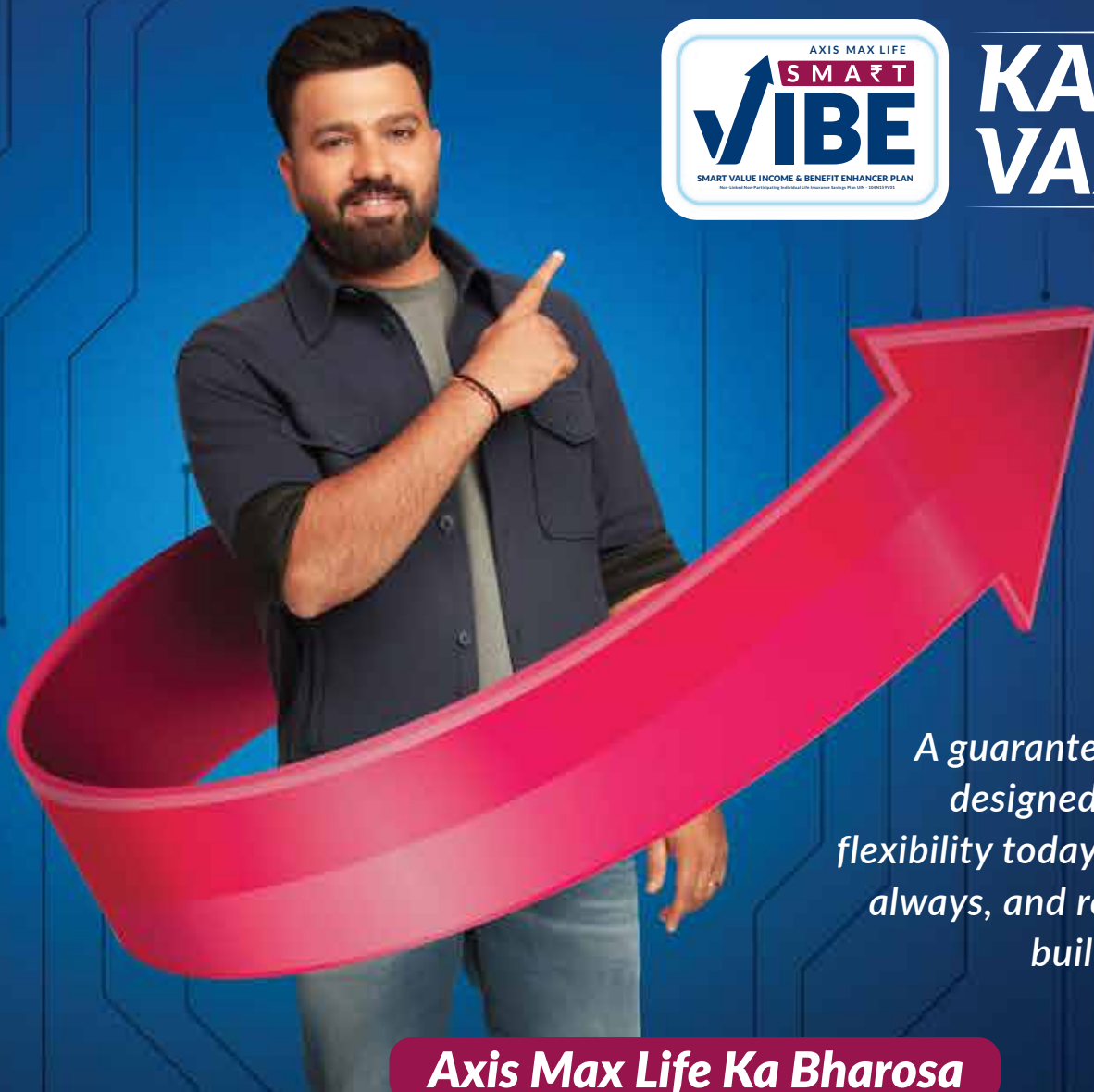


GUARANTEE KA BHAROSA.



KA VAADA.



*A guaranteed offering,
designed to give you
flexibility today, protection
always, and rewards that
build over time.*

Axis Max Life Ka Bharosa



Enjoy instant liquidity from the moment your policy is issued*



Stay protected through life's uncertainties with life cover, Policy Continuance Benefit[^], and riders[^]



Senior citizens can access liquidity during life's critical moments

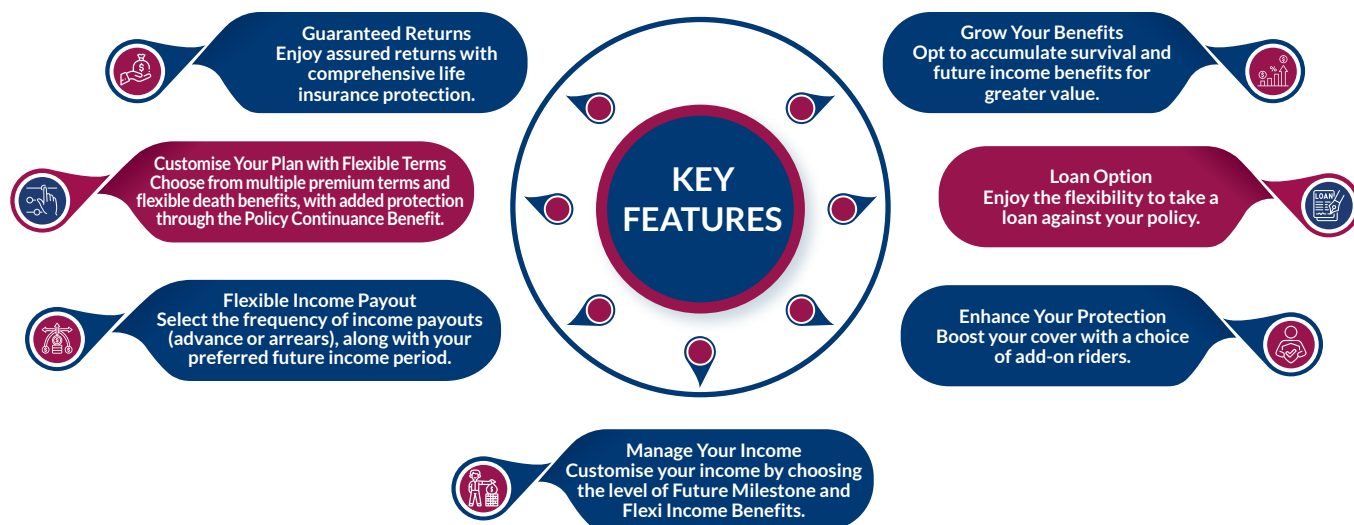


As flexible as your VIBE;
design your benefits your way

Unlock Your Financial Vibe From Day 1

Start strong with instant liquidity and lasting Bharosa

Axis Max Life Smart VIBE - Insta Wealth Variant



How does Smart VIBE - Insta Wealth Variant work?

Parameters	Scenario 1	Scenario 2	Scenario 3	Scenario 4
Age of the Life Insured (in years)	35	45	35	45
Gender	Male	Female	Female	Male
Premium Payment Term (in years)	15	12	10	15
Policy Term (in years)	20	15	15	20
Future Income Period (in years)	30			
Death Multiple	11 times		7 times	
Annualized Premium	Rs.1,00,000	Rs.2,00,000	Rs.5,00,000	Rs.10,00,000
Policy Continuance Benefit	No	No	No	No
Income Payout Frequency	Annual in Advance			
Enhance Maturity Boosters	—	Yes (Female Life)	Yes (Female Life)	Yes (Existing Customer)
Flexi Income Benefit Level	Level 3: 50%			
Future Milestone Benefit Level	Level 3: 100%			
Survival Benefits				
Flexi Income Benefit in 1st year (A)	Rs.50,000	Rs.1,00,000	Rs.2,50,000	Rs.5,00,000
Insta Income Benefit from 2nd year onwards till end of Policy Term (B)	Rs.43,654 p.a. (Total = Rs.8,29,426)	Rs.70,884 p.a. (Total = Rs.9,92,376)	Rs.1,66,975 p.a. (Total = Rs. 23,37,650)	Rs.4,45,330 p.a. (Total = Rs.84,61,270)
Maturity Benefits				
Enhance Maturity Boosters at Maturity Date (C)	—	Rs.20,000	Rs.50,000	Rs.1,00,000
Future Income Benefit for the duration of Future Income Period (D)	Rs. 43,654 p.a. (Total = Rs.13,09,620)	Rs.70,884 p.a. (Total = Rs.21,26,520)	Rs.1,66,975 p.a. (Total = Rs.50,09,250)	Rs.4,45,330 p.a. (Total = Rs.1,33,59,900)
Future Milestone Benefit at the end o f the Future Income Period (E)	Rs.15,00,000	Rs. 24,00,000	Rs.50,00,000	Rs.1,50,00,000
Total Benefit (A+B+C+D+E)	Rs. 36,89,046	Rs.56,38,896	Rs.1,26,46,900	Rs.3,74,21,170
Give-Get	2.46	2.35	2.53	2.49

Note: The Premium Payment Mode for the above mentioned Scenarios are at Annual Mode.

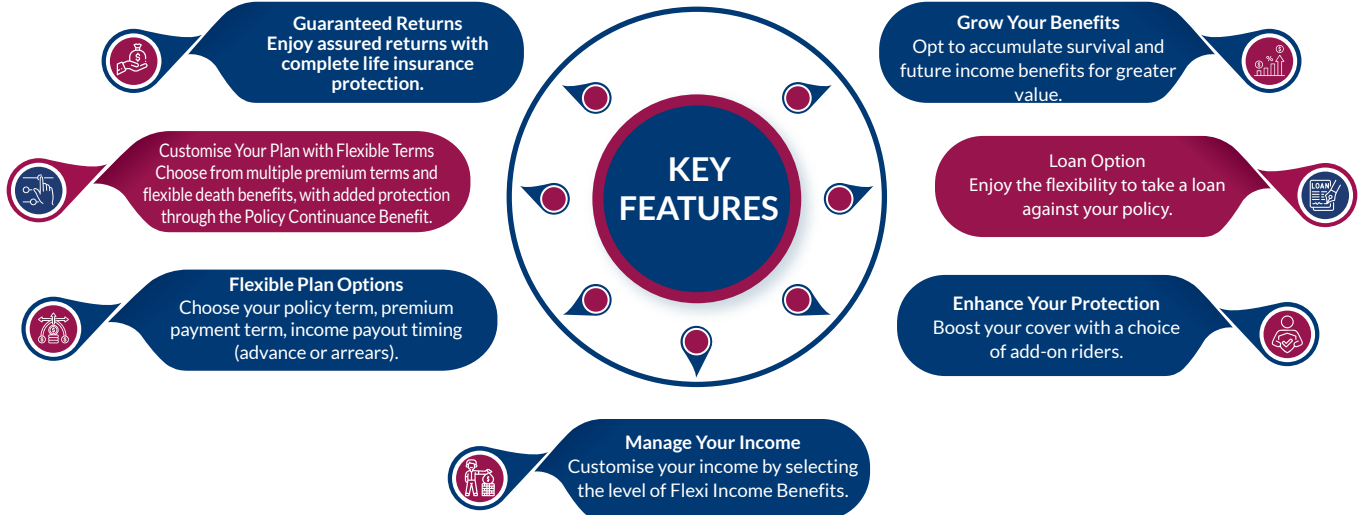
The Guaranteed Benefits mentioned above are applicable provided all due premiums have been paid. Furthermore, Accumulation of Survival Benefits Option or Riders have not been opted for the above mentioned Scenarios.

For more information, please refer to the Product Prospectus.

Liquidity Today. Growth Tomorrow. Bharosa Forever.

From Instant Liquidity To Final Day Maturity, It's all SMART

Axis Max Life Smart VIBE - Insta Wealth Boost Variant



How does Smart VIBE - Insta Wealth Boost Variant work?

Parameters	Scenario 1	Scenario 2	Scenario 3	Scenario 4
Age of the Life Insured (in years)	35	45	35	45
Gender	Female	Male	Female	Male
Premium Payment Term (in years)	10	12	15	15
Policy Term (in years)	35	35	30	35
Death Multiple	11 times		7 times	
Annualized Premium	Rs.1,00,000	Rs.200,000	Rs.5,00,000	Rs.10,00,000
Policy Continuance Benefit	No	No	No	No
Income Payout Frequency	Annual in Advance			
Enhance Maturity Boosters	Yes (Female Life)	Yes (Existing Customer)	Yes (Female Life)	No
Flexi Income Benefit Level	Level 3: 50%			
Survival Benefits				
Flexi Income Benefit in 1st year (A)	Rs.50,000	Rs.1,00,000	Rs.2,50,000	Rs.5,00,000
Insta Income Benefit from 2nd year onwards till end of Premium Payment Term (B)	Rs.50,000 p.a. (Total = Rs.4,50,000)	Rs.1,00,000 p.a. (Total = Rs.11,00,000)	Rs.2,50,000 p.a. (Total = Rs.35,00,000)	Rs. 5,00,000 p.a. (Total = Rs. 70,00,000)
MaturityBenefits				
Enhance Maturity Boosters at Maturity Date (C)	Rs.10,000	Rs.20,000	Rs.50,000	—
Guaranteed Maturity Benefit at Maturity Date (D)	Rs.17,50,390	Rs. 36,72,096	Rs.1,17,13,125	Rs.3,29,45,850
Total Benefit (A+B+C+D)	Rs.22,60,390	Rs. 48,92,096	Rs.1,55,13,125	Rs.4,04,45,850
Give-Get	2.26	2.04	2.07	2.70

Note: The Premium Payment Mode for the above mentioned Scenarios are at Annual Mode.

The Guaranteed Benefits mentioned above are applicable provided all due premiums have been paid. Furthermore, Accumulation of Survival Benefits Option or Riders have not been opted for the above mentioned Scenarios.

For more information, please refer to the Product Prospectus.

CHOOSE YOUR



SMART Comparison Table

Feature	Insta Wealth	Insta Wealth Boost
Flexi Income	✓	✓
Insta Income	✓ (till term end)	✓ (till PPT end)
Future Income Period	✓	✗
Future Income + Future Milestone Benefit	✓	✗
Guaranteed Maturity Benefit	✗	✓
Policy Continuance Benefit (PCB)	✓	✓
Premium Payment Term	8,10,12 & 15 years	8,10,12 & 15 years
Enhanced Maturity Boosters	✓	✓
Best For	Income + milestone planning	Early liquidity + large corpus

BHAROSA TUM HO



^Individual Death Claims Paid Ratio as per Audited Financials for FY 2023-2024 | *As per Public Disclosure for H1 FY 2024-2025.

The product name is Axis Max Life Smart VIBE (Value Income & Benefit Enhancer) Plan (Non-Linked Non-Participating Individual Life Insurance Savings Plan) with UIN: 104N159V01

The Brand Ambassadors as depicted herein, have endorsed only the Axis Max Life Insurance Products and are not in any manner endorsing Axis Bank Limited and do not have any kind of association or relationship with Axis Bank Limited.

*Income Benefits shall be paid within 7 days of policy issuance if Income is taken in Advance Mode.

^Policy Continuance Benefit (PCB) is available with each variant and choice of Riders to opt from to enhance your cover.

The above mentioned benefits are guaranteed, provided all due premiums are paid and the policy is in force.

For more information, please refer to the terms and conditions mentioned in the policy document and prospectus document of the product.

LIFE INSURANCE COVERAGE IS AVAILABLE IN THIS PRODUCT. APPLICABLE TAXES, CESSSES, AND LEVIES AS IMPOSED BY THE GOVERNMENT FROM TIME TO TIME WILL BE DEDUCTED FROM THE PREMIUMS RECEIVED.

#The above scenarios and characters are fictional and used for illustrative purposes only.

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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- 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