

Aaj ka  
**SWAG**  
Kal ki Happiness  
Guaranteed<sup>+</sup>

Presenting



Your family looks up to you to make their dreams a reality.  
With Smart Wealth Advantage Guarantee,  
you can because for your loved ones **BHAROSA TUM HO**

## Axis Max Life Ka Bharosa

New Feature



**Liquidity**

Insta Income On Policy Issuance\*



**Enhanced  
Flexibility**



**Enhanced  
Protection**



**\*Guaranteed  
Maturity**

\*If 'Advance' Income Benefit payment mode is chosen, the Income Benefit will be processed within 7 working days will be processed within 7 working days from Policy Issuance date subject to receipt of all necessary documents.

## KEY FEATURES OF AXIS MAX LIFE SMART WEALTH ADVANTAGE GUARANTEE PLAN

As you grow, your needs and aspirations also keep growing, whether it is buying your dream house, your child's education or your peaceful retirement. We understand the significance of your milestones in life and aim to help you protect them.

Presenting Axis Max Life Smart Wealth Advantage Guarantee Plan, that gives you an unmatched flexibility to grow your wealth and protect your loved ones! It gives enhanced protection with guaranteed return on your savings and offers a highly customizable solution to fulfil the certain as well as uncertain needs of your family, assuring you and your loved ones a guaranteed smart life.

Tax Benefits - You may be eligible for tax benefits as per prevailing tax laws.

## HOW DOES THIS PLAN WORK?

Variant	You pay	You get			
		Survival Benefit	Maturity Benefit	Death Benefit	
		It is payable if the Life Insured is alive on the due date of benefit provided the Policy is in-force and all due premiums have been received.	It is payable on survival of the Life Insured on the maturity date, provided the Policy is in-force.	Considering PCB is not opted -Payable if Life Insured dies during the Policy Term	Considering PCB is opted
Wealth For Milestones	Single Pay/ 5/6/8/10/12 years	Not Applicable	<ul style="list-style-type: none"> <li>Sum Assured on Maturity, plus</li> <li>Accrued guaranteed additions</li> </ul> <p>Please refer to the premium rates table available on company website for the Sum Assured on Maturity rate (% of total premiums payable) for all entry ages, gender, premium band and sub-variants.</p> <p>The Guaranteed Additions are equal to 12% of the Sum Assured on Maturity each year-they will accrue at the end of the last four policy years, provided the policy is either premium paying or fully paid up.</p>	<b>Single Pay: Death Benefit shall be higher of:</b> <ul style="list-style-type: none"> <li>i) Sum Assured on Death</li> <li>ii) 125% of Surrender Value applicable as on date of death</li> </ul> <b>Other than single pay:</b> <b>Death benefit shall be higher of:</b> <ul style="list-style-type: none"> <li>i) Sum Assured on Death</li> <li>ii) 105% of (Total Premiums Paid plus underwriting extra premiums plus loadings for modal premiums) as on the date of death of life insured</li> <li>iii) 125% of Surrender Value applicable as on date of death</li> </ul> <p>Any accrued income benefit and loyalty income boosters, if not already paid shall be paid in addition to death benefit.</p>	<p>If the Life Insured dies during the Policy Term provided the Policy is in-force, the Death Benefit is the sum of:</p> <ul style="list-style-type: none"> <li>• <b>Death Benefit equal to higher of:</b> <ul style="list-style-type: none"> <li>a) Sum Assured on Death</li> <li>b) 105% of (Total premiums paid plus underwriting extra premiums plus loadings for modal premiums) as on the date of death of life insured</li> </ul> </li> <li>• <b>Plus, Policy Continuance Benefit:</b> All future Survival Benefit and Maturity Benefit shall be paid to your beneficiary, as and when due in future without any need for the premium payment.</li> <li>• <b>Plus, Any accrued income benefit and loyalty income boosters, if not already paid shall be paid in addition to death benefit to your beneficiary.</b> Please refer section 'Option to accrue the income benefits and loyalty income boosters' for details.</li> </ul>
Regular Wealth	5/6/8/10/12 years	<ul style="list-style-type: none"> <li>Income Benefit, plus</li> <li>Loyalty Income Boosters (equal to 20% of Income Benefit)</li> </ul>	Not Applicable		
Early Wealth	5/6/7/8/10/12/ 15/20 years	<ul style="list-style-type: none"> <li>Income Benefit</li> </ul>	<ul style="list-style-type: none"> <li>Sum Assured on Maturity, plus</li> <li>Accrued guaranteed additions</li> </ul> <p>Please refer to the premium rates table available on company website for the Sum Assured on Maturity rate (% of total premiums payable) for all entry ages, gender, premium band and sub-variants.</p> <p>The Guaranteed Additions are equal to 25% of the Sum Assured on Maturity each year- they will accrue at the end of the last four years of premium payment term, provided the policy is premium paying.</p>		
Long Term Wealth	5/6/8/10/12 years	<ul style="list-style-type: none"> <li>Income Benefit, plus</li> <li>Loyalty Income Boosters (equal to 40% of Income Benefit)</li> </ul>	Sum Assured on Maturity - Where Sum Assured at Maturity is equal to Total Premiums Payable under the policy		
Life Long Wealth	5/6/8/10/12 years	<ul style="list-style-type: none"> <li>Income Benefit, plus</li> <li>Loyalty Income Boosters (equal to 40% of Income Benefit), plus</li> <li>Money Back Benefit, payable at age 85 years</li> </ul>	Sum Assured on Maturity - Where Sum Assured at Maturity is equal to Total Premiums Payable under the policy Last regular guaranteed income payment	PCB is not applicable in this variant.	

In addition to the above death benefit, this plan offers an inbuilt ‘Additional Accidental Death Benefit’ in other than single premium variants. This is payable if death happens during the Additional Accidental Death Benefit Term, provided the Policy is in-force. The value of this benefit is equal to 50% of the Sum Assured on Death.

~Money Back benefit applicable under lifelong wealth shall be equal to 50% of Sum Assured on Maturity (SAM). SAM is equal to Total Premiums Payable under this variant.

For more details on survival benefits, please refer to the product prospectus.

For both PCB and non-PCB cases, please note that a waiting period of 90 days is applicable for the policies sold through POS Persons which is applicable from the date of acceptance of risk. If the life insured dies during the waiting period, then no benefit is payable apart from refund of 100% of the premium paid since the date of acceptance of risk, excluding goods and service tax, any other cess\*. Please note that if the customer dies due to accident then waiting period is not applicable and full ‘Death Benefit’ is payable. The waiting period is not applicable on the revival of a policy.

AXIS MAX LIFE SMART WEALTH ADVANTAGE GUARANTEE AT A GLANCE

Criteria	Specification			
Product type	Non-Linked Non-Participating Individual Life Insurance Savings Plan			
Coverage	All individuals in accordance with the Board Approved Underwriting Policy			
Minimum/Maximum age of the Life Insured at entry (age as on last birthday)	The minimum entry age offered under each of the variant is as follows.			
	Variant	Premium Payment Term	Minimum Entry Age (Age last birthday, in years)	
			Policy Continuance Benefit Option	
			Not Opted	Opted
	Wealth For Milestones	Single Pay	8 years	NA
		5,6,8,10,12	91 days	18 years
	Regular Wealth	5,6,8,10,12	91 days	18 years
	Long Term Wealth	5,6,8,10,12	91 days	18 years
	Early Wealth	5,6,7,8	91 days	18 years
		10	91 days	18 years
		12	91 days	18 years
		15	91 days	18 years
		20	91 days	18 years
	Lifelong Wealth	5	40 years	NA
		6	40 years	
		8	40 years	
		10	40 years	
		12	40 years	

\*Any refund of premium due to freelook cancellation, death during waiting period or suicide during the first 12 months shall be net of any income benefit paid.

Criteria	Specification																														
Maximum Entry Age	<p>The minimum entry age for additional accidental death benefit is 18 years. However, this inbuilt 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.</p> <p>The risk commencement date of the policy is same as date of commencement of the policy.</p> <p>In case of minor lives (entry age of less than 18 years), the policy shall vest in the life insured on attainment of his/her majority i.e. 18 years.</p> <p>The maximum entry age offered under each of the variant is as follows.</p>																														
	<table><tr><th rowspan="2">Variant</th><th>Premium Payment Term</th><th colspan="2">Maximum Entry Age (Age last birthday, in years)</th></tr><tr><th></th><th>PCB Not Opted</th><th>PCB Opted</th></tr><tr><td rowspan="2">Wealth For Milestones</td><td>Single Pay</td><td>1.25x DB Multiple: 65 years 10x DB Multiple: 45 years</td><td>NA</td></tr><tr><td>5,6,8,10,12</td><td>65 years less PPT</td><td>60 years less PPT</td></tr><tr><td>Regular Wealth</td><td>5,6,8,10,12</td><td>65 years less PPT</td><td>60 years less PPT</td></tr><tr><td>Long Term Wealth</td><td>5,6,8,10,12</td><td>65 years less PPT</td><td>60 years less PPT</td></tr><tr><td>Early Wealth</td><td>5,6,7,8,10,12,15,20</td><td>65 years less PPT</td><td>58 years less PPT</td></tr><tr><td>Lifelong Wealth</td><td>5,6,8,10,12</td><td>65 years less PPT</td><td>NA</td></tr></table>	Variant	Premium Payment Term	Maximum Entry Age (Age last birthday, in years)			PCB Not Opted	PCB Opted	Wealth For Milestones	Single Pay	1.25x DB Multiple: 65 years 10x DB Multiple: 45 years	NA	5,6,8,10,12	65 years less PPT	60 years less PPT	Regular Wealth	5,6,8,10,12	65 years less PPT	60 years less PPT	Long Term Wealth	5,6,8,10,12	65 years less PPT	60 years less PPT	Early Wealth	5,6,7,8,10,12,15,20	65 years less PPT	58 years less PPT	Lifelong Wealth	5,6,8,10,12	65 years less PPT	NA
	Variant		Premium Payment Term	Maximum Entry Age (Age last birthday, in years)																											
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Lifelong Wealth	5,6,8,10,12	65 years less PPT	NA																												
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	<table><tr><th>Variant</th><th>Premium Payment Term (in years)</th></tr><tr><td>Wealth for Milestones</td><td>Single Pay, 5,6,8,10,12</td></tr><tr><td>Regular Wealth</td><td>5,6,8,10,12</td></tr><tr><td>Long Term Wealth</td><td>5,6,8,10,12</td></tr><tr><td>Early Wealth</td><td>5,6,7,8,10,12,15,20</td></tr><tr><td>Lifelong Wealth</td><td>5,6,8,10,12</td></tr></table>	Variant	Premium Payment Term (in years)	Wealth for Milestones	Single Pay, 5,6,8,10,12	Regular Wealth	5,6,8,10,12	Long Term Wealth	5,6,8,10,12	Early Wealth	5,6,7,8,10,12,15,20	Lifelong Wealth	5,6,8,10,12																		
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Criteria	Specification																																				
Maturity Age	<p>The minimum maturity age for all available variants is 18 years (age last birthday). Maximum Maturity Age for combinations of premium payment term and policy terms is shown in the table below.</p> <table><tr><th>Variant</th><th>Premium Payment Term</th><th colspan="2">Maximum Maturity Age (Age last birthday, in years)</th></tr><tr><td rowspan="3">Wealth for Milestones</td><td rowspan="2">Single Pay</td><td>PCB Not Opted</td><td>PCB Opted</td></tr><tr><td>1.25x DB Multiple: 75 years 10x DB Multiple: 55 years</td><td>NA</td></tr><tr><td>5,6,8,10,12</td><td>90</td><td>85</td></tr><tr><td>Regular Wealth</td><td>5,6,8,10,12</td><td>85</td><td>80</td></tr><tr><td>Long Term Wealth</td><td>5,6,8,10,12</td><td>100</td><td>95</td></tr><tr><td>Early Wealth</td><td>5,6,7,8,10,12,15,20</td><td>95</td><td>88</td></tr><tr><td>Lifelong Wealth</td><td>5,6,8,10,12</td><td>100</td><td>NA</td></tr></table> <p>In the above table, for Single Pay option, DB multiple can be chosen by customer at 1.25X or 10X and accordingly the maximum maturity age shall vary.</p> <p>Maximum maturity age for additional accidental death benefit is 80 years. ADB coverage shall cease on attainment of age at maturity of the underlying policy or at the end of policy year in which life insured attains age 80 years, whichever is earlier</p>	Variant	Premium Payment Term	Maximum Maturity Age (Age last birthday, in years)		Wealth for Milestones	Single Pay	PCB Not Opted	PCB Opted	1.25x DB Multiple: 75 years 10x DB Multiple: 55 years	NA	5,6,8,10,12	90	85	Regular Wealth	5,6,8,10,12	85	80	Long Term Wealth	5,6,8,10,12	100	95	Early Wealth	5,6,7,8,10,12,15,20	95	88	Lifelong Wealth	5,6,8,10,12	100	NA							
Variant	Premium Payment Term	Maximum Maturity Age (Age last birthday, in years)																																			
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Long Term Wealth	5,6,8,10,12	100	95																																		
Early Wealth	5,6,7,8,10,12,15,20	95	88																																		
Lifelong Wealth	5,6,8,10,12	100	NA																																		
Minimum Annualised Premium* and Sum Assured on Maturity	<p>Minimum premium (in Rs.) applicable under this plan is as per the in the table below.</p> <table><tr><th>Variant / Premium Payment Mode</th><th>Single</th><th>Annual</th><th>Semi-Annual</th><th>Quarterly</th><th>Monthly</th></tr><tr><td>Wealth For Milestones</td><td>50,000</td><td>5,000</td><td>2,538</td><td>1,279</td><td>429</td></tr><tr><td>Regular Wealth</td><td>NA</td><td>5,000</td><td>2,538</td><td>1,279</td><td>429</td></tr><tr><td>Long Term Wealth</td><td>NA</td><td>5,000</td><td>2,538</td><td>1,279</td><td>429</td></tr><tr><td>Early Wealth</td><td>NA</td><td>5,000</td><td>2,538</td><td>1,279</td><td>429</td></tr><tr><td>Lifelong Wealth</td><td>NA</td><td>50,000</td><td>25,375</td><td>12,790</td><td>4,285</td></tr></table> <p>Please note: The above premiums are inclusive of modal loadings basis the applicable modal factor</p> <p>The minimum Sum Assured on Maturity under the plan is determined basis the minimum premium as per the above table and will vary basis the chosen premium.</p>	Variant / Premium Payment Mode	Single	Annual	Semi-Annual	Quarterly	Monthly	Wealth For Milestones	50,000	5,000	2,538	1,279	429	Regular Wealth	NA	5,000	2,538	1,279	429	Long Term Wealth	NA	5,000	2,538	1,279	429	Early Wealth	NA	5,000	2,538	1,279	429	Lifelong Wealth	NA	50,000	25,375	12,790	4,285
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Maximum Annualised Premium	<p>No Limit, subject to underwriting.</p> <p>For POS variants sourced through POSP or intermediaries</p> <p>It will be derived from the Death Benefit. System should restrict the sourcing wherever the Sum Assured on Death at inception is more than Rs. 25 lakhs.</p>																																				
Maximum Sum Assured on Maturity	<p>Maximum Sum Assured under the product is subject to the limits determined in accordance with the board approved underwriting policy of the company.</p>																																				
Premium Payment Mode and Modal Factors	<p>The Premium Payment Mode can be changed anytime during the Policy term. Provided it meets minimum premium requirement criteria. A change in Premium Payment Mode will be effective from subsequent policy anniversary.</p> <p>4 premium payment modes are available with all plan variants except single pay.</p> <table><tr><th colspan="2">Modal Factors</th></tr><tr><td>Premium Payment Mode</td><td>Factor</td></tr><tr><td>Annual</td><td>1.0000</td></tr><tr><td>Semi-annual</td><td>0.5075</td></tr><tr><td>Quarterly</td><td>0.2558</td></tr><tr><td>Monthly</td><td>0.0857</td></tr></table>	Modal Factors		Premium Payment Mode	Factor	Annual	1.0000	Semi-annual	0.5075	Quarterly	0.2558	Monthly	0.0857																								
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Criteria	Specification
Premium Bands	The premium bands in this product are as follows. The benefits under all plan variants increase as you choose a higher premium band.
	Annualised Premium Bands(in Rs.)
	Less than 50,000
	From 50,000 to less than 1,00,000
	From 1,00,000 to less than 2,00,000
	From 2,00,000 to less than 5,00,000
	From 5,00,000 to less than 10,00,000
	10,00,000 and above

#### BOUNDARY CONDITIONS FOR POLICIES SOLD THROUGH POSP

While all the above boundary conditions are applicable to the policies sold through POS persons or sellers selling through POS platform. The below table enlists the further boundary conditions applicable to such policies.

Please note: This product will be made available only without a medical examination, in case it is sourced through a point of sale person

For both PCB and non-PCB cases, please note that a waiting period of 90 days is applicable for the policies sold through POS persons. This is applicable from the date of acceptance of risk. If the life insured dies during the waiting period, then no benefit is payable apart from refund of 100% of the premium paid since the date of acceptance of risk, excluding goods and service tax, any other cess\*. Please note that if the customer dies due to accident then waiting period is not applicable and full 'Death Benefit' is payable. The waiting period is not applicable on the revival of a policy.

POS Parameters

The variants and their corresponding premium payment terms and policy terms allowed under this plan to be sourced by POS persons are as follows.

Variant	Premium Payment Term (Years)	Income Deferment period (years)	Income period for Variant 2 & 3 / Income start year for Variant 4 (years)	Available Policy Term* (Years)	Minimum Policy Term (Years)
Wealth for Milestones^	Single Pay	NA	NA	5 to 10	5
	5			10 to 20	10
	6			11 to 20	11
	8			13 to 20	13
	10			15 to 20	15
	12			17 to 20	17
Regular Wealth	5, 6, 8, 10, 12	0,1,2,3,4,5	5, 10, 15	PPT+ Income Deferment period + Income period	10
Long Term Wealth	POS is not applicable				
Early Wealth	10		5	10	10
	12		5, 7	12	12
	15		5, 7, 10	15	15
	20		5, 7, 10	20	20
	5,6,7,8,10,12,15		1	20	20
Lifelong Wealth	POS is not applicable				

^Provided that the difference between the Policy Term and Premium Payment term is at least 5 years.

\* This is subject to a maximum policy term of 20 years only.

\*Any refund of premium due to freelook cancellation, death during waiting period or suicide during the first 12 months shall be net of any income benefit paid.



## ADDITIONAL SPECIFICATIONS

Criteria	Specification
<b>Discounts and Rebates</b>	<p>Following types of discounts/added benefits are applicable under this plan</p> <p><b>1. Existing customer discount<sup>4</sup></b></p> <p>A 2% discount will be applicable on first year premium as a % of premium for non-single pay. For single pay variants this discount is 0.5% of single premium.</p> <p><b>2. Auto Debit Booster</b></p> <p>For all premiums paid through auto debit mode (ECS, direct debit etc.), an amount equal to 1% of the premiums (including modal loadings) paid through auto debit mode will be paid on survival of life assured till the end of premium payment term. This booster shall be payable only to the fully paid-up policies where all due premiums have been paid.</p> <p><b>3. Staff/ Seller Discount</b></p> <p>A 2% discount will be applicable only on first year premium for non-single pay variants. This will be applicable:</p> <ol style="list-style-type: none"> <li>1. All employees of Axis Max Life,</li> <li>2. All employees of Axis Max Life's licensed intermediaries (Corporate agents, Insurance marketing firms, Broker and Web aggregator) and their partners.</li> <li>3. All Insurance Agents Axis Max Life Insurance. Ltd</li> </ol> <p>For single pay variants this discount is 0.5% of single premium</p> <p><b>4. Transgender discount</b></p> <p>A 2% discount will be applicable on first year premium for non-single pay variants. For single pay variants this discount is 0.5% of single premium.</p> <p>Note that only one out of above three types of discount (existing customer / staff/ transgender lives) shall be applicable for a policy.</p> <p><b>5. Special Rates for Female Lives</b></p> <p>For variants 1, 2, 3 &amp; 4, a 3-year setback on male rates is applicable for female lives. For variant 5, separate rates will apply for female lives.</p>
<b>Riders available with the plan</b>	<p>Following riders are available under the product:</p> <p>Axis Max Life Waiver of Premium plus Rider (UIN: 104B029V05), which provides waiver of all future premiums in case of critical illness or dismemberment or death (only when Life Insured and Policyholder are different individuals).</p> <p>Axis Max Life Accidental Death and Dismemberment Rider (UIN: 104B027V05), which provides additional benefits in case of death or dismemberment of the Life Insured due to an accident.</p> <p>Axis Max Life Term plus Rider (UIN: 104B026V04), which provides additional lump sum benefit in case of death of the life insured.</p> <p>Axis Max Life Critical Illness and Disability Rider (UIN: 104B033V02), which provides additional lump sum benefit in case of critical illness diagnosis.</p> <ul style="list-style-type: none"> <li>• The above riders and their subsequent versions may be attached with this product or any future versions of this product</li> <li>• No riders will be available with the policies sold through POS persons</li> <li>• A rider, if any, will not be offered if the term of the rider exceeds outstanding term under the base policy</li> </ul>
<b>Minimum Sum Assured on Death</b>	<p>The minimum Sum Assured on Death for single pay is Rs. 62,500.</p> <p>The minimum Sum Assured on Death for other than Single pay is Rs. 55,000.</p>
<b>Minimum/Maximum Sum Assured on Death</b>	<p>The maximum sum assured on death is subject to limits determined in accordance with the board approved underwriting policy (BAUP) of the company.</p> <p>The inbuilt additional accidental sum assured on death is payable for a maximum amount of Rs. 1 crore.</p>

<sup>4</sup>The minimum premium condition should be maintained exclusive of the discount at all times while calculating the first year premium.

Criteria	Specification
Gender	Male, female and transgender
Premium Rates/ Benefits	Premium rates and benefits are uni-smoker. This plan can also be offered to substandard lives with extra mortality charges subject to limits determined in accordance with the board approved underwriting policy of the company.  Premium will vary depending upon the variant and option chosen by the customer.

All ages mentioned above are age as on last birthday

# The minimum premium is exclusive of goods and service tax and any other cess, underwriting extra premium (if any)

^Subject to Board Approved Underwriting Policy (BAUP)

#### ADDITIONAL FLEXIBILITIES:

##### **“SAVE THE DATE”: Option to avail Income on date of your choice**

The income is payable on the date of policy anniversary by default under variants 2, 3, 4 and 5.

However, you have the flexibility to receive income on any date other than the policy anniversary.

- This option is available only in case the income payment frequency is annual and income benefit payment mode is 'arrear'.
- This option is available only at inception and no change will be allowed during the policy term.
- Pro-rated income shall be payable in first and last year of the income period in case the chosen income date is different from the policy anniversary date.

##### **OPTION TO CHOOSE THE PAYMENT FREQUENCY FOR INCOME BENEFIT AND LOYALTY INCOME BOOSTERS**

You may receive the income benefit and loyalty income boosters at a monthly, quarterly, semi-annual and annual frequency under variants 2, 3, 4 and 5 only.

- This option can be exercised at the policy inception or any time during the Policy term.
- Both income benefit and loyalty income boosters will be payable against the same chosen frequency.
- Income is payable in arrears by default, unless advance income benefit payment mode is opted, for the chosen frequency during the income period, for example at the end of year for annual frequency and end of month for monthly frequency.
- If advance income benefit payment mode is chosen, then income payment frequency cannot be lower than the premium payment frequency.

#### SETTLEMENT OPTIONS

You have the flexibility to break your maturity and death benefit and take them in instalments.

##### **1. Death Benefit as settlement**

Two settlement options are available to receive the 'Death Benefit' as Settlement:

- Regular Monthly Income for 60 months: You shall get 1.88% of 'Death Benefit' as monthly income payable for 60 months.
- Regular Annual Income for 5 years: You shall get 22.10% of 'Death Benefit' as annual income payable for 5 years.

##### **2. Maturity Benefit as settlement**

Two settlement options are available to receive the 'Maturity Benefit' as Settlement:

- Regular Monthly Income for 60 months
- Regular Annual Income for 5 years

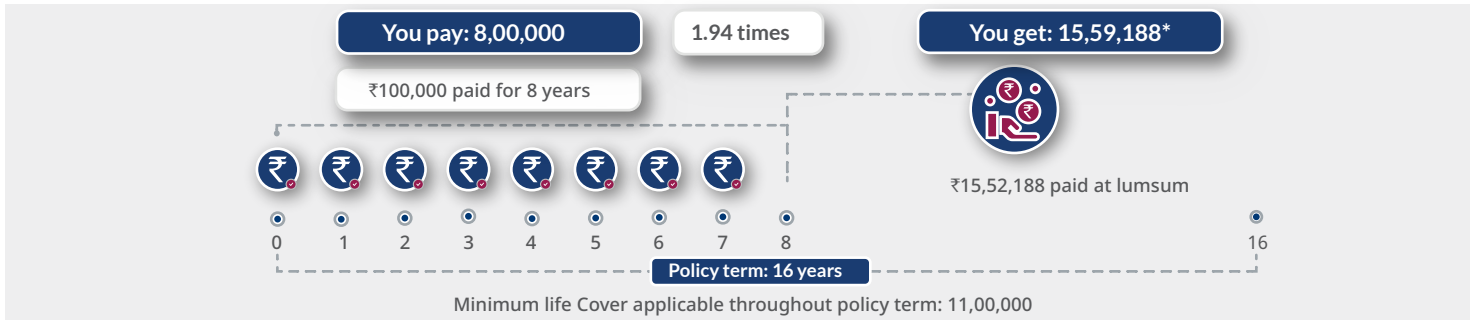
For further details on settlement options, please refer to the product prospectus.



## SAMPLE ILLUSTRATIONS

### Variant 1 (Wealth For Milestones):

Mr. Bhalla, aged 35 years, pays a premium of Rs. 1,00,000 (via ECS mode of payment) in Axis Max Life Smart Wealth Advantage Guarantee Plan on an annual mode. He opts for the Wealth for Milestones variant, 8 year Premium Payment Term & 16 year Policy Term. His Sum Assured at Maturity is Rs. 10,48,776. Let us see how this plan would work for him:



\*Inclusive of auto debit booster paid at the end of PPT

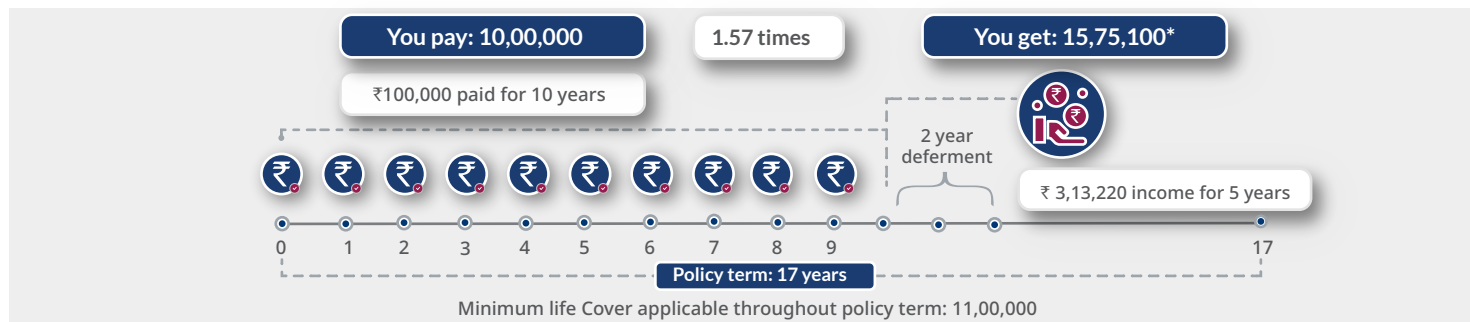
The total premiums paid by Mr. Bhalla is Rs. 8,00,000.

He receives a maturity benefit of Rs. 15,52,188 at end of year 16.

The Life Cover applicable for him at inception of the policy is Rs. 11,00,000 and it may keep increasing further as per the applicable terms of his policy.

### Variant 2 (Regular Wealth):

Mr. Singh, aged 35 years, pays a premium of Rs. 1,00,000 (via ECS mode of payment) in Axis Max Life Smart Wealth Advantage Guarantee Plan on an annual mode. He opts for Regular Wealth variant, 10 year Premium Payment Term, 2 year Deferment Period and a 5 year Income Term. He chooses the income benefit payment mode as arrears and income payout frequency as annual. Let us see how this plan would work for him:



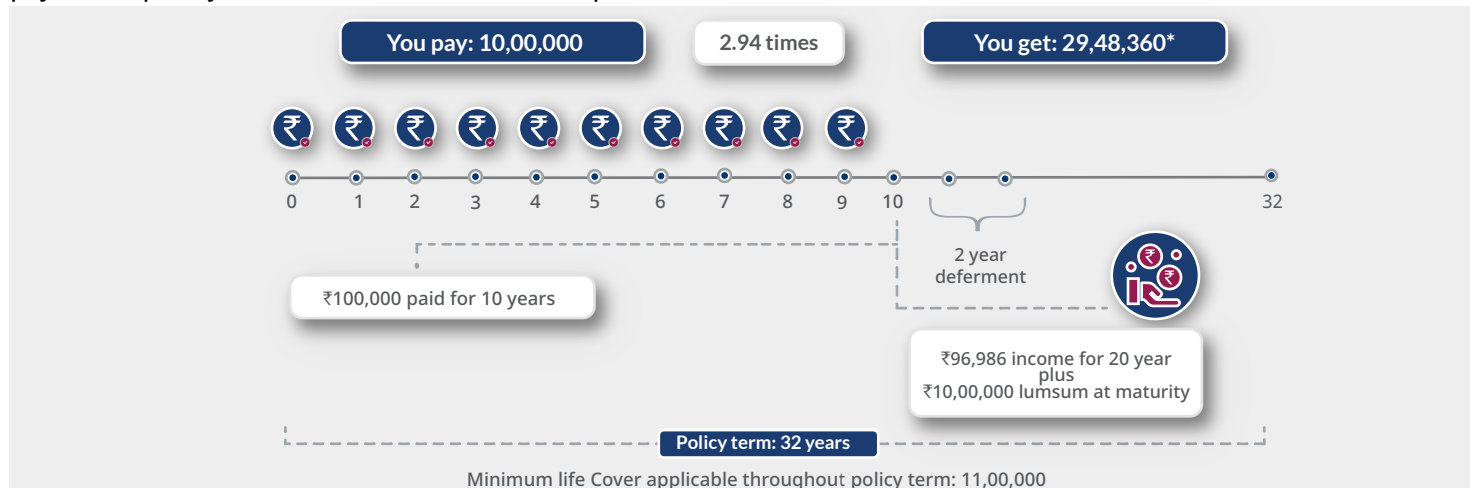
\*Inclusive of auto debit booster paid at the end of PPT

The total premiums paid by Mr. Singh is Rs. 10,00,000, to receive a total income of Rs. 15,66,100 (Rs.3,13,220 every year).

The Life Cover applicable for him at inception of the policy is Rs. 11,00,000 and it may keep increasing further as per the applicable terms of his policy.

### Variant 3 (Long Term Wealth):

Mr. Kumar, aged 35 years, pays a premium of Rs. 1,00,000 (via Direct Debit mode of payment) in Axis Max Life Smart Wealth Advantage Guarantee Plan on an annual mode. He opts for Long Term Wealth variant, 10 year Premium Payment Term, 2 year deferment period and 20 year income term. He chooses the income benefit payment mode as arrears and income payout frequency as annual. Let us see how this plan would work for him:



\*Inclusive of auto debit booster paid at the end of PPT

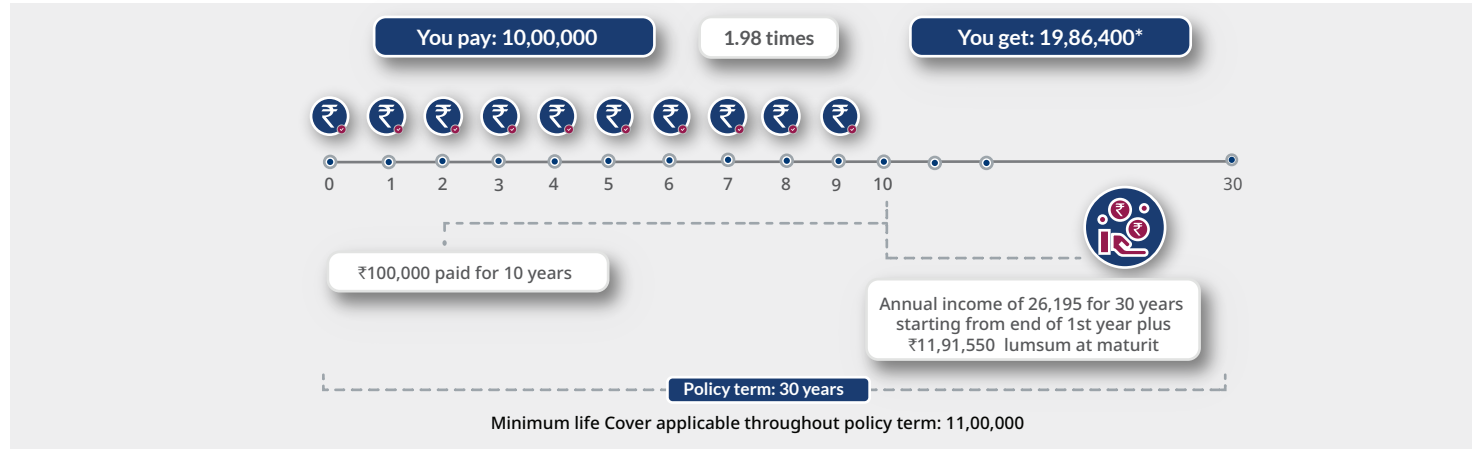
The total premiums paid by Mr. Kumar is Rs. 10,00,000. He receives a total income benefit of Rs. 19,39,360 (96,986 every year) and maturity benefit (return of total premiums payable) of Rs. 10,00,000 at the end of 32nd year.

The Life Cover applicable for him at inception of the policy is Rs. 11,00,000 and it may keep increasing further as per the applicable terms of his policy.

## SAMPLE ILLUSTRATIONS

### Variant 4 (Early Wealth):

Mr. Saharan, aged 35 years, pays a premium of Rs. 1,00,000 (via ECS mode of payment) in Axis Max Life Smart Wealth Advantage Guarantee Plan on an annual mode. He opts for Early Wealth variant, 10 year Premium Payment Term and 30 year Policy Term. He chooses to take his income from 1st year. He chooses the income benefit payment mode as arrears and income payout frequency as annual. Let us see how this plan would work for him



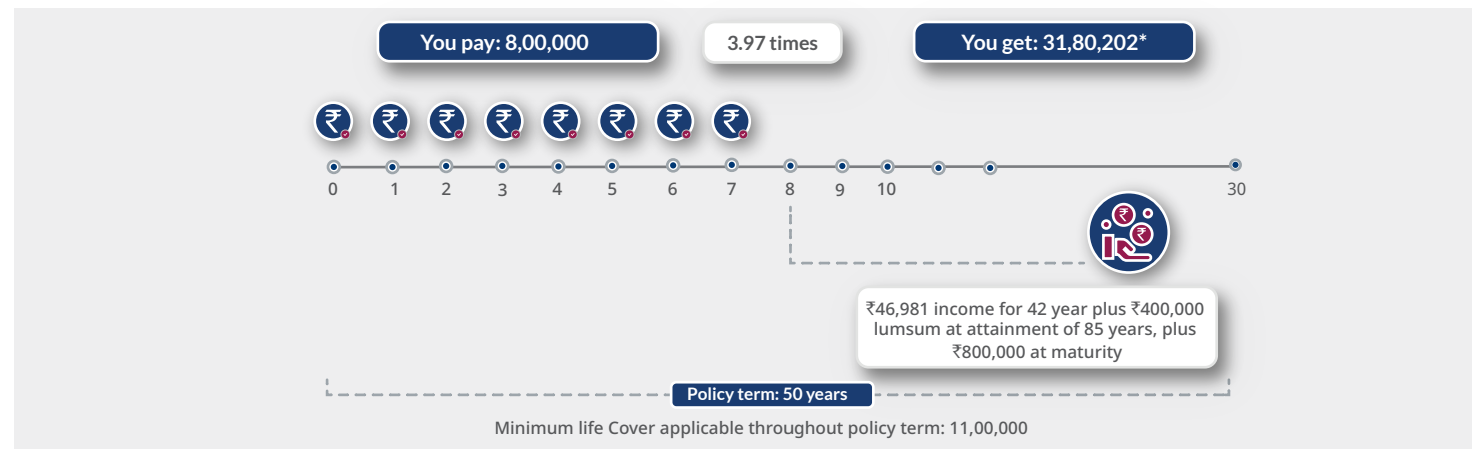
\*Inclusive of auto debit booster paid at the end of PPT

The total premiums paid by Mr. Saharan is Rs. 10,00,000. He receives a total income benefit of Rs. 7,85,850 (26,195 every year) and a maturity benefit of Rs. 11,91,550 at the end of 30th year.

The Life Cover applicable for him at inception of the policy is Rs. 11,00,000 and it may keep increasing further as per the applicable terms of his policy.

### Variant 5 (Lifelong Wealth):

Mr. Somani, aged 50 years pays a premium of Rs. 1,00,000 in Axis Max Life Smart Wealth Advantage Guarantee Plan. He opts for Lifelong Wealth variant with an 8 year Premium Payment Term. He chooses the income benefit payment mode as arrears and income payout frequency as annual. Let us see how this plan would work for him:



The total premiums paid by Mr. Somani is Rs. 8,00,000. Further he receives a total income benefit of Rs. 46,981 every year. Upon death any time before attaining 100 years of age, he further receives a death benefit as applicable.

The Life Cover applicable for him at inception of the policy is Rs. 11,00,000 and it may keep increasing further as per the applicable terms of his policy.

\*Inclusive of Auto debit booster paid at the end of PPT



<sup>^</sup>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.

<sup>†</sup>The guaranteed benefits are applicable only if all due premiums are paid.

The product name is Axis Max Life Smart Wealth Advantage Guarantee (Non-Linked Non-Participating Individual Life Insurance Savings Plan) with UIN: 104N124V14

<sup>\*\*</sup>Policy Continuance Benefit is not available with Lifelong Wealth variant.

<sup>\*\*\*</sup>The accrued income will be accumulated on an annual basis at the prevailing repo rate (published on RBI's website). Refer section 'Option to accrue the Income Benefit and loyalty income booster' (in Policy Contract).

<sup>††</sup>With "Save the Date", you can choose to take your annual income on any special date in a year. This option is not available with Wealth for Milestones variant. This option is available only in case the income payment frequency is annual and income benefit payment mode is arrear. You may be eligible for tax benefits as per prevailing tax laws.

The premium is exclusive of Goods and service tax and any other cess, underwriting extra premium (if any).

Collection of advance premium shall be allowed within the same financial year for the premium due in that financial year. However, where the premium due in a financial year is being collected in previous financial year, the premium may be collected for a maximum period of three months in advance of the due date of the premium. The premium so collected in advance shall only be adjusted on the due date of the premium. Such advance premium, if any, paid by the Policyholder shall not carry any interest.

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.

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