Prospectus. If you wish to refer to the Terms and Conditions of the product please read the Policy Document available on the company website.

The Brand Ambassadors as depicted herein, have endorsed only the Axis Max Life Insurance Products and are not in any manner endorsing Axis Bank Limited and do not have any kind of association or relationship with Axis Bank Limited.

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 No.: Axis Max Life/MaxIS/Brand/SWAG PAR+/Leaflet/V02/January 2025

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