

Life Investments for You, *ab simple hai!*



WITH



THAT OFFERS:



Lumpsum Tax-free##
Guaranteed# Returns



Life
Cover



Shorter tenure
of 5 years

Make a Smart choice, because when it comes to fulfilling your dreams,

BHAROSA TUM HO

Experience shows us that the best way to tackle uncertainty is to plan for it. We understand that in life, you have some goals which are non-negotiable and hence require a solid plan.

Presenting the **Axis Max Life Smart Fixed-return Digital Plan**, a stepping stone in your savings journey; a plan that combines protection along with giving you lump sum benefits that are assured right at the outset.

Key Features of Axis Max Life Smart Fixed-Return Digital Plan



Guaranteed# returns payable as a lump sum at maturity



Simplified on-boarding process that is easy, quick, and hassle free



Enjoy higher benefits for higher premiums paid



Special benefits for women customers



Tax benefits##



Option of loan facility

*Provided all due premiums have been paid and the policy is in force.

**Available as per prevailing tax laws.

Variant	You Pay	You Get			
		Maturity Benefit		Life Insurance Benefit	
		What is benefit?	When is it payable?	What is benefit?	When is it payable?
Gold	Only once	Guaranteed# lump sum corpus	On survival at the end of the chosen period (Policy Term) of 5 or 10 years	Either 1.25 times or 10 times of the Single Premium as chosen by you	On death of the insured life during the chosen period (Policy Term) of 5 or 10 years At least
Platinum	For 5 years	Guaranteed# lump sum corpus		At least 11 times of the Annualized Premium	
Titanium	For 5 years	Guaranteed# lump sum corpus + Accrued Guaranteed# Additions		At least 11 times of the Annualized Premium	

3 Easy steps to buy this plan

1. Choose the variant (Gold, Platinum or Titanium)
2. Decide the amount you want to invest and how frequently you wish to invest
3. Choose your Policy Term and submit your documents along with the proposal form

Enjoy the feeling of staying protected for your family & guaranteed* benefits associated with your plan customized as per your needs.

PLAN AT A GLANCE

Criteria	Details						
Product Type	A Non-Linked Non-Participating Individual Life Insurance Savings Plan. UIN:104N123V05						
Coverage	All individuals in accordance with the Board Approved Underwriting Policy						
Age* of the Life Insured at Entry	Variant	Coverage Type	Death Benefit Multiple	Policy Term (in years)	Age at Entry (in years)		
					Min	Max	
	Gold	Single Life	1.25	5	13	50	
				10	8	50	
			10	5	13	45	
				10	8	45	
		Joint Life	1.25 (1 st death), 10 (2 nd death)	5	13	50	
			1.25 (1 st death), 10 (2 nd death)	10	8	50	
	Platinum / Titanium	Single Life	11	5	13	50	
				10	8	50	
	In case the Life Insured is a minor, the Policy will automatically vest in him/ her on his/ her attaining the age of majority (18). The risk coverage for minors will start from the Date of Commencement of Risk. There should be specific insurable interest between proposer and life insured.						
	Age* at Maturity	Maturity Ages (all ages last birthday) available under the product are as follows					
		Variant	Coverage Type	Death Benefit Multiple	Policy Term (in years)	Age at Maturity* (in years)	
Min						Max	
Gold		Single Life	1.25	5	18	55	
				10	18	60	
			10	5	18	50	
				10	18	55	
		Joint Life	1.25 (1 st death), 10 (2 nd death)	5	18	55	
			1.25 (1 st death), 10 (2 nd death)	10	18	60	
Platinum / Titanium		Single Life	11	5	18	55	
				10	18	55	
Minimum Premium		Variant	Min (in₹)				
		Gold	35,000				
	Platinum / Titanium	Annual: 11,000; Semi-annual: 6,000; Quarterly:3,000 Monthly:1,000					
Maximum Premium	No Limit, subject to board approved underwriting policy						

PLAN AT A GLANCE

Criteria	Details																
Premium Payment Mode and Modal Factors	<table> <tr> <th>Variant</th><th>Premium Payment Mode</th></tr> <tr> <td>Gold</td><td>Single pay</td></tr> <tr> <td>Platinum / Titanium</td><td>Annual, Semi-annual, Quarterly, Monthly</td></tr> </table> <table> <tr> <th>Premium Payment Mode</th><th>Modal Factor</th></tr> <tr> <td>Annual</td><td>1</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>	Variant	Premium Payment Mode	Gold	Single pay	Platinum / Titanium	Annual, Semi-annual, Quarterly, Monthly	Premium Payment Mode	Modal Factor	Annual	1	Semi-annual	0.5075	Quarterly	0.2558	Monthly	0.0857
Variant	Premium Payment Mode																
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Premium Payment Mode	Modal Factor																
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Semi-annual	0.5075																
Quarterly	0.2558																
Monthly	0.0857																
Policy Term	Policy Term of 5 or 10 years is available for all variants																
Premium Payment Term	The following premium payment terms are available against the chosen variant <table> <tr> <th>Variant</th><th>Premium Payment Term (in years)</th></tr> <tr> <td>Gold</td><td>Single pay</td></tr> <tr> <td>Platinum / Titanium</td><td>5</td></tr> </table>	Variant	Premium Payment Term (in years)	Gold	Single pay	Platinum / Titanium	5										
Variant	Premium Payment Term (in years)																
Gold	Single pay																
Platinum / Titanium	5																

*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).

Eligibility for Joint Life (Applicable only for Gold variant)

In case of Joint Life policies:

- Age of older life shall be considered for arriving at maximum entry age and maximum maturity age
- One of the lives has to be major (entry age of 18+ years), who will be the policyholder
- There should be insurable interest between both the lives. Insurable interest will be established at the time of issuing the policy and as per underwriting norms of our Board Approved Underwriting Policy (BAUP). The following relationships will be allowed to be covered under joint life option:
 - Husband - Wife, and
 - Parents with children under 18 years at Policy inception

Boundary conditions for POS variant

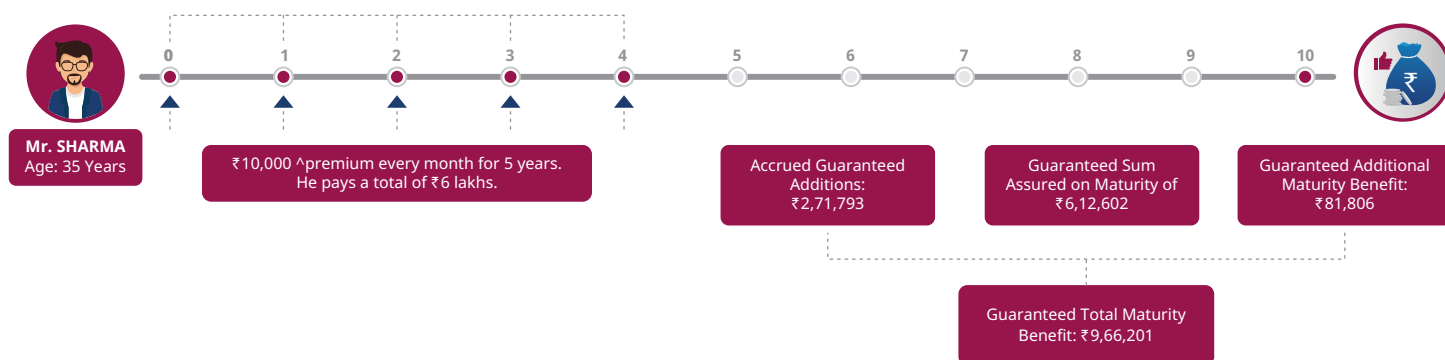
All the boundary conditions as mentioned above remain the same for POS policies with the maximum death benefit capped at 25,00,000 per insurer.

EXAMPLES

Example 1: Variant chosen: Titanium

Mr Sharma is 35 years old and he pays a premium of ₹10,000 every month for 5 years resulting in a total of ₹6 Lakhs. He opts for a policy term of 10 years and the plan will mature when Mr. Sharma is 45 years old.

Variant	Monthly ^Premium	Premium Payment Term	Premiums paid in total over 5 years	Policy Term	Total Maturity Benefit	Net Rate of Return ²
Titanium	₹ 10,000	5 years	₹ 6,00,000	10 years	₹ 9,66,201	6.46%



In case of an unfortunate event of death of Mr. Sharma during the Policy Term, his nominee will receive the death benefit of ₹12,83,547. The Policy shall terminate on payment of the death benefit and no further benefits will be payable.

¹Premium is exclusive of applicable taxes

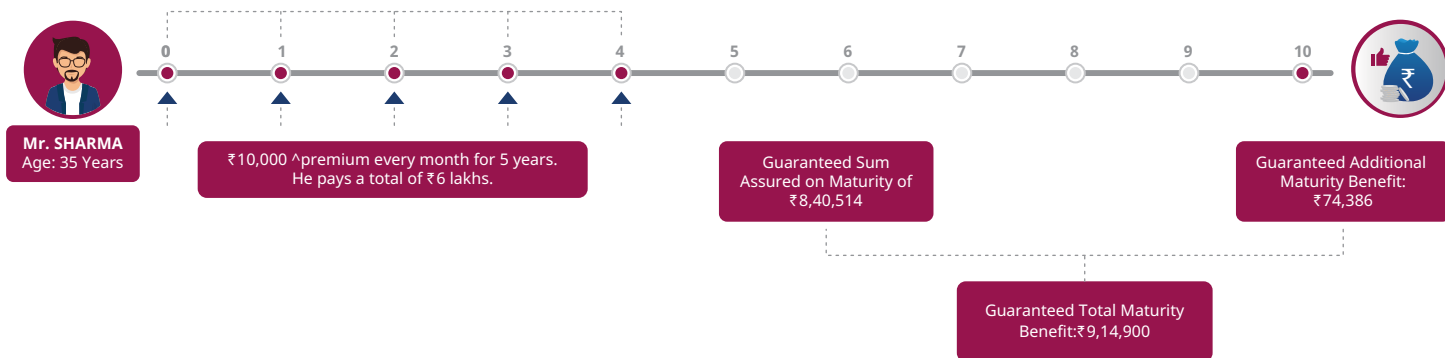
²Net Rate of Return has been calculated based on the total maturity benefit, assuming that all premiums have been paid as and when due (excluding applicable taxes, cesses and levies and rider premiums, if any).

13. Smart fixed return digital plan leaflet

Example 2: Variant Chosen: Platinum

Mr Sharma is 35 years old and he pays a premium of ₹10,000 every month for 5 years resulting in a total of ₹6 Lakhs. He opts for a policy term of 10 years and the plan will mature when Mr. Sharma is 45 years old.

Variant	Monthly ^Premium	Premium Payment Term	Premiums paid in total over 5 years	Policy Term	Total Maturity Benefit	Net Rate of Return ²
Platinum	₹ 10,000	5 years	₹ 6,00,000	10 years	₹ 9,14,900	5.71%



In case of an unfortunate event of death of Mr. Sharma during the Policy Term, his nominee will receive the death benefit of ₹12,83,547. The Policy shall terminate on payment of the death benefit and no further benefits will be payable.

¹Premium is exclusive of applicable taxes

²Net Rate of Return has been calculated based on the total maturity benefit, assuming that all premiums have been paid as and when due (excluding applicable taxes, cesses and levies and rider premiums, if any).

EXAMPLES

Example 3: Variant Chosen: Gold

Mr. Sharma is 35 years old and he pays a one-time premium of ₹5 Lakhs at the beginning of the Policy. He opts for a policy term of 10 years. The plan will mature when Mr. Sharma is 45 years old.

Variant	Monthly [^] Premium	Premium Payment Frequency	Policy Term	Total Maturity Benefit	Net Rate of Return ²
Gold	₹ 5,00,000	once	10 years	₹7,69,790	4.41%



Mr. SHARMA
Age: 35 Years



₹ 10,000 [^]premium every month for 5 years.
He pays a total of ₹6 lakhs.



Guaranteed Total Maturity
Benefit: ₹7,69,790

In case of an unfortunate event of death of Mr. Sharma during the Policy Term, his nominee will receive the death benefit of ₹50,00,000. The Policy shall terminate on payment of the death benefit and no further benefits will be payable.

Terms and Conditions

Tax benefits

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. It is advisable to seek an independent tax advice, Tax benefits are subject change in tax laws. It is advisable to seek an independent tax advice.

Waiting Period applicable only for POS variant: The Policy has a waiting period of 90 days from the date of acceptance of risk if the customer dies during the waiting period (other than due to accident), then no benefit is payable apart from refund of 200% of the premium paid since the date of commencement of policy excluding boots and service tax, any other cess Please note that if the customer dies due to accident then waiting period is not applicable and full lump sum Death Benefit is payable. The waiting period is not applicable on the revival of a policy.

Grace period

A grace period of thirty (30) days for annual, semi-annual and quarterly modes and (fifteen (15) days in case of monthly premium payments mode) from the due date for payment of each premium will be allowed to the Policyholder for payment of contractual premium. During the grace period, the Company will accept the premium without late fee The insurance coverage continues during the grace period but if the Life Insured dies during the grace period, the Company will deduct the due premium if any till the date of death from the benefits payable under the Policy

Cancellation in the Free Look period

"Free Look" means a period of thirty (30) days beginning from the date of receipt of the policy document, whether received electronically or otherwise, to review the terms and conditions of the policy. If the policyholder disagrees to any of the policy terms or conditions, or otherwise and has not made any claim, the policyholder shall have the option to return the policy for cancellation, stating the reasons for the same.

Irrespective of the reasons mentioned, the Policyholder shall be entitled to a refund of the premium paid subject only to a deduction of proportionate risk premium for the period of cover and the expenses, if any, incurred by the Company on medical examination and stamp duty charges.

Free-look provision is as per the IRDAI (Protection of Policyholders' Interests, Operations and Allied Matters of Insurers) Regulations, 2024.

[^]Premium is exclusive of applicable taxes

²Net Rate of Return has been calculated based on the total maturity benefit (excluding applicable taxes, cesses and levies and rider premiums, if any).

The following distance marketing modes are applicable for this product:

- Voice mode, which includes telephone calling
- Short Messaging service (SMS)
- Electronic mode which includes e-mail, and interactive television (DTH);
- Physical mode which includes direct postal mail and newspaper and magazine inserts

Loan Provision

You may take a loan under this Policy subject to a maximum of 75% of Surrender Value as per the applicable terms and conditions of the Policy contract. The minimum loan amount that can be granted under the policy at any time will be ₹ 10,000. The existing loan Interest rate as on 31 March 2024 is 9.75%pa compounded annually.

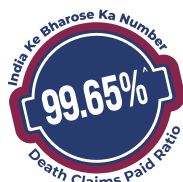
Reduced Paid-up Benefits applicable only for Titanium and Platinum variants

If you stop paying premiums after paying for 1 complete policy year, your policy will continue with reduced benefits as per the applicable terms and conditions of the Policy contract, if you stop paying premiums before paying premiums for 1 year, you will not be eligible for any benefit.

Please refer to the prospectus and policy contract for more details.

Make a smart choice today,
because when it comes to fulfilling your dreams,

BHAROSA TUM HO



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

LIFE INSURANCE COVERAGE IS AVAILABLE IN THIS PRODUCT.

[#]The guaranteed benefits are applicable only if all due premiums are paid.

^{##}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.

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

ARN: Axis MaxLife/MaxIS/Smart Fixed Return Digital Plan/Leaflet/September 2024

IRDAI Regn No: 104

BEWARE OF SPURIOUS / FRAUD PHONE CALLS!

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