

CITIZENS' CHARTER

1. Citizens' Charter

1.1. To empower customers with information about availability of products, standards of service, time limits that the consumers can reasonably expect, and avenues of grievance redressal, every Insurer shall put in place Citizens' Charter specifying the service standards both in qualitative and quantitative terms. A schedule of timelines in servicing of policies of Life, General and Health insurer is placed at Schedule A.

1.2. To bring awareness, the citizen's charter shall be widely publicized.

2. Fair treatment to customers:

All prospects or policyholders shall be treated equitably, honestly and fairly at all stages of their relationship. Treating customers fairly is an integral part of the Axis Max Life Insurance and distribution channels. Special attention shall be given to the needs of vulnerable groups. Axis Max Life Insurance and distribution channels shall endeavour to deliver, inter-alia, following outcomes in their dealings with customers:

2.1. prospects or policyholders can be confident that they are dealing with insurer and distribution channel where the 'fair treatment of customers' is central to the corporate culture and core values.

2.2. products solicited and services offered are designed to meet the needs of prospects or policyholders and are targeted accordingly; and are affordable.

2.3. prospects or policyholders are provided with clear and updated information and are kept appropriately informed before, during and after sale, including the costs (Premium, charges etc.), risks, and exclusions or limitations

2.4. Where prospects or policyholders receive advice, the advice is suitable and takes account of their needs and circumstances.

2.5. prospects or policyholders are provided with product(s) which suit their requirement and meet their reasonable expectation.

2.6. prospects or policyholders do not face post-sale barriers imposed, if any, to change product, submit a claim or make a complaint.

Schedule A

Service Parameter	Maximum turnaround time (calendar days)	Turnaround time to be calculated from
Written communication of decisions on the proposal	7 days	Date of receipt of the proposal or the date of receipt of any requirement (whichever is later)
Raising additional requirements on the proposal	7 days	Date of receipt of the proposal
Providing Policy pack	15 days	Date of Policy issuance
Requests for refund towards surrender and withdrawal; refund of proposal deposit; refund of outstanding proposal deposit, if any	7 days	Date of receipt of request
Requests for refund towards freelook cancellation	7 days	Date of receipt of request
Processing of maturity/survival benefit claim/annuities	On Due Date	On Due Date
Raising claim requirements after receipt of death claim	At the earliest (no regulatory TAT defined)	Date of receipt of death claim
Settlement (paid, rejected or repudiated) of death claims (when investigation is not required)	15 days	Date of receipt of all relevant papers and clarifications under death claim
Death claim settlement/repudiation (when investigation is required)	45 days	Date of completion of investigation of death claim
Settlement of health claims (when investigation is not required)	15 days	Date of receipt of claim intimation
Settlement of health claims (when investigation is required)	45 days	Date of receipt of claim intimation
Customer Initiated Service Request	7 days	Date of receipt of request
Acknowledgement of Grievance	Immediately	Date of receipt of Grievance

Seek and obtain further details(if any), from the complainant(permitted only once)	Within 1 week	Date of receipt of Grievance
Resolution of Grievance	Within 14 days	Date of receipt of Grievance
Closure of grievance on nonreceipt of reply from the complainant	Within 8 weeks	Date of receipt of Grievance

*Interest shall be paid by the Company in case of delays as mentioned in the Regulations 2024