

Disclosure of Products' Performance

Reporting Period: Financial Year YTD March 2026

1. Individual Products Collectively Contributing 90% of New Business Premium in FY 2026

Sr. No.	Product Name	Classification	Contribution (%)
1	Axis Max Life Smart Wealth Advantage Growth Par Plan	Non-Linked Participating Individual Life Insurance Savings Plan	16.2%
2	Axis Max Life Flexi Wealth Advantage Plan	Unit-Linked Non-Participating Individual Life Insurance Plan	11.9%
3	Axis Max Life Smart Value Income & Benefit Enhancer Plan	Non-Linked Non-Participating Individual Life Insurance Savings Plan	11.1%
4	Axis Max Life Smart Wealth Annuity Guaranteed Pension Plan	Non-Linked Non-Participating Individual/ Group General Annuity Savings Plan	9.0%
5	Axis Max Life Smart Term Plan Plus	Non-Linked Non-Participating Individual Pure Risk Life Insurance Plan	8.6%
6	Axis Max Life Smart Wealth Advantage Guarantee Plan	Non-Linked Non-Participating Individual Life Insurance Savings Plan	7.7%
7	Axis Max Life Online Savings Plan	Unit-Linked Non-Participating Individual Life Insurance Plan	6.8%
8	Axis Max Life Platinum Wealth Plan	Unit-Linked Non-Participating Individual Life Insurance Plan	6.4%
9	Axis Max Life Fast Track Super Plan	Unit-Linked Non-Participating Individual Life Insurance Plan	6.1%
10	Axis Max Life Smart Term with Additional Returns ULIP Plan	Unit-Linked Non-Participating Individual Life Insurance Plan	2.6%
11	Axis Max Life Smart Wealth Plan	Non-Linked Non-Participating Individual Life Insurance Savings Plan	2.6%
12	Axis Max Life Flexi Wealth Plus Plan	Unit-Linked Non-Participating Individual Life Insurance Plan	2.6%

2. Performance of Individual Products Mentioned Above

As of 31st March 2026 [FY 2025-26]. Renewal premium considered only for policies that have completed the first policy year; otherwise shown as 'NA'.

Sr. No	Product Name / UIN / Launch Date	Policies at Beginning of Year	New Policies Issued	New Business Premium (NBP) (INR Cr)	Renewal Business Premium (RBP) (INR Cr)	Renewal Proportion RBP / (NBP+RBP)
1	Axis Max Life Smart Wealth Advantage Growth Par Plan / 104N135V03 / 21 Nov 2025	N/A	1,34,544	1,584	N/A	N/A
2	Axis Max Life Flexi Wealth Advantage Plan / 104L121V04 / 14 Apr 2025	N/A	82,141	1,311	N/A	N/A

3	Axis Max Life Smart Value Income & Benefit Enhancer Plan / 104N159V04 / 19 Dec 2025	N/A	70,555	1,112	N/A	N/A
4	Axis Max Life Smart Term Plan Plus / 104N127V05 / 23 Jan 2026	N/A	2,53,835	749	N/A	N/A
5	Axis Max Life Smart Wealth Annuity Guaranteed Pension Plan / 104N137V15 / 13 Mar 2026	N/A	39,985	1,421	N/A	N/A
6	Axis Max Life Smart Wealth Advantage Guarantee Plan / 104N124V16 / 19 Dec 2025	N/A	67,519	741	N/A	N/A
7	Axis Max Life Online Savings Plan / 104L098V06 / 16 Aug 2024	1,05,139	73,234	629	774	55%
8	Axis Max Life Platinum Wealth Plan / 104L090V07 / 06 Feb 2026	N/A	11,179	614	N/A	N/A
9	Axis Max Life Fast Track Super Plan/ 104L082V05 / 16 Aug 2024	1,88,919	29,942	652	1,633	71%
10	Axis Max Life Smart Term with Additional Returns ULIP Plan / 104L128V01 / 17 Feb 2025	4,138	25,922	374	34	8%
11	Axis Max Life Smart Wealth Plan / 104N116V15 / 08 Jan 2026	N/A	20,584	242	N/A	N/A
12	Axis Max Life Flexi Wealth Plus Plan/	1,27,781	13,177	302	1,490	83%

104L115V04 / 16 Aug 2024					
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3. Data on Maturity / Surrender / Withdrawals / Foreclosure / Cancellation in FY 2026

Sr. No	Type of Claims (Individual)	Total Number of Policies	Total Amount (₹ in Lakh)
1	Maturity Claims	62,643	2,04,902
2	Surrender	2,44,350	7,83,722
3	Other Benefits ¹	2,63,451	3,79,379
4	Free look cancelation	25,585	22,861

¹Other benefits include partial withdrawal, discontinuance payments, etc.

4. Premiums / Fund Value / Returns (IRR) of Individual Products[^] for Preceding 3 Years

Annual Premium: ₹1,00,000, Male life. [^] Contributing 90% of new business premium.

Sr. No	Product Name / UIN / Launch Date	Variants & Details	Age	PPT	PT	FY 2024	FY 2025	FY 2026
1	Axis Max Life Smart Wealth Advantage Growth Par Plan / 104N135V03 / 21 Nov 2025 (Total bonus on maturity including assured benefits at 8% p.a. assumed return)	Insta Income Variant Non-PCB*	35	10	30	5.78%	5.86%	5.91%
2	Axis Max Life Flexi Wealth Advantage Plan / 104L121V0	Wealth Variant (Fund: Growth Super Fund)	35	10	20	26.30	26.30	27.63

	4 / 14 Apr 2025 (Fund Value at 8% assumed return) INR Lakh							
3	Axis Max Life Smart Value Income & Benefit Enhancer Plan / 104N159V0 4 / 19 Dec 2025	Insta Wealth Variant Future Income Period: 15 years Flexi Income Benefit Level: 4 Future Milestone Benefit Level: 3 (i.e. 100% of Total Premiums Paid) Non-PCB*	35	10	15	NA	NA	4.03%
4	Axis Max Life Smart Term Plan Plus / 104N127V0 5 / 23 Jan 2026 (Premium for Sum Assured ₹1Cr, Male)	Regular Cover Variant	35	25	25	NA	12,698	12,963
5	Axis Max Life Smart Wealth Advantage Guarantee Plan /	Wealth for Milestones Variant Non-PCB*	35	10	30	6.30%	6.08%	6.11%

	104N124V1 7 / 13 May 2026							
6	Axis Max Life Online Savings Plan / 104L098V0 6 / 16 Aug 2024 (Fund Value at 8% assumed return) INR Lakh	Wealth Variant (Fund: Growth Super Fund)	35	10	30	48.88	51.96	51.96
7	Axis Max Life Platinum Wealth Plan / 104L090V0 7 / 06 Feb 2026 (Fund Value at 8% assumed return) INR Lakh	(Fund: Growth Super Fund)	35	20	20	42.56	44.05	44.05
8	Axis Max Life Fast Track Super / 104L082V0 5 / 16 Aug 2024 (Fund Value at 8% assumed return) INR Lakh	(Fund: Growth Super Fund)	35	20	20	38.60	40.34	40.34
9	Axis Max Life Smart Term with Additional	Life Secure Variant (Fund: Growth	35	10	35	NA	74.21	74.21

	Returns ULIP Plan/ 104L128V0 1 / 17 Feb 2025 (Fund Value at 8% assumed return) INR Lakh	Super Fund)						
10	Axis Max Life Smart Wealth Plan / 104N116V1 6 / 09 Jul 2026	Lump Sum Variant	35	10	20	7.00%	6.78%	6.78%
11	Axis Max Life Flexi Wealth Plus Plan/ 104L115V0 4 / 16 Aug 2024 (Fund Value at 8% assumed return) INR Lakh	Wealth Variant (Fund: Growth Super Fund)	35	10	30	56.81	56.81	56.81
	Annuity Single Premium ₹10,00,000 Annuity Rate (per 1000 sum assured)							
12	Axis Max Life Smart Wealth Annuity Guaranteed Pension Plan / 104N137V1 5 / 16 Mar 2026	Immediate Life Annuity with Return of Premium	60	Single Premium	Life Annuity + Return of Premium	65.97	63.34	61.44

*PCB is Policy Continuance Benefit

The fund performance for ULIP funds during preceding three years is provided at the links below:

- FY 2026 – https://www.axismaxlife.com/static-page/assets/homepage/Monthly%20ULIP%20Factsheet_31st%20Mar%2726%20%283%29.pdf
- FY 2025 – https://www.axismaxlife.com/static-page/assets/homepage/Monthly%20ULIP%20Factsheet_31st%20Mar%2725.pdf
- FY 2024 - [https://www.axismaxlife.com/static-page/assets/homepage/assets/content/dam/neo/pdf/MonthlyFactsheets/Monthly%20Factsheet%20-%20Mar%2724%20\(1\).pdf](https://www.axismaxlife.com/static-page/assets/homepage/assets/content/dam/neo/pdf/MonthlyFactsheets/Monthly%20Factsheet%20-%20Mar%2724%20(1).pdf)

5. Key Features of Individual Products

Key features include benefit cover and illustrative returns for individual products contributing 90% of new business premium.

Sr. No	Product Name	UIN	Launch Date	Details of Key Features
1	Axis Max Life Smart Wealth Advantage Growth Par Plan	104N135V03	21 November 2025	Axis Max Life Insurance Smart Wealth Advantage Growth Par Plan
2	Axis Max Life Flexi Wealth Advantage Plan	104L121V04	14 April 2025	Axis Max Life Insurance Flexi Wealth Advantage Plan
3	Axis Max Life Smart Value Income & Benefit Enhancer Plan	104N159V04	19 December 2025	Axis Max Life Insurance Smart Value Income and Benefit Enhancer Plan
4	Axis Max Life Smart Term Plan Plus	104N127V05	23 January 2026	Axis Max Life Smart Term Plan Plus
5	Axis Max Life Smart Wealth Annuity Guaranteed Pension Plan	104N137V15	13 March 2026	Axis Max Life Insurance Smart Wealth Annuity Guaranteed Pension Plan
6	Axis Max Life Smart Wealth Advantage Guarantee Plan	104N124V16	19 December 2025	Axis Max Life Insurance Smart Wealth Advantage Guarantee Plan
7	Axis Max Life Online Savings Plan	104L098V06	16 August 2024	Axis Max Life Insurance Online Savings Plan
8	Axis Max Life Platinum Wealth Plan	104L090V07	06 February 2026	Axis Max Life Platinum Wealth Plan
9	Axis Max Life Fast Track Super Plan	104L082V05	16 August 2024	Axis Max Life Fast Track Super

10	Axis Max Life Smart Term with Additional Returns ULIP Plan	104L128V01	17 February 2025	Axis Max Life Smart Term With Additional Returns ULIP
11	Axis Max Life Smart Wealth Plan	104N116V15	08 January 2026	Axis Max Life Smart Wealth Plan
12	Axis Max Life Flexi Wealth Plus Plan	104L115V04	16 August 2024	Axis Max Life Flexi Wealth Plus Plan

6. Inclusions / Exclusions Under Axis Max Life Insurance Products

Life insurance plans generally cover natural death, accidental death, and other events specified in the plan. However, they also include exclusions, such as suicide within the initial policy years, fraud, or non-disclosure of important information. Each plan may have its own set of inclusions and limitations. It is important to read the Policy Document.

Types of Death Not Covered by Life Insurance

- **Suicide in the First Policy Year:** In case of death due to suicide within 12 months from the date of commencement of risk under the policy or from the date of revival of the policy, as applicable, the nominee or beneficiary of the policyholder shall be entitled to at least 80% of the total premiums paid till the date of death or the surrender value available as on the date of death whichever is higher, provided the policy is in force.
- **Fraud, Misrepresentation, or Intentional Self-Harm:** If the policyholder provides false information, hides medical conditions, or engages in intentional self-harm, the claim may be rejected. Therefore, accurate disclosures are essential.
- **Illegal or Criminal Activities:** Deaths occurring while participating in unlawful activities are generally excluded from coverage. Such activities include theft, trespassing, or violent acts.
- **Drug or Alcohol Abuse:** If death results from substance abuse, overdose, or excessive alcohol consumption, insurers may deny the claim as it falls under high-risk behaviour.
- **Hazardous Activities Not Disclosed:** Risky hobbies such as skydiving, racing, or mountaineering may be excluded if not declared during the application.
- **War, Riots, or Terrorism:** Some plans exclude deaths caused during war, riots, civil unrest, or terrorist activities.

Please Note: Exclusions vary by insurer, so reading the policy document carefully is essential.

7. Documents Required for Issuance of Policies

Document Category	Details / Examples
Identity and Address Proof	Valid government-issued/approved documents such as Aadhaar Card, PAN Card, Passport, Voter ID Card, Driving License.
Income Proof (if applicable as per AML and underwriting guidelines)	Salary slips, Bank Statements, Income Tax Returns, Form 16, Audited Financial Statements (for self-employed individuals) or other acceptable evidence of income.

● Photograph	● Recent passport-size photograph
● Medical Reports	● Personal medical records or medical examinations/tests as required based on age, medical history, occupation, product type, or opted sum assured.
● Proposal Form	● Duly completed proposal form
● Additional Documents/Declaration (If required)	● Customer information sheet, Need and suitability analysis

8. Basic Documents & Verifications Required for Claim Settlement

The basic documents and verification requirements for claim settlement are available at:

<https://www.axismaxlife.com/claims-centre>

Note: Submitting genuine, complete documents helps ensure quick and accurate claim settlement.

9. Returns (IRR) / Benefit at Maturity for Top 5 Products of Each Category

The below illustrations have been taken out on Age 35, Male, Premium ₹1 Lakh, Annual Premium Payment Mode

Individual Non-linked Participating savings Products

Top 5 Participating Products

Sr. No	Product	Variant & Details	UIN	Launch Date	FY 26	FY 25	FY 24
1	Axis Max Life Smart Wealth Advantage Growth Par Plan	Variant: Insta Income PPT: 10 years PT: 30 years Non-PCB*	104N135V03	21-Nov-25	5.91%	5.86%	5.78%
2	Axis Max Life Savings Advantage Plan	PPT: 10 years PT: 30 years	104N111V04	20-Feb-26	6.40%	6.40%	6.11%
3	Axis Max Life Smart Wealth Income Plan	Variant: Early Income PPT: 10 years PT: 30 years	104N120V04	20-Feb-26	5.95%	5.95%	5.78%

Individual Non-linked Non-Participating Savings Products

Top 5 Non-Participating Products

Sr. No	Product	Variant & Details	UIN	Launch Date	FY 26	FY 25	FY 24
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1	Axis Max Life Smart Value Income & Benefit Enhancer Plan	Variant: Insta Wealth PPT: 10 years PT: 15 years Future Income Period: 15 years Flexi Income Benefit Level: 4 Future Milestone Benefit Level: 3 (i.e. 100% of Total Premiums Paid) Non-PCB*	104N159V04	19-Dec-25	4.03%	NA	NA
2	Axis Max Life Smart Wealth Advantage Guarantee Plan	Variant: Wealth for Milestones PPT: 10 years PT: 30 years Non-PCB*	104N124V16	19-Dec-25	6.11%	6.08%	6.30%
3	Axis Max Life Smart Wealth Plan	Variant: Lump Sum PPT: 10 years PT: 20 years	104N116V15	08-Jan-26	6.78%	6.78%	7.00%
4	Axis Max Life Smart Wealth Advantage Guarantee Elite Plan	Variant: Wealth for Milestones PPT: 10 years PT: 30 years	104N138V04	06-Feb-26	5.10%	5.10%	6.21%
5	Axis Max Life Smart Fixed Return Digital Plan	Variant: Titanium PPT: 5 years PT: 10 years	104N123V07	06-Mar-26	5.43%	6.37%	6.99%

*PCB is Policy Continuance Benefit

Individual Unit Linked Products (Fund Value at assumed investment return of 8% p.a., INR Lakh)

Top 5 Unit Linked Products

Sr. No	Product	Variant & Details	UIN	Launch Date	FY 26	FY 25	FY 24
1	Axis Max Life Flexi Wealth Advantage Plan	Variant: Wealth PPT: 10 years PT: 20 years	104L121V04	14-Apr-25	27.63	26.30	26.30

		Fund: Growth Super Fund					
2	Axis Max Life Online Savings Plan	Variant: Variant1 PPT: 10 years PT: 30 years Fund: Growth Super Fund	104L098V06	16-Aug-24	51.96	51.96	48.88
3	Axis Max Life Platinum Wealth Plan	PPT: 20 years PT: 20 years Fund: Growth Super Fund	104L090V07	06-Feb-26	44.05	44.05	42.56
4	Axis Max Life Fast Track Super	PPT: 20 years PT: 20 years Fund: Growth Super Fund	104L082V05	16-Aug-24	40.34	40.34	38.60
5	Axis Max Life Flexi Wealth Plus	Variant: Wealth PPT: 10 years PT: 30 years Fund: Growth Super Fund	104L115V04	16-Aug-24	56.81	56.81	56.81

Individual Annuity Products

The below Illustrations have been taken out on Age 60, Male, Single Premium ₹10 Lakh, and Immediate Annuity with Return of Premium.

Top 5 Annuity Products

Sr. No	Product	UIN	Launch Date	FY 26	FY 25	FY 24
1	Axis Max Life Smart Wealth Annuity Guaranteed Pension Plan	104N137V15	13-Mar-26	61.44	63.34	65.97
2	Axis Max Life Smart Guaranteed Pension Plan	104N122V23	23-Jan-26	67.87	67.34	72.08
3	Axis Max Life Guaranteed Lifetime Income Plan	104N076V22	06-Mar-26	58.05	58.05	61.10
4	Axis Max Life Saral Pension Plan	104N119V04	09-Sep-24	57.48	57.48	60.49

The returns/benefits presented above for the preceding financial years are based on the UIN that was active at the end of the respective financial year. The UIN shown against each product is the one that was active at the end of the month basis which this report has been prepared.

