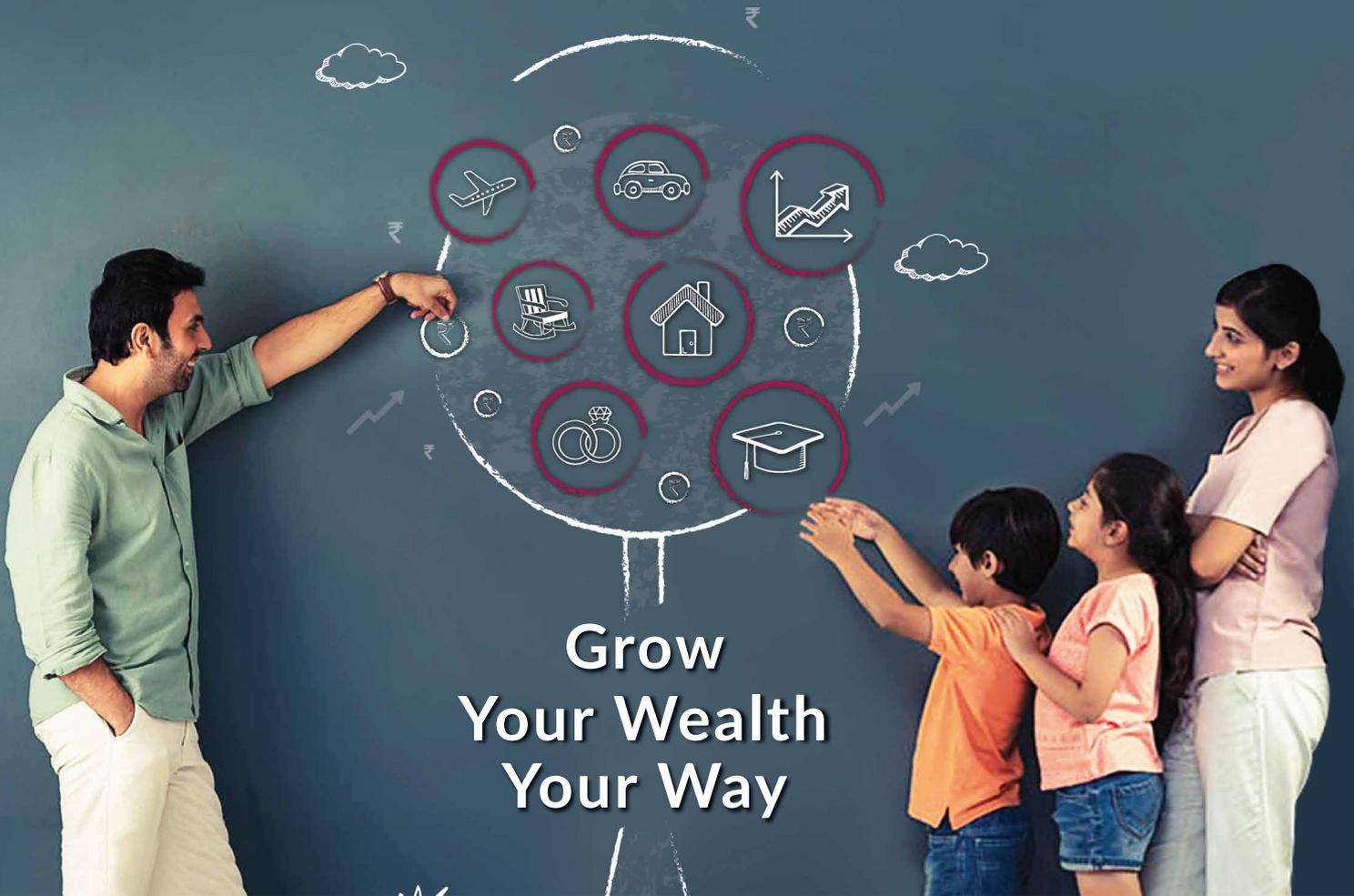


IN THE UNIT LINKED POLICY, THE INVESTMENT RISK IN THE INVESTMENT PORTFOLIO IS BORNE BY THE POLICYHOLDER.



WITH



A customisable insurance plan that offers you flawless flexibility and continuous financial protection for your loved ones, because for them

BHAROSA TUM HO

In today's era of competition, where you strive so hard to fulfill your responsibilities towards your family goals, this Life Insurance Plan can take care of all your needs while shielding your loved ones, just as you would desire.

Presenting, Axis Max Life Flexi Wealth Plus, which combines protection and savings into a simple and flexible solution to fulfill the certain as well as uncertain needs of your family. This plan helps you grow your wealth your way-be it for a planned or for a lifelong time frame.

Create your plan in 5 simple steps:

- **Step 1**
Choose your plan variant
- **Step 2**
Choose your premium amount
- **Step 3**
Choose your premium payment term & policy term
- **Step 4**
Choose your mode of payment, i.e., monthly, quarterly, semi - annual or annual
- **Step 5**
Choose your investment strategy and choice of funds basis your risk appetite

Based on the above, your Sum Assured on death will be determined. Your premium shall be invested in the investment strategy and fund(s) as applicable and as per the proportion selected by you. On Maturity, you will receive your Fund Value as a lump sum Maturity Benefit. In case of death of Life Assured during policy term, the nominee will receive Death Benefit.

Please note: Unit linked insurance products do not offer any liquidity during the first five years of the contract. The policyholder will not be able to withdraw the money invested in unit linked insurance products completely or partially till the end of the fifth policy year. All applicable taxes, cesses and levies as imposed by the government will be deducted from the premiums received or from the funds, as applicable.

Plan Benefits And Features

Criteria	Specification																																																																																																																								
Product Type	A Unit Linked Non - Participating Individual Life Insurance Plan																																																																																																																								
Coverage	All individuals in accordance with the Board Approved Underwriting Policy																																																																																																																								
Minimum Age of Life Insured at Entry (age as on last birthday)	<ul style="list-style-type: none"> Wealth Variant: 91 days Whole Life Variant: 18 years <p>In case of minor life, the risk cover for base plan will start immediately on date of commencement of Policy. On attainment of majority, the policy will automatically vest on him / her, and the Life Insured (minor) will become the policy holder.</p>																																																																																																																								
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Premium Payment mode	Single, Annual, Semi - Annual, Quarterly and Monthly.																																																																																																																								
Minimum Sum assured on death	<p>Wealth Variant: Single Pay: ₹2,20,000 if cover multiple is 1.1 Or ₹ 20,00,000 if cover multiple opted is 10 Regular Pay: ₹ 74,850/- Limited: ₹ 1,67,785/-</p> <p>Whole Life Variant: Limited Pay: ₹ 5,00,000</p>																																																																																																																								
Maximum Sum assured on death	No limit, subject to the limits determined in accordance with the Board Approved Underwriting Policy of the Company.																																																																																																																								
Death Benefit	<p>On death of the Life Insured anytime during the term of the policy, the nominee shall get highest of the following benefits:</p> <ul style="list-style-type: none"> Sum assured on death (reduced by applicable partial withdrawals, if any from the Fund Value) Fund Value (as on date of death) 105% of the total premiums paid up to the date of death (reduced by applicable partial withdrawals, if any from the Fund Value) <p>(Please note that the 'applicable partial withdrawals' mentioned above refers to all the partial withdrawals made during the two years period immediately preceding the death of the Life Insured) "Sum assured on death" means an absolute amount of benefit which is guaranteed to become payable on death of the life assured in accordance with the terms and conditions of the policy. 'Sum Assured (SA)' is equal to Sum assured on death</p>																																																																																																																								
Maturity benefit	<ol style="list-style-type: none"> Fund Value = Summation of Number of Units in Fund(s) multiplied by the respective NAV of the Fund(s) as on the date of maturity. Return of Mortality Charges (RoMC): At the end of the Policy Term, on the Maturity date, the total amount of Mortality charges deducted in respect of Life Cover provided throughout the Policy Term, will be added back as RoMC, to the Fund Value, as applicable. (Applicable only if all due premiums are paid). <p>(RoMC is not applicable in case of a Surrendered, Discontinued or Paid-up policy and will be payable provided all due Regular Premiums under the policy have been paid up to date)</p>																																																																																																																								

**Survival Benefits
(Both variants)**

Guaranteed Loyalty Additions: These are payable as a percentage of total Fund Value (as per below table) at the end of each policy year starting from 6th policy year and at the end of each policy year thereafter.

Band 1: Annualized Premium less than ₹ 1,00,000	N/A
Band 2: Annualized Premium ₹ 1,00,000 to ₹ 1,99,999(both inclusive)	0.25% of Fund Value
Band 3: Annualized / Single Premium of ₹ 2,00,000 and above	0.40% of Fund Value

Guaranteed Wealth Boosters: These are payable as an additional percentage of Fund Value (as per below table), at the end of every 5 years starting from 10th policy year. Guaranteed Wealth Boosters are a form of additional guaranteed additions only.

Base 1: Annualized Premium less than ₹ 1,00,000	N/A
Base 2: Annualized Premium ₹ 1,00,000 to ₹ 1,99,999 (both inclusive)	2% of Fund Value
Base 3: Annualized / Single Premium of ₹ 2,00,000 and above	2% of Fund Value

Guaranteed Loyalty Additions and Guaranteed Wealth Boosters are subject to following:

- 1 All due premiums paid
- 2) The additional units shall be created in different Fund(s) in proportion of Fund Value on the date the additions are due to be paid by the Company
- 3) In case your policy gets lapsed and You revive it at a later date, the additions for previous years will be paid based on the Fund Value that existed when the addition was originally due
- 4) In case premium reduction option is exercised, additions post premium reduction will be credited in a similar manner as mentioned above, i.e. according to the band in which the reduced premium falls in
- 5) In case the last payable addition coincides with the maturity date, it will be paid as a part of the Maturity benefit

Riders

Axis Max Life Smart Ultra Protect Rider (UIN: 104A049V02): This rider provides following rider benefit variants:

- Rider benefit variant 1 - Term Booster with Accelerated Terminal Illness: provides additional lump sum benefit in the case of death or diagnosis of Terminal Illness of the Life Insured, whichever is earlier.
- Rider benefit variant 2 - Accidental Death Benefit: provides additional lump sum benefit in the case of death due of accident of the Life Insured.
- Rider benefit variant 3 - Accidental Total and Permanent Disability: provides additional lump sum benefit in the case of occurrence of total and permanent disability to the Life Insured due to accident.
- Rider benefit variant 4 - Payor Benefit: provides funding of all future outstanding base premiums and waiver of all the future premiums under all attached riders in the case of death or diagnosis of Terminal Illness of the policyholder whichever is earlier.

Axis Max Life Critical Illness and Disability Secure Rider (UIN: 104A034V02)*: This rider provides benefit upon diagnosis of any of the 64 Critical Illnesses covered, and maybe opted at inception or anytime during the Policy Term, by payment of a nominal additional Premium.

Free look period

You have a period of 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.
In addition to the deductions above, the Company shall repurchase the units at the Net Asset Value (NAV) of the units on the date of cancellation."

Option to reduce premium

You have an option to decrease the premium up to 50% of the original Annualized Premium, subject to the minimum premium limit, only once post the end of 5 year lock-in period, provided all due premiums have been paid. For further details refer to the prospectus available on <https://www.axismaxlife.com>

Surrender

At any time during the Policy Term, You have the right to surrender the policy by advising the Company in writing. The surrender benefit is equal to Fund Value less applicable Surrender / Discontinuance charges. Policy can be Surrendered / Discontinued at any time but the Surrender / Discontinuance value will be paid subject to provisions of the Policy. **Please note, policy once Surrendered, cannot be revived.** For further details refer to the prospectus available on <https://www.axismaxlife.com>

Other Features**Investment Strategies**

Self-Managed Portfolio Strategy - A strategy wherein your money will be allocated in your choice of fund(s).
Lifecycle based Portfolio Strategy - An option to manage your funds by creating a balance between an equity and a debt fund of your choice through systematic allocation based on your changing age.
Trigger based Portfolio Strategy - An event based strategy that helps you in 'Securing your Gains'. The premium will initially be distributed between an equity and a debt fund chosen by you, in a 75%: 25% proportion. Your portfolio will be re-balanced and funds will be re-allocated based on a pre-defined trigger event at every monthly anniversary of the policy.
Systematic Transfer Plan - An option which replicates a rupee cost averaging method by systematically moving your money from a debt to equity fund every month. The premium received net of charges shall be allocated first to Secure Plus Fund. Immediately thereafter and on each subsequent monthly anniversary, units available in Secure Plus Fund will be systematically transferred to Growth Super Fund based on the formula: [1 / (13 - month number in the policy year)].
Dynamic Fund Allocation Strategy - A standardized approach for striking the right balance between debt and equity by rebalancing your portfolio basis years to maturity remaining in your policy. The funds shall be maintained amongst Growth Super Fund and Secure Fund in a pre-defined proportion that changes depending upon the years left to maturity as per a matrix.

Increase / decrease in PPT / PT

An Increase or decrease is allowed in the Premium Payment Term and Policy Term under this plan subject to all due premiums being paid and completion of lock-in period. Please refer to Policy Contract for details.

Settlement Option

You may at least 15 days prior to the Maturity Date, opt for a Settlement Option, pursuant to which the Company will continue to manage the Funds for you for a maximum period of 5 years from the Maturity Date and make periodic payments. During the settlement period, Fund Management Charges shall continue to be levied. There shall be a risk cover equal to 105% of the total premiums paid and mortality charges will be deducted basis the sum at risk. You may exercise switch option during settlement.

*Annualized Premium" means the premium amount payable in a year excluding taxes, rider premiums and underwriting extra premiums on riders, if any. For more details on risk factors terms and conditions, please refer to the detailed prospectus available at <https://www.axismaxlife.com>

Illustration

Example 1:

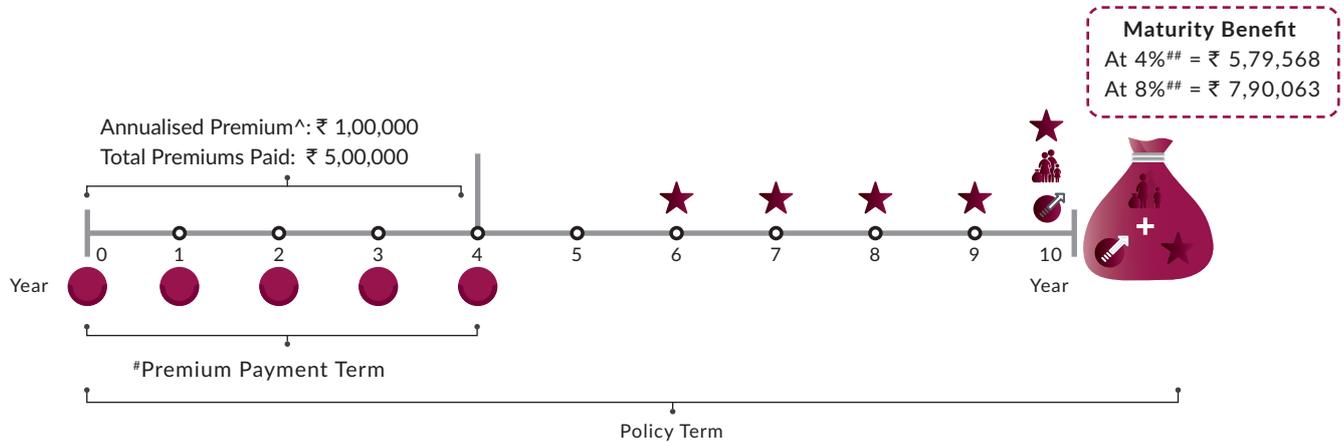
Mr. Sharma aged 35 years purchased Axis Max Life Flexi Wealth Plus (Wealth Variant) with the details as below:

Premium Payment Term = 5 years; Policy Term = 10 years; Mode of Payment = Annual; Annualised Premium = ₹ 1,00,000; Fund chosen: Balanced Fund.

#All premiums are payable at the beginning of year.

Total Additions to fund at end of 10th year

	★ Guaranteed Loyalty Addition (GLA) (in ₹)	📈 Guaranteed Wealth Booster (GWB) (in ₹)	👤 Return of Mortality Charges (RoMC) (in ₹)
At 4% ^{##}	₹ 6,678	₹ 11,170	₹ 8,494
At 8% ^{##}	₹ 8,480	₹ 15,313	₹ 7,161



Scenario 1: Survival till maturity

At the end of 10th policy year, Mr. Sharma gets the Maturity Benefit as given in the below table.

Maturity Benefit at end of Year 10 = Fund Value	Base policy
At assumed rate of return of 4% ^{##}	₹ 5,79,568
At assumed rate of return of 8% ^{##}	₹ 7,90,063

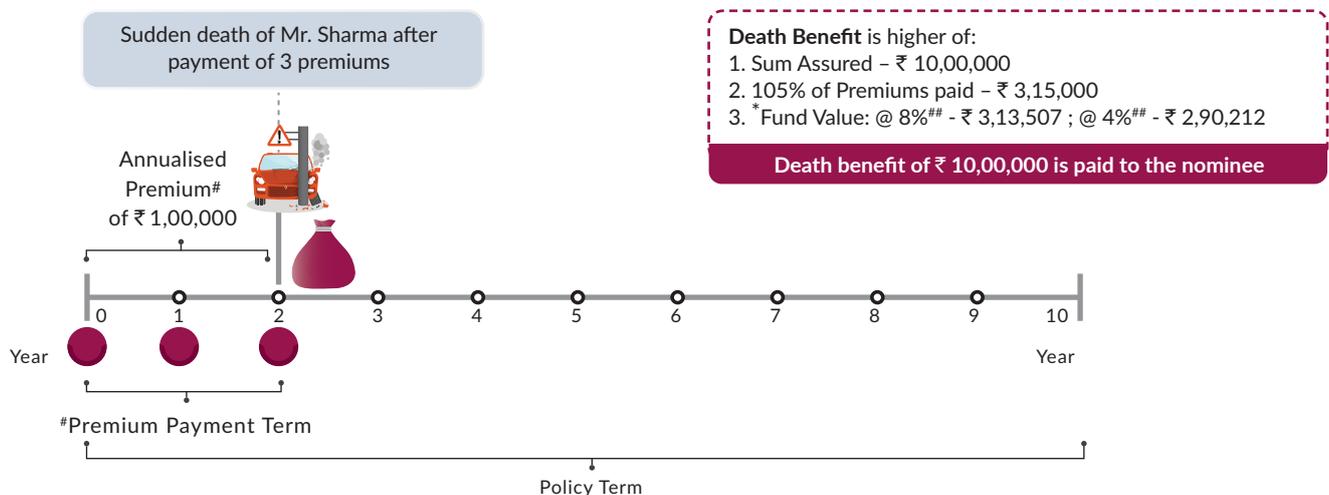
^{##}Please note that the above assumed rates of return @ 4% and 8% p.a. respectively, for Balanced Fund, are only scenarios at these rates after recovering all applicable charges. These are not guaranteed, and they are not the upper or lower limits of returns of the Funds selected in your policy, as the performance of the Funds is dependent on a number of factors including future investment performance. For more information, please request for your policy specific benefit illustration. Benefits payable provided the risk cover under the Policy is in-force.

Scenario 2: Death at the end of 3rd policy year

In case of death in 3rd Policy year (after payment of 3 premiums, but just before payment of 4th premium), the Death Benefit paid will be calculated as under:

Death Benefit = Higher of (Sum Assured or 105% of all premiums paid or *Fund Value)

where, Sum Assured = 10 times Annualised Premium[^] = 10 X ₹ 1,00,000 = ₹ 10,00,000



#All premiums are payable at the beginning of year.

*Expected Fund Value of Balanced Fund, the Fund Value denoted above in year 3 (before payment of 4th premium); this might be different depending on exact date of death of Life Insured. Fund Value will be calculated as per the prevailing NAV as on the date of death

^{##}Please note that the above assumed rates of return @ 4% and 8% p.a. respectively, for Balanced Fund, are only scenarios at these rates after recovering all applicable charges. These are not guaranteed, and they are not the upper or lower limits of returns of the Funds selected in your policy, as the performance of the Funds is dependent on a number of factors including future investment performance. For more information, please request for your policy specific benefit illustration. Benefits payable provided the risk cover under the Policy is in-force.

Illustration

Example 2:

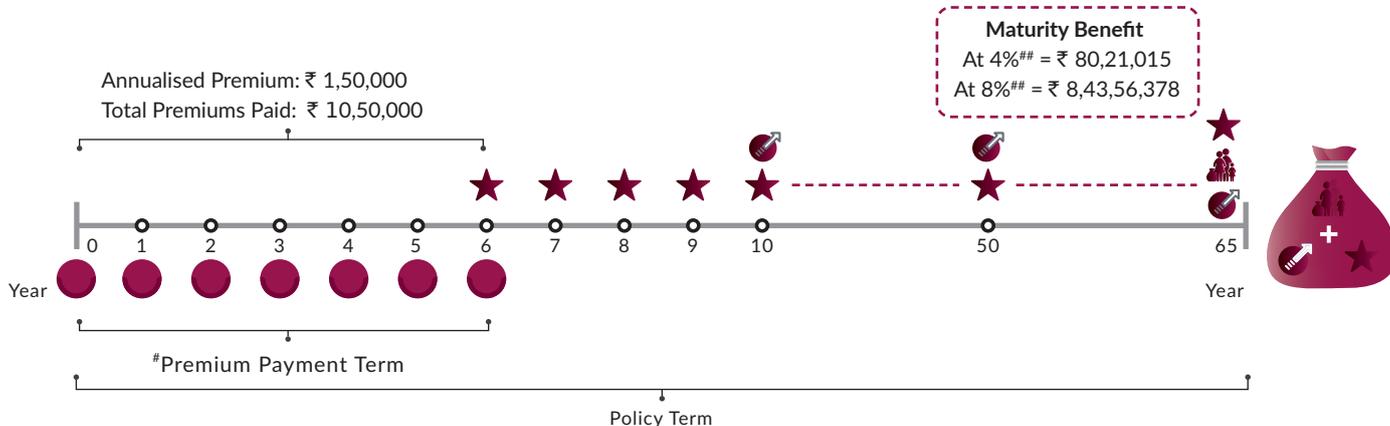
Mr. Gupta aged 35 years purchased Axis Max Life Flexi Wealth Plus (Whole Life Variant) with the details as below:

Premium Payment Term = 7 years; Policy Term = 65 years; Mode of Payment = Annual; Annualised Premium = ₹ 1,50,000; Fund chosen: Balanced Fund.

Additions to fund at end of 65th year

	★ Guaranteed Loyalty Addition (GLA) (in ₹)	📈 Guaranteed Wealth Booster (GWB) (in ₹)	👤 Return of Mortality Charges (RoMC) (in ₹)
At 4% ^{##}	₹ 5,07,110	₹ 8,62,214	₹ 13,464
At 8% ^{##}	₹ 29,37,691	₹ 53,64,633	₹ 7,961

Scenario 1: Mr. Gupta survives the entire term and has celebrated his 100th birthday the same year



[#]All premiums are payable at the beginning of year.

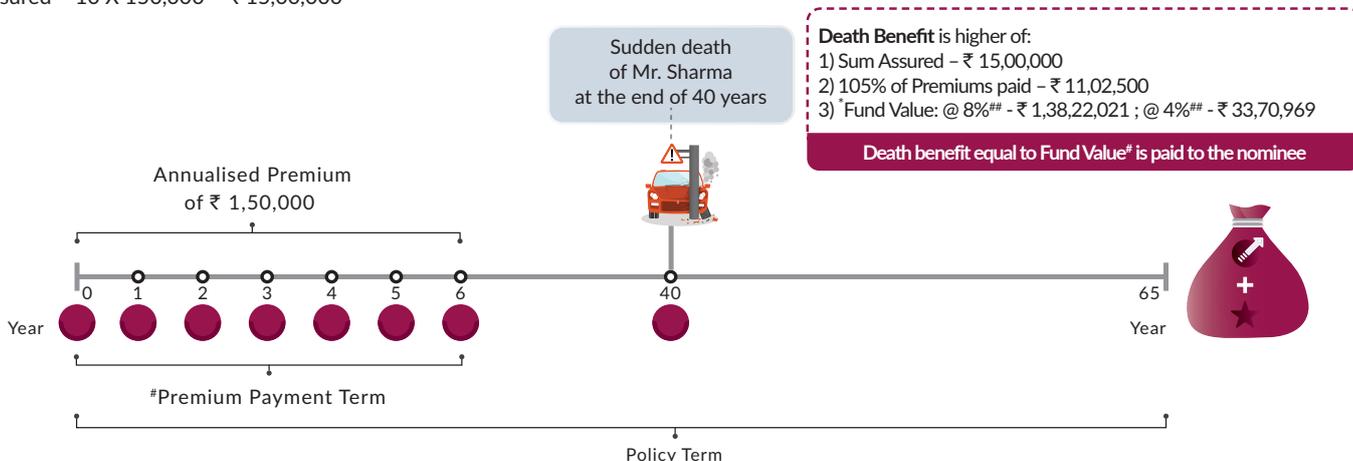
^{##}Please note that the above assumed rates of return @ 4% and 8% p.a. respectively, for Balanced Fund, are only scenarios at these rates after recovering all applicable charges. These are not guaranteed, and they are not the upper or lower limits of returns of the Funds selected in your policy, as the performance of the Funds is dependent on a number of factors including future investment performance. For more information, please request for your policy specific benefit illustration. Benefits payable provided the risk cover under the Policy is in-force.

Scenario 2: Mr. Gupta unfortunately died at end of 40th policy year (on attaining 75 years of age).

In case of death in 40th year the death benefit paid will be calculated as under:

Death Benefit = Higher of (Sum Assured or 105% of all premiums paid or * Fund Value) where, Sum Assured = 10 times Annualised Premium

Sum Assured = 10 X 150,000 = ₹ 15,00,000



[#]All premiums are payable at the beginning of year.

^{*}Expected Fund Value of Balanced Fund, the Fund Value denoted above in year 40; this might be different depending on exact date of death of Life Insured. Fund Value will be calculated as per the prevailing NAV as on the date of death.

^{##}Please note that the above assumed rates of return @ 4% and 8% p.a. respectively, for Balanced Fund, are only scenarios at these rates after recovering all applicable charges. These are not guaranteed and they are not the upper or lower limits of returns of the Funds selected in your policy, as the performance of the Funds is dependent on a number of factors including future investment performance. For more information, please request for your policy specific benefit illustration. Benefits payable provided the risk cover under the Policy is in-force.

For Example, Maturity Benefit at sample ages:

Age of Life Insured	Annualised Premium (₹)	Premium Payment Term	Policy Term	Wealth Variant			
				4% ^{##} assumed rate of return	8% ^{##} assumed rate of return		
				Fund Value at Maturity	IRR	Fund Value at Maturity	IRR
35	₹ 50,000	20	20	₹ 1,303,148	2.46%	₹ 2,036,524	6.37%
35	₹ 50,000	10	20	₹ 717,479	2.34%	₹ 1,305,163	6.28%
35	₹ 1,00,000	5	10	₹ 579,568	1.86%	₹ 790,063	5.84%
35	₹ 1,00,000	5	15	₹ 686,889	2.47%	₹ 1,130,931	6.45%
35	₹ 2,00,000	1	10	₹ 228,865	1.36%	₹ 342,732	5.53%
35	₹ 2,00,000	1	15	₹ 273,996	2.12%	₹ 495,700	6.24%
40	₹ 50,000	20	20	₹ 1,302,328	2.45%	₹ 2,034,109	6.36%
40	₹ 50,000	10	20	₹ 716,659	2.34%	₹ 1,302,747	6.27%
40	₹ 1,00,000	5	10	₹ 578,776	1.84%	₹ 788,331	5.81%
40	₹ 1,00,000	5	15	₹ 684,656	2.44%	₹ 1,126,538	6.42%
40	₹ 2,00,000	1	10	₹ 228,804	1.35%	₹ 342,671	5.53%
40	₹ 2,00,000	1	15	₹ 273,847	2.12%	₹ 495,578	6.24%

Whole Life Variant

Age of Life Insured	Annualised Premium (₹)	Premium Payment Term	Policy Term	4% ^{##} assumed rate of return		8% ^{##} assumed rate of return	
				Fund Value at Maturity	IRR	Fund Value at Maturity	IRR
35	₹ 1,00,000	7	65	₹ 4,626,304	3.33%	₹ 56,237,586	7.31%
35	₹ 2,00,000	10	65	₹ 16,324,137	3.52%	₹ 162,547,887	7.50%
35	₹ 1,00,000	15	65	₹ 10,618,780	3.41%	₹ 97,721,380	7.38%
35	₹ 2,00,000	20	65	₹ 28,865,341	3.59%	₹ 248,314,290	7.55%
40	₹ 1,00,000	7	60	₹ 4,471,307	3.30%	₹ 39,019,383	7.29%
40	₹ 2,00,000	10	60	₹ 13,593,881	3.50%	₹ 112,068,132	7.48%
40	₹ 1,00,000	15	60	₹ 8,915,792	3.40%	₹ 67,920,942	7.36%

Premium Payment Mode: Annual; Standard life; Fund chosen: Balanced Fund; Cover multiple: 1.25 times of Annualized Premium for Single Pay and 10 times of Annualized Premium for other Premium Payment Terms.

^{##}Please note that the above assumed rates of return @4% and 8% p.a. respectively, for Balanced Fund, are only scenarios at these rates after recovering all applicable charges. These are not guaranteed, and they are not the upper or lower limits of returns of the Funds selected in your policy, as the performance of the Funds is dependent on a number of factors including future investment performance. For more information, please request for your policy specific benefit illustration. Benefits payable provided the risk cover under the Policy is in-force.

Annualised Premium means the premium amount payable in a year excluding taxes, rider premiums and underwriting extra premiums on riders, if any.

<p>Premium Allocation Charge</p>	<ul style="list-style-type: none"> • Single Pay: 4% of Single Premium • Limited Pay and Regular Pay: The premium allocation charges are as follows: <table border="1"> <thead> <tr> <th>Policy Year</th> <th>1</th> <th>2</th> <th>3</th> <th>4 to 10</th> <th>11 & thereafter</th> </tr> </thead> <tbody> <tr> <td>Premium Allocation charge as a % of each premium paid</td> <td>6.0%</td> <td>5.0%</td> <td>4.5%</td> <td>4.0%</td> <td>Nil</td> </tr> </tbody> </table>	Policy Year	1	2	3	4 to 10	11 & thereafter	Premium Allocation charge as a % of each premium paid	6.0%	5.0%	4.5%	4.0%	Nil																																																
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<p>Policy Administration Charge</p>	<ul style="list-style-type: none"> • Single Pay: The policy administration charge for single pay policies is 0.10% per month for first 10 years increasing at 5% p.a. from 13th month onwards. • Limited Pay and Regular Pay: <ol style="list-style-type: none"> 1) Annual mode: The policy administration charge is 0.20% per month for first 10 years, increasing at 5% p.a. from 13th month onwards. 2) Non-annual mode: The policy administration charge is 0.12% per month for first 10 years, increasing at 5% p.a. from 13th month on-wards. 3) From year 11 onwards, policy administration charge is equal to zero for all policies (This charge will be levied at each monthly anniversary by cancelling Units from the Unit Account starting from the date of commencement of Policy. The maximum policy administration charge in a month is capped at ₹ 500) 																																																												
<p>Fund Management Charge</p>	<p>This is a charge levied as a percentage of the value of assets and shall be appropriated, usually daily, by adjusting the Net Asset Value of the Fund. The rate to be levied will be equal to the annual rate, as given below, divided by 365 and multiplied by the number of days that have elapsed since the previous unit valuation date. The charges specified below are guaranteed and shall not change during the policy lifetime. The annual rate of Fund Management Charge is as below.</p> <table border="1"> <thead> <tr> <th colspan="3">Fund Management Charge (% of Fund Value)</th> </tr> <tr> <th>Fund Name</th> <th>Fund Management Charge (p.a.)</th> <th>Risk Rating</th> </tr> </thead> <tbody> <tr><td>High Growth Fund (SFIN: ULIF01311/02/08LIFEHIGHGR104)</td><td>1.25%</td><td>Very High</td></tr> <tr><td>NIFTY Smallcap Quality Index Fund (SFIN: ULIF02702/08/23NIFTYSMALL104)</td><td>1.25%</td><td>Very High</td></tr> <tr><td>Midcap Momentum Index Fund (SFIN: ULIF02801/01/24MIDMOMENTM104)</td><td>1.00%</td><td>Very High</td></tr> <tr><td>Money Market II Fund (SFIN: ULIF02301/01/20LIFEMONMK2104)</td><td>0.90%</td><td>Low</td></tr> <tr><td>Nifty Alpha 50 Fund (SFIN: ULIF02914/05/24ALPHAFIFTY104)</td><td>1.25%</td><td>Very High</td></tr> <tr><td>Nifty 500 Momentum 50 Fund (SFIN: ULIF03015/08/24MOMENFIFTY104)</td><td>1.25%</td><td>Very High</td></tr> <tr><td>Nifty Momentum Quality 50 Fund (SFIN: ULIF03127/10/24MOMQUALITY104)</td><td>1.25%</td><td>Very High</td></tr> <tr><td>Secure Plus Fund (SFIN: ULIF01628/04/09LIFESECLPS104)</td><td>0.90%</td><td>Low</td></tr> <tr><td>Secure Fund (SFIN: ULIF00425/06/04LIFESECURE104)</td><td>0.90%</td><td>Low</td></tr> <tr><td>Dynamic Bond Fund (SFIN: ULIF02401/01/20LIFEDYNBOF104)</td><td>0.90%</td><td>Low</td></tr> <tr><td>Conservative Fund (SFIN: ULIF00325/06/04LIFECONSER104)</td><td>0.90%</td><td>Low</td></tr> <tr><td>Balanced Fund (SFIN: ULIF00225/06/04LIFEBALANC104)</td><td>1.10%</td><td>Medium</td></tr> <tr><td>Growth Fund (SFIN: ULIF00125/06/04LIFEGROWTH104)</td><td>1.25%</td><td>High</td></tr> <tr><td>Growth Super Fund (SFIN: ULIF01108/02/07LIFEGRWSUP104)</td><td>1.25%</td><td>High</td></tr> <tr><td>Diversified Equity Fund (SFIN: ULIF02201/01/20LIFEDIVEQF104)</td><td>1.25%</td><td>High</td></tr> <tr><td>Sustainable Equity Fund (SFIN: ULIF02505/10/21SUSTAIN EQU104)</td><td>1.25%</td><td>High</td></tr> <tr><td>Pure Growth Fund (SFIN: ULIF02630/12/22PUREGROWTH104)</td><td>1.25%</td><td>High</td></tr> <tr><td>Discontinuance Policy Fund</td><td>0.50%</td><td>Low</td></tr> </tbody> </table>	Fund Management Charge (% of Fund Value)			Fund Name	Fund Management Charge (p.a.)	Risk Rating	High Growth Fund (SFIN: ULIF01311/02/08LIFEHIGHGR104)	1.25%	Very High	NIFTY Smallcap Quality Index Fund (SFIN: ULIF02702/08/23NIFTYSMALL104)	1.25%	Very High	Midcap Momentum Index Fund (SFIN: ULIF02801/01/24MIDMOMENTM104)	1.00%	Very High	Money Market II Fund (SFIN: ULIF02301/01/20LIFEMONMK2104)	0.90%	Low	Nifty Alpha 50 Fund (SFIN: ULIF02914/05/24ALPHAFIFTY104)	1.25%	Very High	Nifty 500 Momentum 50 Fund (SFIN: ULIF03015/08/24MOMENFIFTY104)	1.25%	Very High	Nifty Momentum Quality 50 Fund (SFIN: ULIF03127/10/24MOMQUALITY104)	1.25%	Very High	Secure Plus Fund (SFIN: ULIF01628/04/09LIFESECLPS104)	0.90%	Low	Secure Fund (SFIN: ULIF00425/06/04LIFESECURE104)	0.90%	Low	Dynamic Bond Fund (SFIN: ULIF02401/01/20LIFEDYNBOF104)	0.90%	Low	Conservative Fund (SFIN: ULIF00325/06/04LIFECONSER104)	0.90%	Low	Balanced Fund (SFIN: ULIF00225/06/04LIFEBALANC104)	1.10%	Medium	Growth Fund (SFIN: ULIF00125/06/04LIFEGROWTH104)	1.25%	High	Growth Super Fund (SFIN: ULIF01108/02/07LIFEGRWSUP104)	1.25%	High	Diversified Equity Fund (SFIN: ULIF02201/01/20LIFEDIVEQF104)	1.25%	High	Sustainable Equity Fund (SFIN: ULIF02505/10/21SUSTAIN EQU104)	1.25%	High	Pure Growth Fund (SFIN: ULIF02630/12/22PUREGROWTH104)	1.25%	High	Discontinuance Policy Fund	0.50%	Low
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Mortality Charge

The mortality charge will be levied on the basis of 'Sum at Risk' on every monthly anniversary by cancelling units from the unit account starting from the date of commencement of policy. The mortality charge will be on an attained age basis over the duration of the contract. The charge is per 1,000 of Sum at Risk and will depend on the gender and attained age of the Life Insured.

Sum at Risk (SAR) for both variants under the product is defined as follows: Maximum (Sum Assured, 105% of all premiums paid) less applicable partial withdrawals - Total Fund Value, 0)

Sample rates are provided for your reference. Charge per 1000 of Sum at Risk

Attained Age	Age 25	Age 35	Age 45	Age 55
Male	0.84	1.08	2.32	6.76
Female	0.84	0.94	1.77	5.00

Surrender / Discontinuance Charge**Single Premium Policies**

Discontinuance Charges for the policies having Single premium				
Where the policy is discontinued during the policy year	Upto ₹ 3,00,000/- are lower of		Above ₹ 3,00,000/- are lower of	
	Lower of (% of single premium or % of Fund Value)	Fixed amount (in ₹)	Lower of (% of single premium or % of Fund Value)	Fixed amount (in ₹)
1	2.00%	₹ 3,000	1.00%	6,000
2	1.50%	₹ 2,000	0.70%	5,000
3	1.00%	₹ 1,500	0.50%	4,000
4	0.50%	₹ 1,000	0.35%	2,000
5 and onwards	Nil	Nil	Nil	Nil

Limited / Regular Premium Policies

Discontinuance Charges for the policies having Annualized Premium				
When the policy is discontinued during the policy year	Upto ₹ 50,000/- are lower of		Above ₹ 50,000/- are lower of	
	Lower of (% of Annualised Premium or % of Fund Value)	Fixed amount (in ₹)	Lower of (% of Annualised Premium or % of Fund Value)	Fixed amount (in ₹)
1	20%	₹ 3,000	6%	6,000
2	15%	₹ 2,000	4%	5,000
3	10%	₹ 1,500	3%	4,000
4	5%	₹ 1,000	2%	2,000
5 and onwards	Nil	Nil	Nil	Nil

Switch

There is no limit on the number of switches done in a policy year i.e. You may switch any number of times without any charges being levied

Premium redirection

There is no charge for premium redirection. A maximum of six (6) premium redirections are allowed in any Policy year

Partial Withdrawal

Partial withdrawals are free of any charge. A maximum of twelve (12) partial withdrawals are allowed in any policy year.

Please note – All applicable taxes, cesses and levies as imposed by the Government from time to time will be levied on all charges as per the prevailing laws



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

[#]All Guaranteed benefits are subject to all premium paid.

Life insurance coverage is available in this product. The premium shall be adjusted on the due date even if it has been received in advance.

THE UNIT LINKED INSURANCE PRODUCTS DO NOT OFFER ANY LIQUIDITY DURING THE FIRST FIVE YEARS OF THE CONTRACT. THE POLICYHOLDER WILL NOT BE ABLE TO SURRENDER / WITHDRAW THE MONIES INVESTED IN UNIT LINKED INSURANCE PRODUCTS COMPLETELY OR PARTIALLY TILL THE END OF FIFTH YEAR.

Purchase by a bank's customer of any insurance products is purely voluntary, and is not linked to availment of any other facility from the bank.

Unit Linked Insurance Products (ULIPs) are different from the traditional insurance products and are subject to the risk factors. The premium paid in the Unit Linked Life Insurance Policies is subject to investment risks associated with capital markets and the NAVs of the units may go up or down based on the performance of fund and factors influencing the capital market and the insured is responsible for his / her decisions.

Axis Max Life Insurance is only the name of the insurance company and Axis Max Life Flexi Wealth Plus (UIN: 104L115V04) is only the name of the unit linked life insurance contract and does not in any way indicate the quality of the contract, its future prospects or returns. Please know the associated risks and the applicable charges from your Insurance agent or the Intermediary or policy document of the insurer. The various funds offered under this contract are the names of the funds and do not in any way indicate the quality of these funds, their future prospects or returns.

Please know the associated risks and the applicable charges from your Insurance agent or the Intermediary or policy document issued by the insurance company. The various funds offered under this contract are the names of the funds and do not in any way indicate the quality of these funds, their future prospects or returns. Past performance is not necessarily indicative of future performance.

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: <https://www.axismaxlife.com>

ARN: Axis Max Life/Brand/Flexi Wealth Plus/Leaflet/September 2025

IRDAI Regn. No. 104

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- 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