

Supr Protection For The Super You!

Presenting



Choose the comprehensive and enhanced Axis Max Life Smart Ultra Protect Rider⁵ today to ensure a protected future for your loved ones, because for them,

BHAROSA TUM HO

Key Features Of Axis Max Life Smart Ultra Protect Rider

The plan offers the following benefits if you pay all due premiums and keep your policy in force:



Enhanced protection:

You can choose one or more rider benefit variants (risk covers) including *Death & Terminal Illness, Accidental Death, Accidental Total & Permanent Disability and Payor Benefit.



Return of Premium:

Option to receive return of premium on maturity.



Lump sum payout

A lump sum amount payable in the form of rider sum assured upon occurrence of Death or diagnosis of Terminal Illness (whichever is earlier), on Accidental Death, Accidental Total & Permanent Disability.



Flexibility of premium payment:

You can opt for Limited Pay, Regular Pay or Single Pay option as per your base plan for the rider cover.



Income Tax Benefits:

Income tax benefits may be applicable as per prevailing tax laws.

*Rider benefit variant Term Booster with Accelerated Terminal Illness, Accidental Death Benefit, Accidental Total Permanent Disability will be applicable on Life insured and Payor benefit will be applicable on policyholder.

What Coverages Are Available Under This Rider?

The Axis Max Life Insurance Smart Ultra Protect Rider offers coverage against a range of risks. You may opt for coverage against one or more risks as per your needs. A summary of the risks covered is as given below:

S.no	Rider Benefit Variant	Brief description of risk covered
1	Term Booster with Accelerated Terminal Illness	Benefit payable on earlier of death or diagnosis of terminal illness of Life Insured
2	Accidental Death Benefit	Benefit payable on death due to accident of Life Insured
3	Accidental Total & Permanent Disability	Benefit payable on Accidental Total & Permanent Disability of Life Insured
4.	Payor Benefit	In the case of death or diagnosis of Terminal Illness of the policyholder whichever is earlier, the company shall: <ul style="list-style-type: none"> • Fund all future outstanding premiums, as and when due, under the base policy and • Waive off all the future premiums under all attached riders (including other rider benefit variants under this rider)

Please note that Rider Benefit Variant 1, 2 and 3 have a Return of Premium Option as well. The policyholder has the flexibility to choose from multiple possible combinations of the above mentioned rider benefit variant but a non-return of premium option and a return of premium option of the same Rider Benefit cannot be taken together.

Axis Max Life Smart Ultra Protect Rider At A Glance

Features	Axis Max Life Smart Ultra Protect Rider																													
Minimum Entry Age (age as on last birthday)	18 years (age last birthday)																													
Maximum Entry Age (age as on last birthday)	65 years (age last birthday)																													
Minimum Maturity Age	19 (age last birthday)																													
Maximum Maturity Age (age as on last birthday)	<p>Maximum maturity age under the various benefit variant are as follows:</p> <table border="1" style="width: 100%; border-collapse: collapse; background-color: #f2f2f2;"> <thead> <tr style="background-color: #800040; color: white;"> <th style="width: 10%;">S.No.</th> <th style="width: 60%;">Rider Benefit Variant</th> <th style="width: 30%;">Maximum Maturity Age (age last birthday)</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">1</td> <td>Term Booster with Accelerated Terminal Illness</td> <td style="text-align: center;">80 years</td> </tr> <tr> <td style="text-align: center;">2</td> <td style="text-align: center;">Accidental Death Benefit (ADB)</td> <td style="text-align: center;">75 years</td> </tr> <tr> <td style="text-align: center;">3</td> <td>Accidental Total and Permanent Disability (ATPD)</td> <td style="text-align: center;">75 years</td> </tr> <tr> <td style="text-align: center;">4</td> <td style="text-align: center;">Payor Benefit</td> <td style="text-align: center;">80 years</td> </tr> </tbody> </table>	S.No.	Rider Benefit Variant	Maximum Maturity Age (age last birthday)	1	Term Booster with Accelerated Terminal Illness	80 years	2	Accidental Death Benefit (ADB)	75 years	3	Accidental Total and Permanent Disability (ATPD)	75 years	4	Payor Benefit	80 years														
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Premium Modes	<p>Annual, Semi-Annual, Quarterly, and Monthly</p> <p>Please note: The premium payment mode and modal factor for the rider will be same as under the base policy</p>																																																
Minimum Rider Sum Assured	<p>For All Rider Benefit Variant:</p> <p>Minimum Rider Sum Assured: 1,00,000 for Rider benefit variant 1, 2 & 3.</p> <p>For Rider benefit variant 4, the minimum sum at risk amount is determined basis minimum annual premium of base plan along with attaching riders including other rider benefit variants of this rider (if any) of Rs. 1,000.</p> <p>'Rider Sum Assured' is the maximum of all 'Sum Assured under rider benefit variant' for the respective rider benefit variants chosen by the policyholder.</p>																																																

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Maximum Rider Sum Assured	<p>For All Rider Benefit Variant:</p> <p>The maximum Rider Sum Assured offered is as per the Board Approved Underwriting Policy of the Company.</p> <p>The maximum Rider Sum Assured at inception as a proportion of Sum Assured under the base product will be as per the prevailing regulations</p> <p>In case, the insured has option to reduce Sum Assured under base plan and if such reduced Sum Assured is less than the rider Sum Assured, the rider SA shall automatically reduce</p>																							
Minimum ^Annualized Premium	<p>As per minimum Rider Sum Assured under rider benefit variants.</p> <p>All applicable taxes, cesses and levies are collected over and above the rider premium.</p> <p>^“Annualized premium” means the premium amount payable in a year excluding taxes, rider premiums and underwriting extra premium on riders, if any</p>																							
Maximum Annualized Premium	<p>As per maximum Sum Assured under rider benefit variant, subjected to board approved underwriting policy of the company.</p> <p>The maximum Rider Sum Premium at inception as a proportion of premium under the base product will be as per the prevailing regulations.</p> <p>All applicable taxes, cesses and levies are collected over and above the rider premium.</p>																							
Products to which the rider will be attached	<table border="1" data-bbox="545 1128 1658 1476"> <thead> <tr> <th data-bbox="545 1128 677 1179">S. N.</th> <th data-bbox="677 1128 1258 1179">Name of Product</th> <th data-bbox="1258 1128 1658 1179">UIN allotted by IRDAI</th> </tr> </thead> <tbody> <tr> <td data-bbox="545 1179 677 1229">1</td> <td data-bbox="677 1179 1258 1229">Axis Max Life Fast Track Super</td> <td data-bbox="1258 1179 1658 1229">104L082V05</td> </tr> <tr> <td data-bbox="545 1229 677 1280">2</td> <td data-bbox="677 1229 1258 1280">Axis Max Life Flexi Wealth Plus</td> <td data-bbox="1258 1229 1658 1280">104L115V04</td> </tr> <tr> <td data-bbox="545 1280 677 1330">3</td> <td data-bbox="677 1280 1258 1330">Axis Max Life Online Savings Plan</td> <td data-bbox="1258 1280 1658 1330">104L098V06</td> </tr> <tr> <td data-bbox="545 1330 677 1380">4</td> <td data-bbox="677 1330 1258 1380">Axis Max Life Flexi Wealth Advantage Plan</td> <td data-bbox="1258 1330 1658 1380">104L121V03</td> </tr> <tr> <td data-bbox="545 1380 677 1431">5</td> <td data-bbox="677 1380 1258 1431">Axis Max Life Shiksha Plus Super</td> <td data-bbox="1258 1380 1658 1431">104L084V08</td> </tr> <tr> <td data-bbox="545 1431 677 1476">6</td> <td data-bbox="677 1431 1258 1476">Axis Max Life Platinum Wealth Plan</td> <td data-bbox="1258 1431 1658 1476">104L090V06</td> </tr> </tbody> </table> <p>Axis Max Life Smart Ultra Protect Rider or any of its subsequent versions may be attached with these products or any previous or future versions of these products.</p> <p>Note that the rider premiums shall be levied through level rider premium (and not as rider charge to be deducted from unit funds) in addition to the base premiums.</p> <p>As this rider is an additional benefit rider, both the base benefit and the rider benefit will be paid, even if there is an overlap in coverages. Hence there shall be no overlap in benefit offered under riders & different base products.</p>			S. N.	Name of Product	UIN allotted by IRDAI	1	Axis Max Life Fast Track Super	104L082V05	2	Axis Max Life Flexi Wealth Plus	104L115V04	3	Axis Max Life Online Savings Plan	104L098V06	4	Axis Max Life Flexi Wealth Advantage Plan	104L121V03	5	Axis Max Life Shiksha Plus Super	104L084V08	6	Axis Max Life Platinum Wealth Plan	104L090V06
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How Does This Plan Work?

Example 1:

Mr. Sharma, aged 35 years, is a successful businessman with a Growth Mindset. With the vision of growing his business, he purchases Axis Max Life Flexi Wealth Advantage Plan (Wealth Variant) with Axis Max Life Smart Ultra Protect Rider.

Let's see how this plan works out for Mr. Sharma under different scenarios. Sum assured opted and premium details under this plan are as follows: -

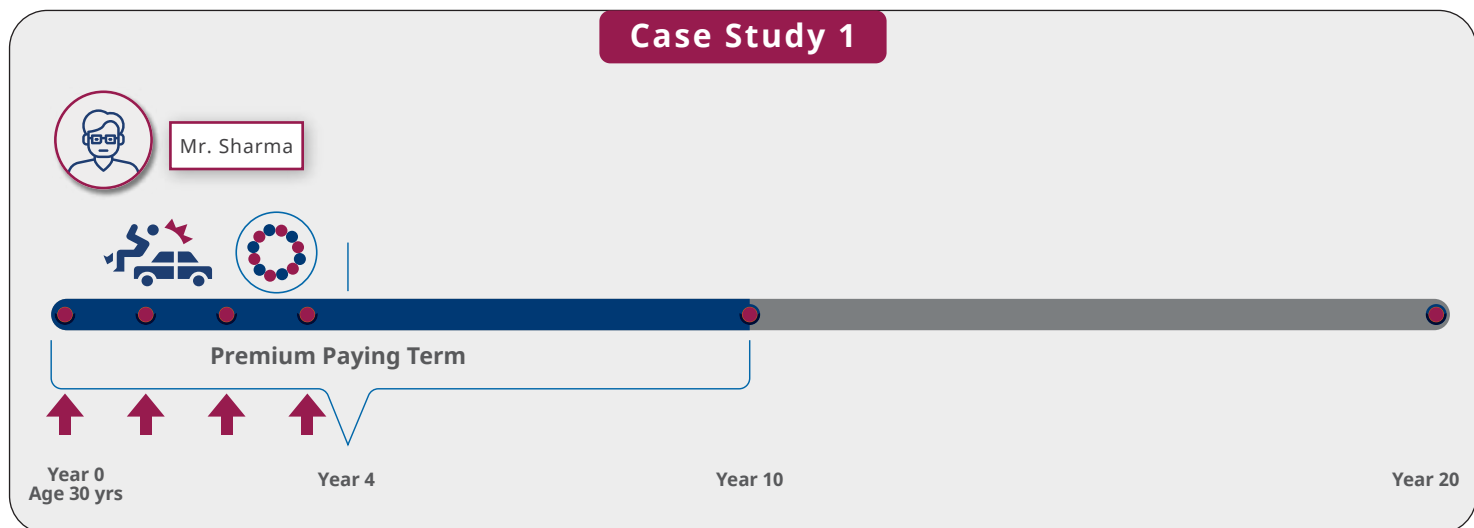
Plan Name: Flexi Wealth Advantage Plan	Base Plan Premium Paying Term: 10 Year	Base Plan Sum Assured: Rs. 10 Lac
Base Plan Policy Term: 20 Years	Base Plan Premium: Rs. 1 Lac	

	S. No.	Rider Benefit variants Opted	Rider Policy Term	Rider Premium Paying Term	Return of Premium	Rider Sum Assured	Rider Premium
Rider Opted: Smart Ultra Protect Rider	1	Term Benefit with Accelerated Terminal Illness	20	10	No	10 Lac	@Rs. 4,130
	2	Accidental Death Benefit	20	10	No	10 Lac	@Rs. 940
	3	Accidental Total Permanent Disability	20	10	No	10 Lac	@Rs. 600

No maturity benefit payable under rider in above example as Return of premium option is not opted

@Premium calculated for Axis Max Life Smart Ultra Protect Rider benefit variants is considering underwriting class as standard.

Case Study 1



Scenario 1

Mr. Sharma meets with a road accident and unfortunately loses both his hands (one of the listed Permanent disability conditions)

Rider Benefit:

Rider Sum Assured of Rs. 10 lakhs applicable under Accidental Total Permanent Disability will be payable to Mr. Sharma upon approval of claim. The benefits of the base policy along with other rider benefit variants will continue.

Base Policy Benefit:

The Life Insured has suffered total and Permanent Disability for which only the rider benefit claim will be paid. The base policy will continue.

Scenario 2

Mr. Sharma meets with a road accident and dies due to injuries suffered during the accident. Following Benefits will be Payable to the nominee upon approval of claim:

Rider Benefit:

1. Sum Assured of Rs. 10 lakhs applicable under Accidental Death Benefit
2. Sum Assured of Rs. 10 Lakhs applicable under Term Booster with Accelerated Terminal Illness

Base Policy Benefit:

The rider contract will terminate Death Benefit –As the Life Insured has passed away, death benefit as applicable under the rider along with the base Policy Sum Assured of Rs. 10 lakhs will be payable to the nominee on approval of claim and the policy contract will terminate.

Scenario 3

Mr. Sharma meets with a road accident and unfortunately loses both his hands (one of the listed disability condition). Mr. Sharma applies for the accidental Total Disability rider benefit variant under the rider.

After 10 months of suffering disability, Mr. Sharma meets with another accident and passes away due to the injuries suffered during the accident.

Rider Benefit:

Rider Sum Assured of Rs. 10 Lakhs applicable under Accidental Total Permanent Disability Benefit will be payable to the nominee upon approval of claim and base policy and other rider benefit variants will continue

Upon death due to Accident following benefits will be payable to the nominee upon approval of claim

1. Sum Assured of Rs. 10 Lakhs applicable under Accidental Death Benefit, and
2. Sum Assured of Rs. 10 Lakhs applicable under Term Booster with Accelerated Terminal Illness

Rider contract will terminate

Base Policy Benefit:

The Life Insured has suffered total and Permanent Disability for which only the rider benefit variant claim will be paid. The base policy will continue.

In case of death after 10 months, Base Policy Sum Assured of Rs. 10 lakhs will be payable to the nominee upon approval of death claim.

Scenario 4

In the 4th policy year, Mr. Sharma suffers from a terminal Illness

And after 3 months dies due to Terminal Illness

Rider Benefit:

Rider Sum Assured of Rs. 10 applicable under Term Booster with Accelerated Terminal Illness benefit will be payable to Mr. Sharma immediately upon approval of claim and the base policy and other rider benefit variants will continue

Base Policy Benefit:

On death of Life Insured after 3 months, no rider benefits will be payable and rider contract will terminate

Death Benefit – In case of death of Life Insured, Base Policy Sum Assured of Rs. 10 lakhs will be payable to the nominee upon approval of death claim.

Example 2:

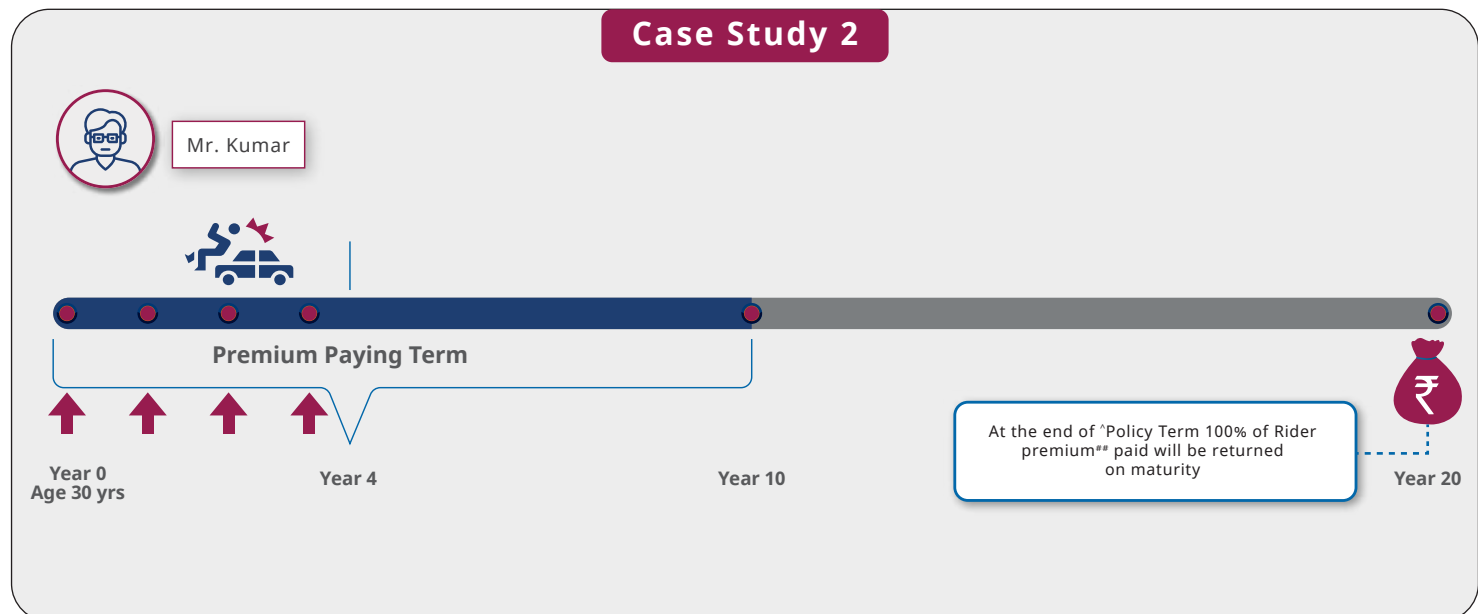
Mr. Kumar, aged 30 years, is a successful businessman with a growth mindset. With the vision to grow his business, he purchases Axis Max Life Flexi Wealth Advantage Plan (Wealth Variant) with Axis Max Life Smart Ultra Protect Rider

Let's see how this plan works out for Mr. Kumar under different scenarios. Sum assured opted and premium details under the plan are as follows

Plan Name: Flexi Wealth Advantage Plan	Base Plan Premium Paying Term: 10 Years	Base Plan Sum Assured: Rs. 50 Lac
Base Plan Policy Term: 20 Years	Base Plan Premium: Rs. 5 Lac	

	S. No.	Rider Benefit variants Opted	Rider Policy Term	Rider Premium Paying Term	Return of Premium	Rider Sum Assured	Rider Premium
Rider Opted: Smart Ultra Protect Rider	1	Term Benefit with Accelerated Terminal Illness	20	10	Yes	5 Lac	@Rs. 4,710
	2	Accidental Death Benefit	20	10	Yes	10 Lac	@Rs. 2,410
	3	Accidental Total Permanent Disability	20	10	Yes	10 Lac	@Rs. 2,470

@ Premium calculated for Axis Max Life Smart Ultra Protect Rider benefit variants is considering underwriting class as standard



Scenario 1

Mr. Kumar meets with a road accident and unfortunately loses both his hands (one of the listed Permanent disability conditions)

Rider Benefit:

Accidental Total Permanent Disability - Rider Sum Assured of Rs. 10 lakhs will be payable to Mr. Kumar immediately upon approval of claim. The benefits of the base policy and other rider benefit variants continue.

Base Policy Benefit:

The Life Insured has suffered Permanent Disability for which only the rider benefit claim will be paid. The base policy will continue.

^{*}Provided no claim under rider benefit variants is exercised.

^{**}Exclusive of GST and inclusive of underwriting extra plus modal extra under the respective rider benefit variants.

Scenario 2

Mr. Kumar meets with a road accident and dies due to injuries suffered in the accident.

Rider Benefit:

Following Benefits will be Payable to the nominee upon approval of claim:

1. Sum Assured of Rs. 10 lakhs applicable Accidental Death Benefit and
 2. Sum Assured of Rs. 5 Lakhs applicable under Term Booster with Accelerated Terminal Illness
- the rider contract will terminate

Base Policy Benefit:

Death Benefit –As the Life Insured has passed away, death benefit as applicable under the rider along with base Policy Sum Assured of Rs. 50 lakhs will be payable to the nominee upon approval of claim and the policy contract will terminate.

Scenario 3

Mr. Kumar meets with a road accident and unfortunately loses both his hands (one of the listed dismemberment condition). Mr. Kumar applies for the Total Disability rider benefit variant under the rider.

After 8 months of suffering disability, Mr. Kumar meets with another accident and dies due to the injuries suffered during the accident.

Rider Benefit:

Rider Sum Assured of Rs. 10 lakhs applicable under Accidental Total Permanent Disability Benefit will be payable to the nominee upon approval of claim and base policy and other rider benefit variants continue for Mr. Kumar

On death after 8 months due to Accident following benefits will be payable to the nominee upon approval of claim

1. Sum assured of Rs. 10 Lakhs applicable under Accidental Death Benefit, and
 2. Sum Assured of Rs. 5 Lakhs applicable under Term Booster with Accelerated Terminal Illness
- The rider contract will terminate

Base Policy Benefit:

The Life Insured has suffered total and Permanent Disability for which only the rider benefit claim will be paid. The base policy will continue

In case of death after 8 months, Base Policy Sum Assured of Rs. 50 lakhs is paid to the nominee upon approval of death claim.

Scenario 4

In the 4th policy years Mr. Kumar suffers from a terminal Illness

And after 3 months dies due to Terminal Illness

Rider Benefit:

Sum assured of Rs. 5 Lakhs applicable under Term Booster with Accelerated Terminal Illness benefit will be payable to the nominee upon approval of claim and base policy and other rider benefits will continue

On death of Life Insured after 3 months no rider benefits will be payable and rider contract will terminate

Base Policy Benefit:

In case of death of life insured, Base Policy Sum Assured of Rs. 50 lakhs will be payable to the nominee upon approval of death claim.

Scenario 5

At the end of Policy Term (where no claim is exercised under rider benefit variants)

Rider Benefit:

100% of ##Rider premium paid will be returned on maturity

Base Policy Benefit:

Fund Value is payable

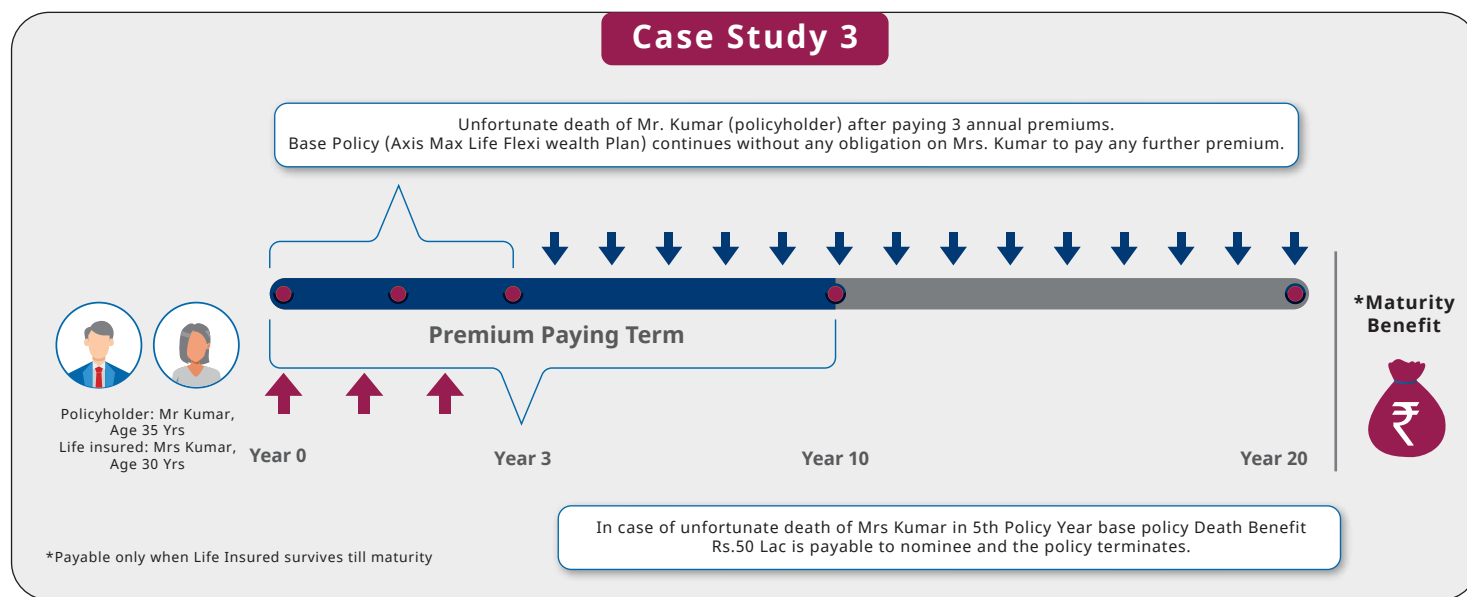
Example 3:

Mr. Kumar is a 35-year-old salaried professional, is married, and has a 4-year-old child. In order to plan for his family’s financial security, he purchases Axis Max Life Flexi Wealth Plan, with his wife (Age 30 years) as Life Insured and himself as Policyholder. Further, in order to ensure continuity of policy benefits in case extreme events such as death or terminal illness, he also attaches Axis Max Life Smart Ultra Protect Rider, Payor Benefit variant.

Let’s see how this plan works out for Mr. Kumar under different scenarios, details under plan are as follows

Plan Name: Flexi Wealth Advantage Plan	Base Plan Premium Paying Term: 10 Year	Base Plan Sum Assured: Rs. 50 Lac
Base Plan Policy Term: 20 Years	Base Plan Premium: Rs. 5 Lac	

Rider Opted: Smart Ultra Protect Rider	S. No.	Benefit variants Opted	Rider Policy Term	Rider Premium Paying Term	Return of Premium	Rider Sum Assured	Rider Premium
	1	Payor Benefit	10	10	Na	Na	Rs. 5,430



Scenario 1

Unfortunate death of Mr. Kumar (policyholder) after paying 3 annual premiums.

Waiver of Premium Plus Rider Benefit:

All future premiums of Axis Max Life Flexi Wealth Plan will be funded till end of premium payment term.

Base Policy Benefit:

Base Policy (Axis Max Life Flexi wealth Plan) continues without any obligation on Mrs. Kumar to pay any further premium.

Scenario 2

Unfortunate death of Mrs Kumar in 5th Policy Year.

Waiver of Premium Plus Rider Benefit:

Rider Terminates.

Base Policy Benefit:

Base Policy Death Benefit Rs. 50 Lac is payable to nominee and base policy terminates.

Important Notes

1. Kindly note that the above scenarios are only examples and do not in any way create any rights and/or obligations.
2. Extra premium will be charged for substandard lives as per the Company's Board-Approved Underwriting Policy.
3. Return of Premium is not applicable on Payor benefit.
4. All the rider variant benefits payable are subject to the terms and conditions of the Policy, for further information kindly refer to rider benefit variants exclusion list and terms and conditions

Few important terms and conditions:

(For other terms and conditions, please refer to the Rider contract. You may also refer to our website or request your intermediary for giving a detailed presentation of the rider before concluding the sale.)

- **Tax Benefits:** You may be entitled to certain applicable tax benefits on your premiums and Rider 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 change in tax laws. It is advisable to seek independent tax advice.
- **Statutory impositions:** Premiums payable and benefits secured under your rider will be subject to all applicable taxes, cesses and levies as imposed by the Government from time to time, and you will be responsible for paying these statutory impositions.
- **Suicide Exclusion:** In case of death of life insured due to suicide within 12 months from the date of inception of the rider (date of commencement of risk) under the rider or from the date of revival of the rider, as applicable the rider shall terminate immediately. In such cases, nominee or beneficiary of the policyholder the Company shall be entitled to pay the Total Premiums Paid plus underwriting extra premiums paid plus loadings for modal 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.

Suicide Claim provisions are only applicable for rider benefit variants 1 & 4.

Termination of Policy

The Rider cover under this Rider shall automatically terminate on the occurrence of any of the first of the following events during the Rider Term:

1. on the date of Freelook cancellation;
2. on the date of death of Life Insured;
3. on the payment of claim benefits under all the opted Rider Variant.
4. on the expiry of the Rider Benefit Variant Term and payment of maturity benefit (if applicable).
5. on payment of 100% of Rider Benefit Variant Sum Assured under this Rider;
6. on date on which the Rider or Base Policy is cancelled or terminated for any reason;
7. on surrender of the Rider or the Base Policy;
8. on the expiry of the Revival Period, if the Lapsed Rider has not been revived;

The Rider Variant option shall terminate upon the happening of the first of the following events:

1. on the expiry of Rider Benefit Variant Term;
2. on payment of surrender/Exit Value of the Rider Variant;
3. on the date on which We receive Freelook cancellation request for the Rider Variant within requisite period;
4. on the payment of the benefit as per the terms of the Rider Variant or the date of intimation of repudiation of the claim by Us;
5. on the expiry of the Revival Period, if the lapsed Rider Variant has not been revived;

6. on termination of Base Policy;
7. on the maturity date or the date on which the Base Policy is surrendered, converted into reduced paid-up (when the Rider Variant option has not acquired Surrender Value), terminated or cancelled for any reason;
8. on cancellation/ termination of this Rider/ Rider Variant by Us on grounds of misrepresentation, fraud or non-disclosure established in terms of Section 45 of the Insurance Act, 1938 as amended from time to time.

Terms and Conditions

Grace Period

Conditions for grace period of the contract shall be same as that applicable for the base product.

Policy Loan

Loan is not available against this rider

Free-Look

“Freelook” means a period of 30 days beginning from the date of receipt of the Rider, to review the terms and conditions of the Rider. If You disagree to terms and conditions of the Rider document or otherwise, and have not made any claim, you have the option to cancel the Rider by sending with a written request to Us stating the reasons for the same. Upon receipt of Your request and if no claim has been made under the Rider, the Rider will terminate immediately and all rights, benefits and interests under the Rider will cease immediately. You shall be entitled to a refund of the Premium received by Us after deducting the proportionate risk premium for the period of cover, charges of stamp duty paid and the expenses incurred by Us on medical examination of the Life Insured, if any irrespective of the reasons mentioned.

Alterations

- The Rider can be attached to the Base Plan at inception or at any policy anniversary of the base plan as per board approved underwriting policy and the applicable rider terms and conditions.
- The rider shall automatically be terminated if the base plan is surrendered and exit/surrender value (as applicable) under the rider, if any shall be payable.
- The Rider can be surrendered even without surrendering the base plan.



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

\$The policyholder has the flexibility to choose multiple rider benefit variant/s. Premium will vary depending upon the rider benefit variant/s chosen.

Smart Ultra Protect Rider benefits are available on payment of extra Premium over base plan.

Customer can add Axis Max Life insurance riders to base life insurance plans while buying or renewing as per policy terms and conditions by paying an additional premium. Please refer to your base Axis Max Life insurance plan product prospectus & contract and Rider Policy Contract & Prospectus for further details and terms and condition applicable on riders and base product.

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

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