Axis Max Life Savings Advantage Plan
A Non-Linked Participating Individual Life Insurance Savings Plan
UIN: 104N111V04

PROSPECTUS

LIFE INSURANCE COVERAGE IS AVAILABLE IN THIS PRODUCT.

ABOUT AXIS MAX LIFE INSURANCE

Axis Max Life Insurance Limited is a Joint Venture between Max Financial Services Limited and Axis Bank Limited. Axis Max Life offers comprehensive protection and long-term savings life insurance solutions, through its multi-channel distribution including agency and third-party distribution partners. Axis Max Life has built its operations over two decades through a need-based sales process, a customer-centric approach to engagement and service delivery and trained human capital. As per public disclosures and annual audited financials for FY2024-25, Axis Max Life has achieved a gross written premium of INR 33,223 Cr.
For more information, please visit the Company's website at https://www.axismaxlife.com

AXIS MAX LIFE SAVINGS ADVANTAGE PLAN

All of us need a sound financial plan that can provide support to our family if an unexpected event were to happen. Life Insurance is a key element of any good financial plan. Also, in your life, you have short term goals and goals that are relatively longer in duration. For any kind of life stage need that you may have such as buying a car, planning for child's education/marriage, building corpus for your/spouse's retirement, etc., you need a financial instrument where you can systematically save for fulfilling all your life stage needs. What if your life insurance plan provides you a corpus at your desired milestone to meet your goals while providing risk coverage against exigencies?

Presenting ***Axis Max Life Savings Advantage Plan*** that will help you grow your systematic savings and build a corpus to address all your life stage needs while providing for risk coverage at the same time to take care of your loved ones in case of an exigency.

KEY FEATURES & BENEFITS OF AXIS MAX LIFE SAVINGS ADVANTAGE PLAN

This product offers you:

1. **Choice of Premium Payment Terms and Policy Terms**
   You have the flexibility to choose from various premium payment terms & policy terms as per your requirement. Thus, this feature enables you to decide the period for which you wish to save and the time when you need monies to fulfil your particular life stage need.

2. **Guaranteed Additions**
   This plan provides you guaranteed 5.5% of Guaranteed Sum Assured on Maturity as Guaranteed Additions at the end of each year for first five policy years to boost your benefits.

3. **Death Benefit**
   In case of death of the life insured on or before completion of 10 policy years, Guaranteed Death Benefit along with accrued Guaranteed Additions, Paid Up Additions (if any) & Terminal Bonus (if any) shall be payable.

   In case of death of the life insured after 10 policy years, 110% of Guaranteed Death Benefit along with accrued Guaranteed Additions, Paid Up Additions (if any) & Terminal Bonus (if any) shall be payable.

4. **Maturity Benefit**
   You enjoy 110% of Guaranteed Sum Assured on Maturity along with accrued Guaranteed Additions, accrued Paid Up Additions (if any) and Terminal Bonus (if any).

5. **Settlement and Commutation Benefit**

You/nominee, as the case may be, have the flexibility to convert the lumpsum maturity benefit/death benefit into regular income for 10 years basis your requirement.

6. Tax Benefit

You may be entitled to tax benefits on the premiums paid and benefits received by you as per the prevailing tax laws.

AXIS MAX LIFE SAVINGS ADVANTAGE PLAN AT A GLANCE

Brief Description about the plan

Axis Max Life Savings Advantage Plan is a Non-Linked Participating Individual Life Insurance Savings plan that offers:

- risk coverage throughout the Policy Term i.e.
  - a sum of Guaranteed Death Benefit, accrued Guaranteed Additions along with accrued Paid Up Additions (if any) and Terminal Bonus (if any) on Death of life insured on or before completion of 10 policy years
  - a sum of 110% of Guaranteed Death Benefit along with accrued Guaranteed Additions, accrued Paid Up Additions (if any) & Terminal Bonus (if any) in case of death of the life insured after 10 policy years
- a sum of 110% of Guaranteed Sum Assured on Maturity along with accrued Guaranteed Additions, accrued Paid Up Additions (if any) and Terminal Bonus (if any) on Maturity
- an option to convert the lumpsum Maturity/Death Benefit in equal monthly or annual installments for 10 years. At any time during the payout, you/nominee, as the case may be, can choose to commute the future incomes into lumpsum

Product Specifications

Type of Plan	A Non-Linked Participating Individual Life Insurance Savings Plan	
Coverage	All individuals (Males, Females, Transgender)	
Age of the Life Insured at Entry (age as on last birthday)	Minimum	Single Pay : 8 years Limited/Regular Pay : 0 years (91 days at the time of applying for this plan) Where the Life Insured is a minor in such a case the proposer should be either parent or legal guardian and must have insurable interest on the life of the minor. The risk coverage for minors will commence from the inception of the policy. Where the Policy has been issued on the life of a minor, the Policy will automatically vest on him on his attaining majority
	Maximum	Single Pay : 65 years Limited Pay : 60years If Entry age of Life insured is >=56 years then Entry age of Life Insured + Premium Payment Term is <=65 years Regular Pay : 45 years
Maturity Age of the Life Insured (age as on last birthday)	Minimum	18 years
	Maximum	Single Pay : 75 years Limited Pay : 80 years Regular Pay : 65 years
Premium Payment Term (PPT)	Single Pay	

<table>
<tr><td></td><td colspan="2">Limited Pay: 5 to 12 years
Regular Pay</td></tr>
<tr><td>Policy Term (PT)</td><td colspan="2">Single Pay : 10 years
Limited Pay : 10 to 30 years subject to Policy Term being greater than or equal to Premium Payment Term plus 5 years
Regular Pay : 20 to 30 years</td></tr>
<tr><td>Premium Payment Modes & Modal Factors</td><td colspan="2">The product allows annual, semi-annual, quarterly and monthly premium paying modes. The modal factors are as follows:
<table>
<tr><th colspan="2">Modal Factors</th></tr>
<tr><th>Premium Mode</th><th>Factor</th></tr>
<tr><td>Annual</td><td>1.000</td></tr>
<tr><td>Semi-Annual</td><td>0.520</td></tr>
<tr><td>Quarterly</td><td>0.265</td></tr>
<tr><td>Monthly</td><td>0.090</td></tr>
</table>
The Premium Payment mode can be changed anytime during the Policy term provided it meets minimum premium requirement criteria (as mentioned below) and GSAM remains unchanged.</td></tr>
<tr><td>Minimum Annual Premium</td><td colspan="2">Single Pay variant: The minimum premium is ₹1,00,000.
Limited Pay and Regular Pay variant: The minimum premium varies as per Policy Term and premium payment mode and is shown in table below:
<table>
<tr><th>Premium Payment Mode</th><th>Policy Term less than 15 years</th><th>Policy Term greater than or equal to 15 years</th></tr>
<tr><td>Annual</td><td>₹50,000</td><td>₹8,500</td></tr>
<tr><td>Semi-annual</td><td>₹27,500</td><td>₹6,000</td></tr>
<tr><td>Quarterly</td><td>₹15,000</td><td>₹4,000</td></tr>
<tr><td>Monthly</td><td>₹5,250</td><td>₹1,500</td></tr>
</table>
The minimum premium is exclusive of any applicable taxes, cesses and levies, as imposed by the government from time to time, modal extra and underwriting extra premium (if any).</td></tr>
<tr><td>Maximum Annual Premium</td><td colspan="2">No limit subject to limits determined in accordance with the Board approved underwriting policy of the Company</td></tr>
<tr><td rowspan="2">Guaranteed Sum Assured on Maturity (GSAM) (subject to minimum premium limit)</td><td>Minimum</td><td>Single Pay : ₹78,123

Limited Pay & Regular Pay :
Policy Term less than 15 years : ₹1,67,988
Policy Term greater than and equal to 15 years : ₹24,990</td></tr>
<tr><td>Maximum</td><td>No limit subject to limits determined in accordance with the Board approved underwriting policy of the Company</td></tr>
</table>

<table>
<tr>
<td>Guaranteed Sum Assured on Maturity Bands</td>
<td>
For PT < 15 years:
<table>
<tr><th>Band</th><th>GSAM Range (₹)</th></tr>
<tr><td>1</td><td><2,50,000</td></tr>
<tr><td>2</td><td>2,50,000 – 4,99,999</td></tr>
<tr><td>3</td><td>5,00,000 – 7,49,999</td></tr>
<tr><td>4</td><td>7,50,000 & above</td></tr>
</table>
For PT >= 15 years:
<table>
<tr><th>Band</th><th>GSAM Range (₹)</th></tr>
<tr><td>1</td><td>< 1,00,000</td></tr>
<tr><td>2</td><td>1,00,000 – 2,49,999</td></tr>
<tr><td>3</td><td>2,50,000 – 4,99,999</td></tr>
<tr><td>4</td><td>5,00,000 & above</td></tr>
</table>
</td>
</tr>
<tr>
<td>Annual Bonus</td>
<td>
The bonus shall be declared in the form of Paid Up Additions every year post completion of 2 Policy Years. Paid Up Additions shall be payable on earlier of surrender, death or maturity. However, in case of surrender, only surrender value of accrued Paid Up Additions (if any) shall be payable. Following bonus utilization options shall be available to You at the Proposal Form stage:

1. Paid Up Additions: The bonus once declared shall accrue and be payable in full on earlier of death or maturity. In case of surrender of policy, the surrender value of all accrued Paid Up Additions shall be payable to You. Paid Up Additions shall participate in future bonuses and You shall have the flexibility to partially/fully surrender the Paid Up Additions at any time during the Policy Term in which case the surrender value of the surrendered Paid Up Additions shall be payable. The minimum surrender value of surrendered Paid Up Additions shall not be less than ₹5,000. Please note that this option will not be allowed in case the Policy is in Reduce Paid-up mode.

2. Premium Offset: Upon declaration of Paid Up Additions each year, the surrender value of Paid Up Additions shall be utilized to offset the future premium. In the event where the surrender value of Paid Up Additions exceeds the Premium payable by You to Us under this Policy, We shall pay such balance to You. However, if the surrender value of Paid Up Additions is not sufficient to offset the Premium payable by You to Us under this Policy, then, You shall pay the balance Premium to Us. After completion of the Premium Payment Term, surrender value of Paid Up Additions shall be payable to You every year till the end of Policy Term. There is no minimum limit for utilizing Paid Up Additions to offset future premiums.

3. Paid In Cash: Upon declaration of Paid Up Additions each year, the surrender value of Paid Up Additions shall be payable to You every year till the end of Policy Term.

The surrender value of the Paid Up Additions will be determined basis the surrender value factor for Paid Up Additions. Please note that these rates are fixed, but may be revised by Us basis the actual experience of the company, subject to prior approval from the IRDAI.

You can change the bonus option anytime during the Policy Term by giving Us a written request, which shall than be effective from the subsequent Policy Anniversary.

The bonus option will automatically change to Paid Up Additions, if not already the case, in case of assignment of the Policy.
</td>
</tr>
<tr>
<td>Terminal Bonus</td>
<td>Terminal Bonus is an additional bonus paid only ONCE, on earlier of death, surrender or maturity, provided the policy has been in force for at least five years i.e. payable in case of claims made from</td>
</tr>
</table>

	end of 60th month onwards. However, in case of Surrender, only the Surrender Value of Terminal Bonus shall be payable.	
Maturity Benefit	Payable on Maturity of the policy provided the policy is in-force	In case the life insured has survived till the end of policy term, following shall be payable on maturity: Sum of: a) 110% of Guaranteed Sum Assured on Maturity b) Accrued Guaranteed Additions c) Accrued Paid Up Additions, if any d) Terminal Bonus, if any "**Sum Assured on Maturity**" means an absolute amount of benefit which is guaranteed to become payable at the end of the policy term i.e. on maturity of the policy in accordance with the terms and conditions of the policy. **Settlement and Commutation Option** You have following two settlement options available to receive the 'Maturity Benefit': a) **Lump Sum Benefit:** You can choose to take the entire 'Maturity Benefit' as lump sum payout. b) **Regular Monthly/Annual Income for 10 years:** You can choose to take the 'Maturity Benefit' as monthly income payable over 120 months or annual income payable over 10 years. The terms of the settlement option shall vary depending upon the prevailing investment conditions at the time of settlement. The then interest rate at which the settlement option shall be valued will be based on the 5 year G-Sec yield, prevailing at that time. Each year, on April 1, We shall set the rate for Settlement option equal to the yield on 5 year G-Sec as on March 31 of that year (basis FBIL website). At any time during the income phase, You shall have the right to commute the remaining payouts by submitting a written request to Us. On receipt of such a request, We shall pay present value of all future payouts to You discounted at the rate applicable at the time of exercising the settlement option. Once the option for settlement is exercised by You, the rate declared shall become guaranteed. The same rate shall also get applicable in case You opt for commutation of remaining payouts during the income phase. Please note that this option can be exercised by You by submitting a written request to Us at least 15 days prior to the date of maturity of the policy.
Death Benefit	Payable on the death of the Life Insured	**<u>For Single Pay variant</u>** A sum of following shall be payable: a) Guaranteed Death Benefit b) Accrued Guaranteed Additions c) Accrued Paid Up Additions (if any) d) Terminal Bonus (if any) where, Guaranteed Death Benefit for Single Pay variant is defined as higher of:

		• 125% of the Single Premium • Guaranteed Sum Assured on Maturity • Any absolute amount assured to be paid on death (which is 110% of Guaranteed Sum Assured on Maturity) **<u>For Limited Pay and Regular Pay variant</u>** **Death of Life Insured before or on completion of 10 policy years** A sum of following shall be payable: a) Guaranteed Death Benefit b) Accrued Guaranteed Additions c) Accrued Paid Up Additions (if any) d) Terminal Bonus (if any) **Death of Life Insured after completion of 10 policy years** A sum of following shall be payable: a) 110% x Guaranteed Death Benefit b) Accrued Guaranteed Additions c) Accrued Paid Up Additions (if any) d) Terminal Bonus (if any) where, Guaranteed Death Benefit for Limited Pay and Regular Pay variant is defined as higher of: • 11 times the (Annualised Premium *plus* underwriting extra premium, if any) • 105% of (total premiums paid *plus* underwriting extra premium *plus* loading for modal premiums as on the date of death of Life Insured) • Guaranteed Sum Assured on Maturity • Any absolute amount assured to be paid on death (which is 110% of Guaranteed Sum Assured on Maturity) "**Annualised Premium** shall be the premium amount payable in a Policy Year excluding the Underwriting Extra Premium, loadings for modal premium, Rider Premiums and applicable taxes, cesses or levies. **Total Premiums Paid** means total of all the premiums paid under the base plan, excluding any extra premium and taxes, if collected explicitly. **Underwriting Extra Premium** means an additional amount charged by Us, as per Underwriting Policy, which is determined on the basis of disclosures made by Policyholder in the Proposal Form or any other information received by Us including medical examination report of the Life Insured. **Settlement and Commutation Option** Settlement Option can be exercised by You/nominee only at the time of receiving the 'Death Benefit' under this plan. You/nominee have following two settlement options available to receive the 'Death Benefit': **a) Lump Sum Benefit:** You/nominee can choose to take the entire 'Death Benefit' as lump sum payout. **b) Regular Monthly/Annual Income for 10 years:** You/nominee can choose to take 12.46% of 'Death Benefit' as annual income payable for 10 years, or 1.07% of 'Death Benefit' as monthly income payable for 120 months. The income will be payable from the monthly policy anniversary following the date of death of Life Insured.

		At any time during the income phase, You/nominee shall have the right to commute the remaining payouts by submitting a written request to Us. On receipt of such a request, We shall pay present value of all future payouts discounted at the rate of 5.25% p.a. to You/nominee.
Terminal Illness	Life Insured suffering from Terminal Illness	While this Policy is in force (including RPU mode), should the Life Insured be diagnosed to be suffering from a disease which, in the opinion of a Medical Practitioner and the concurrence of Company's appointed doctor, is likely to lead to the death of the Life Insured within six months from the date of such certification from the Medical Practitioner, the Company shall, at the your request, pay the Benefits to the Life Insured under this policy as follows: Up to 50% of the Guaranteed Maturity Sum Assured at the date of intimation (or RPU Sum Assured, if applicable), subject to maximum cumulative amount of 10 lakhs under all policies which provide for the Terminal Illness Benefit, then in force with the Company, on the approval of Terminal Illness claim filed; and upon the payment of Terminal Illness Benefit(s), the benefits under all policies then in force with the Company with respect to the Life Insured, which provide for this Terminal Illness Benefit, will be proportionately reduced and will be payable in accordance with the terms of the respective policies. The Terminal Illness Benefit paid will be offset from the policy proceeds at the time of termination of the policy (Death, Surrender or Maturity). Terminal Illness benefit can be availed only once during the policy term. During the period of survival of the Life Insured all premiums due shall be paid to keep this policy in force and the bonuses will be paid on the original Guaranteed Sum Assured on Maturity.
Riders	The product offers following 3 riders: 1. **Axis Max Life Term Plus Rider** (UIN – 104B026V04) This rider provides additional risk coverage in case of death of life insured. 2. **Axis Max Life Accidental Death & Dismemberment Rider** (UIN – 104B027V05) This rider provides additional benefit in case of death of life insured or dismemberment of life insured caused due to accident. 3. **Axis Max Life Waiver Of Premium Plus Rider** (UIN – 104B029V06) This rider provides waiver for all future premiums under a policy on earlier happening of either of the following events, provided the policy is in force: a) Critical Illness; or b) Dismemberment; or c) Death (only when Life Insured and Policyholder are different individuals) 4. **Axis Max Life Critical Illness and Disability Rider** (UIN - 104B033V02) This rider provides additional lump sum benefit in case of critical illness diagnosis. • The above riders and their subsequent versions may be attached with this product or any future versions of this product. • There is no overlap in benefit offered under different riders & base product, and benefits wherever applicable, shall be payable in addition to the base benefits. • A rider, if any, will not be offered if the term of the rider exceeds outstanding term under the base policy. Please refer to the respective Rider Prospectus for more details or visit https://www.axismaxlife.com	

<table>
<tr><td>Rates</td><td colspan="2">Premium rates and the benefits are uni-sex (same for male, female and transgender) and uni-smoker.

This plan can also be offered to sub standard lives with extra mortality charges subject to limits determined in accordance with the Board approved underwriting policy of the Company.</td></tr>
<tr><td>Loan Provision</td><td>After the policy has acquired Surrender Value</td><td>Policy loans will be available under this product subject to the maximum limits as defined below. Deferment period is equal to Policy Term less the Premium Payment Term as chosen by you.

<table><tr><th>Deferment Period (Policy Term less PPT)</th><th>Maximum Loan Amount as % of SSV</th></tr><tr><td><=15</td><td>80%</td></tr><tr><td>>15</td><td>50%</td></tr></table>
The loan conditions will be similar to existing Terms and Conditions of policy loans at Axis Max Life Insurance.

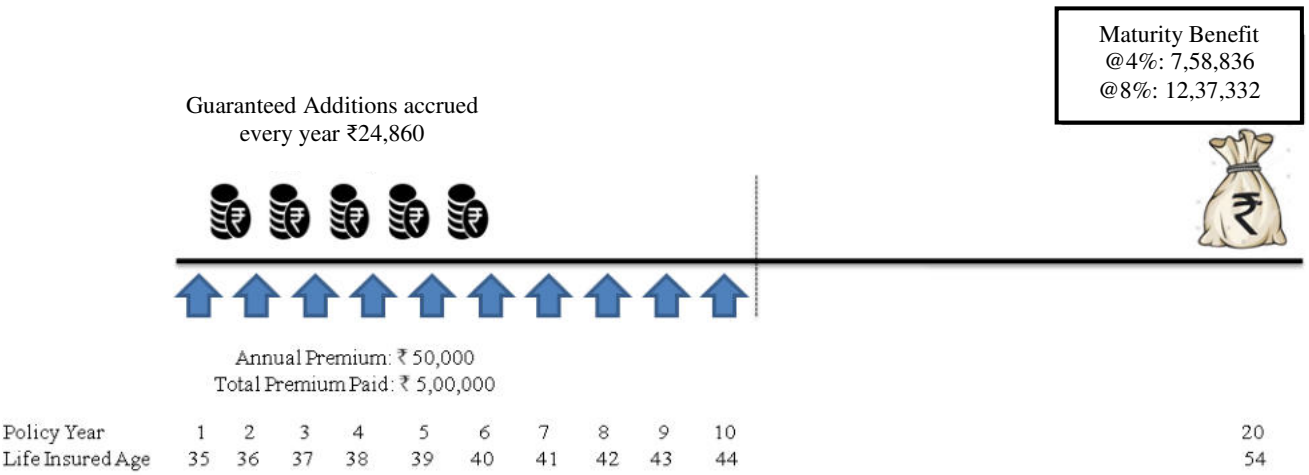
The minimum loan amount that can be granted under the policy at any time will be ₹10,000.

The current loan interest rate is set at 9.75% p.a. compounded annually and is based on the RBI Bank rate of 6.75% p.a. prevailing as at 31st March 2024 plus a margin of 3%.</td></tr>
</table>

HOW DOES AXIS MAX LIFE SAVINGS ADVANTAGE PLAN WORK FOR YOU?

Case Study: Mr. Bajaj, aged 35 years, pays a premium of ₹50,000 in Axis Max Life Savings Advantage Plan on an annual mode. He opts for 10 year Premium Payment Term & 20 year Policy Term. His GSAM is ₹ 4,51,998. Let's see how this plan would work for him:

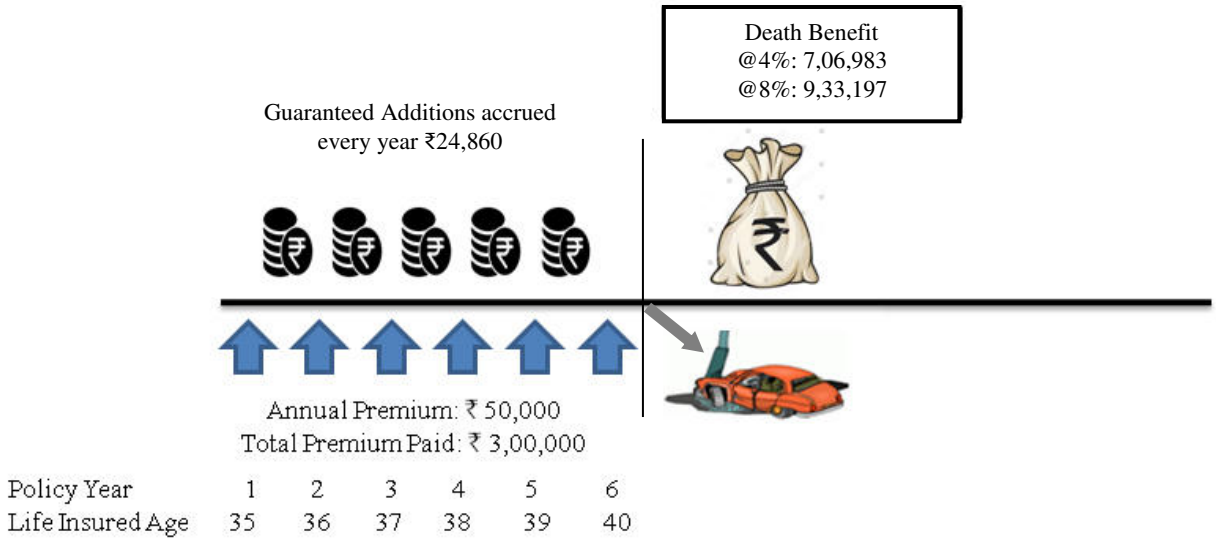
Scenario 1: Mr. Bajaj survives through the Policy Term



**Important Notes*

1. Kindly note that the above case studies are only examples and do not in any way create any rights and/or obligations. The actual experience of the policy may be different from what is shown above. The above scenarios are depicted at assumed rate of returns with 4% and 8% and these are not the upper or lower limits of what one can expect from this policy, as it is dependent on number of factors including future investment performance.
2. You may be entitled to certain applicable tax benefits on your premiums and Policy benefits. Please note that 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 an independent tax advice.
3. Bonuses are non-guaranteed and are declared at the sole discretion of the Company.
For more information, please request for your Policy specific benefit illustration.

Scenario 2: Mr. Bajaj meets with an accident and dies in the 6th policy year:



**Important Notes*
1. Kindly note that the above case studies are only examples and do not in any way create any rights and/or obligations. The actual experience of the policy may be different from what is shown above. The above scenarios are depicted at assumed rate of returns with 4% and 8% and these are not the upper or lower limits of what one can expect from this policy, as it is dependent on number of factors including future investment performance.
2. You may be entitled to certain applicable tax benefits on your premiums and Policy benefits. Please note that 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 an independent tax advice
3. Bonuses are non-guaranteed and are declared at the sole discretion of the Company.

TAX BENEFIT

You may be entitled to certain applicable tax benefits under Section 80 (C) and Section 10(10D) of Income Tax Act 1961 on your premiums and Policy benefits respectively as per prevailing tax laws. Tax benefits are subject to change in tax laws. It is advisable to seek an independent tax advice.

SURRENDER / PREMIUM DISCONTINUANCE/POLICY REVIVAL TERMS

What happens when you surrender the policy?
The Policy cannot be surrendered before it has acquired the Surrender Value. However, if the Policy has been surrendered post it has acquired the Surrender Value, then the same shall be payable to you.

Surrender Value is defined as the higher of Guaranteed Surrender Value (GSV) or Special Surrender Value (SSV) where,

Guaranteed Surrender Value (GSV)

The policy acquires a Guaranteed Surrender Value as follows:

- **Single Pay variant:** Immediately on the payment of single premium
- **Limited and regular Pay variant:** On payment of two full years' premium.

The GSV is defined as sum of:
i) GSV of Base
ii) GSV of accrued Guaranteed Additions (if any)
iii) GSV of accrued Paid up Additions (if any)

where,
GSV of Base = GSV Factor * (Total Premiums paid *plus* loading for modal premiums for base policy)

The GSV factor of the policy is as follows:

Policy Year	% of (Total Premiums paid for Base policy excluding Extra Premium (if any))	
	Single Pay	Limited and Regular Pay
1	75%	NIL
2	75%	30%
3	75%	35%
4	90%	50%
5	90%	52%
6	90%	54%
7	90%	56%
8 +	90%	Graduating linearly from 56% to 90% during the last two policy years Minimum (56% + [(34% x (N-7)) /(Policy Term - 8)], 90%) N : Year of Surrender

Special Surrender Value (SSV)

The policy acquires a Special Surrender Value as follows:

- **Single Pay variant:** Immediately on the payment of single premium
- **Limited and regular Pay variant:** After completion of first policy year provided one full year premium has been received

Special Surrender Value shall become payable after completion of first policy year provided one full year premium has been received. However, for single premium policies, SSV shall become payable immediately after the receipt of single premium.

The SSV is defined as sum of:

- SSV of Base
- Surrender Value of Accrued Guaranteed Additions (if any)
- Surrender Value of Accrued PUA (if any)
- Surrender Value of Terminal Bonus (if any)

The SSV is not guaranteed and may be revised subject to prior approval from the IRDAI, basis changing investment returns and/or market values of underlying assets.

What happens when you discontinue paying the Premiums?

In case the premium is not paid by the premium due date, a Grace Period of thirty (30) days from the due date for payment of each premium will be allowed for all premium paying modes except for monthly mode, where a grace period of only fifteen (15) days will be allowed. During this Grace Period, the risk cover will continue.

In case the premium is not paid by the expiry of the Grace Period, the following provisions will apply:

A) Discontinuance of Payment of Premium before the Policy has acquired surrender value

If you don't pay the due premium during the grace period, on expiry of the grace period, the Policy shall Lapse w.e.f. the due date of unpaid premium, insurance cover will be stopped and no benefits shall be payable, however, you will have the option to revive the Policy within 5 years from the due date of unpaid premium.

B) Discontinuance of Payment of Premium after the Policy has acquired surrender value

If you don't pay the due premium during the grace period, on expiry of the grace period, the Policy shall become Reduced Paid Up (RPU) Policy w.e.f. the due date of unpaid premium.

Following benefits will be reduced and calculated using the formulae mentioned below:

- **RPU Guaranteed Sum Assured on Maturity** = RPU Factor X Guaranteed Sum Assured on Maturity

- **RPU Guaranteed Death Benefit** = Guaranteed Death Benefit X RPU Factor.

  Where RPU Factor shall be the **ratio** of the "total period for which premiums have already been paid" **to** the "maximum period for which premiums were originally payable".

The Death Benefit and Maturity Benefit for a Policy in RPU mode will be as follows:

- **Maturity Benefit for a RPU Policy:** On maturity of Policy in RPU status, the following benefits will be paid:
  - 110% of RPU Guaranteed Sum Assured on Maturity
  - Accrued Guaranteed Additions
  - Accrued Paid Up Additions (if any)
- **Death Benefit for a RPU Policy On or Before Completion of 10 policy years:** On death of life insured on or before completion of 10 policy years, the following benefits will be paid
  - RPU Guaranteed Death Benefit
  - Accrued Guaranteed Additions
  - Accrued Paid Up Additions (if any)
- **Death Benefit for a RPU Policy After Completion of 10 Policy Years:** On death after completion of 10 policy years of a Policy, the following benefits will be paid
  - 110% x RPU Guaranteed Death Benefit
  - Accrued Guaranteed Additions
  - Accrued Paid Up Additions (if any)

Settlement and Commutation Options are available for policy in Reduced Paid Up mode.

RPU policies will not participate in future bonuses. Once the policy becomes RPU, all rider benefits will cease. Surrender of accrued Paid Up Additions will not be allowed for RPU policies

The death benefit during the entire Policy Term will not be less than 105% of (Total Premiums Paid plus underwriting extra premiums plus loadings for modal premiums), as on the date of death of life insured.

What happens when you wish to revive your Policy?

A) Revival of lapsed Policy

Once the policy has lapsed, it can only be revived within a revival period of five years from the due date of first unpaid premium subject to following conditions:

- You paying all overdue premiums, together with interest and / or late fee determined by us from time to time

No. of Days between lapse and revival of policy	Late fee
0-60	Nil
61-180	RBI Bank Rate + 1% p.a. compounded annually on due premiums.
>180	RBI Bank Rate + 3% p.a. compounded annually on due premiums.

- You producing an evidence of insurability of the life insured at your own cost which is acceptable to us

- The revival of the Policy shall take effect only after revival of the Policy is approved by Axis Max Life Insurance basis the Board approved underwriting policy and communicated to you in writing If a lapsed Policy is not revived within five years, the Policy shall be terminated and no value is payable to you

If a lapsed policy is not revived within five years, the Policy shall be terminated and no value is payable to you. However, if a Policy under Reduced Paid Up Mode is not revived within the Revival Period then, it will not terminate and will continue to be under Reduced Paid Up Mode for the remaining part of the Policy Term.

B) Revival of Reduced Paid Up Policy

After a policy has acquired Surrender Value, the policy shall not lapse. In case of premium discontinuance, the policy will by default become Reduced Paid Up (RPU). A Reduced Paid Up policy can be revived within a revival period of five years from the due date of first unpaid premium subject to the following conditions:

- You paying all overdue premiums, together with interest and / or late fee determined by us from time to time The 'RBI Bank Rate' for the financial year ending 31st March (every year) will be considered for determining the revival late fee.
- You producing an evidence of insurability of the Life Insured at your own cost which is acceptable to Us.
- The revival of the Policy shall take effect only after revival of the policy is approved by Axis Max Life Insurance and communicated to you in writing.

Once the policy has been revived, all the accrued bonuses, Guaranteed Additions and other benefits will get reinstated to original levels, which would have been the case had the policy remained premium paying all throughout.

If a reduced paid up policy is not revived within five years of it becoming reduced paid up, then the policy cannot be revived and will continue as reduced paid up for the rest of the policy term

TERMINATION OF POLICY

This Policy will terminate upon the happening of any of the following events:

- the date on which We receive free look cancellation request
- the date of intimation of repudiation of the death claim by Us in accordance with the provisions of this Policy;
- on the expiry of the Revival Period, if the Lapsed Policy has not been revived. However, if a Policy under Reduced Paid Up Mode is not revived within the Revival Period then, it will not terminate and will continue to be under Reduced Paid Up Mode for the remaining part of the Policy Term
- on the date of payment of Surrender Value
- on the Maturity Date
- on the death of the Life Insured

TERMS AND CONDITIONS

We urge you to read this prospectus and the benefit illustration, understand the plan details & how it works before you decide to purchase this Policy.

Free Look Period

You have 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 you disagree to any of the policy terms or conditions, or otherwise, you shall have the option to return the policy for cancellation, stating the reasons for the same.

Irrespective of the reasons mentioned, you 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.

Grace Period

A grace period of thirty (30) days from the due date for payment of each premium will be allowed for all premium paying modes except for monthly mode, where a grace period of only fifteen (15) days will be allowed. During the grace period, the Company will accept the premium without interest.

The insurance coverage continues during the grace period but if the Life Insured dies during the grace period, the Company shall be entitled to deduct the unpaid premium from the benefits payable under the Policy.

Exclusion

If the Life Insured dies by suicide within 12 months from the date of inception of the policy (date of commencement of risk under the policy)or the date of revival of policy, the policy shall terminate immediately. In such cases, the Company shall pay either:

- Higher of Surrender Value available on the date of death or (total premiums paid *plus* underwriting extra premiums paid *plus* loadings for modal premiums paid) till date of death, in case the policy has acquired a surrender value; or
- Total premiums Paid *plus* underwriting extra premiums paid *plus* loadings for modal premiums paid till date of death, in case the policy has not acquired a surrender value provided the policy is in force.

Full Disclosure & Incontestability

We draw your attention to Section 45 and statutory warning under Section 41 of the Insurance Act 1938 as amended from time to time – which reads as follows:

Section 45 of the insurance Act, 1938 as amended from time to time states that:

(1) No policy of life insurance shall be called in question on any ground whatsoever after the expiry of three years from the date of the policy, i.e. from the date of issuance of the policy or the date of commencement of risk or the date of revival of the policy or the date of the rider to the policy whichever is later.

(2) A policy of life insurance may be called in question at any time within three years from the date of issuance of the policy or the date of commencement of risk or the date of revival of the policy or the date of the rider to the policy, whichever is later, on the ground of fraud:

Provided that the insurer shall have to communicate in writing to the insured or the legal representatives or nominees of the insured the grounds and materials on which such decisions are based.
Explanation I – For the purposes of this sub-section, the expression "fraud" means any of the following acts committed by the insured or by his agent, with the intent to deceive the insurer or to induce the insurer to issue a life insurance policy:

- the suggestion, as a fact of that which is not true and which the insured does not believe to be true;
- the active concealment of fact by the insured having knowledge or belief of the fact;
- any other act fitted to deceive; and
- any such act or omission as the law specially declares to be fraudulent.

Explanation II – Mere silence as to facts likely to affect the assessment of the risk by the insurer is not fraud, unless the circumstances of the case are such that regard being had to them, it is the duty of the insured or his agent, keeping silence to speak, or unless his silence is, in itself, equivalent to speak.

(3) Notwithstanding anything contained in sub-section (2) no insurer shall repudiate a life insurance policy on the ground of fraud if the insured can prove that the mis-statement of or suppression of a material fact was true to the best of his knowledge and belief or that such mis-statement of or suppression of a material fact are within the knowledge of the insurer:

Provided that in case of fraud, the onus of disproving lies upon the beneficiaries, in case the member is not alive.
Explanation – A person who solicits and negotiates a contract of insurance shall be deemed for the purpose of the formation of the contract, to be the agent of the insurer.

(4) A policy of the life insurance may be called in question at any time within three years from the date of issuance of the policy or the date of commencement of risk or the date of revival of the policy or the date of the rider to the policy, whichever is later, on the ground that any statement of or suppression of a fact material to the expectancy of the life of the insured was incorrectly made in the proposal or other document on the basis of which the policy was issued or revived or rider issued:

Provided that the insurer shall have to communicate in writing to the insured or the legal representatives or noinees of the insured the grounds and material on which such decision to repudiate the policy of life insurance is based:

Provided further that in case of repudiation of the policy on the ground of misstatement or suppression of a material fact, and not on the ground of fraud, the premiums collected on the policy till the date of repudiation shall be paid to

the insured or the legal representatives or nominees of the insured within a period of ninety days from the date of such repudiation

Explanation – For the purposes of this sub-section, the mis-statement of or suppression of fact shall not be considered material unless it has a direct bearing on the risk undertaken by the insurer, the onus is on the insurer to show that had the insurer been aware of the said fact no life insurance policy would have been issued to the insured.

(5) Nothing in this section shall prevent the insurer from calling for proof of age at any time if he is entitled to do so, and no policy shall be deemed to be called in question merely because the terms of the policy are adjusted on subsequent proof that the age of the life insured was incorrectly stated in the proposal.

Prohibition of Rebates: Section 41 of the Insurance Act, 1938 as amended from time to time states:

(1) No person shall allow or offer to allow, either directly or indirectly, as an inducement to any person to take or renew or continue an insurance in respect of any kind of risk relating to lives or property in India, any rebate of the whole or part of the commission payable or any rebate of the premium shown on the policy, nor shall any person taking out or renewing or continuing a policy accept any rebate, except such rebate as may be allowed in accordance with the published prospectuses or tables of the insurer:

Provided that acceptance by an insurance agent of commission in connection with a policy of life insurance taken out by himself on his own life shall not be deemed to be acceptance of a rebate of premium within the meaning of this

sub-section if at the time of such acceptance the insurance agent satisfies the prescribed conditions establishing that he is a *bona fide* insurance agent employed by the insurer.

(2) Any person making default in complying with the provisions of this section shall be liable for a penalty which may extend to ten lakh rupees.

Nomination

Nomination shall be applicable in accordance with provisions of Section 39 of the Insurance Act 1938, as amended from time to time.

Assignment

Assignment shall be applicable in accordance with provisions of Section 38 of the Insurance Act 1938, as amended from time to time.

Rights and Responsibility of the Nominee

In case of death of the Life Insured during the term of the Policy, the nominee will be entitled to receive the benefits secured under the Policy.
In addition, while processing claim for the death benefit / maturity benefit, the nominee will be required:
1) To produce all the necessary documents.
2) To give valid discharge for the payment of the benefits secured under the Policy.

Expert Advice at Your Doorstep

Our distributors have been professionally trained to understand and evaluate your unique financial requirements and recommend a Policy which best meets your needs. With experienced and trained distributors, we are fully resourced to help you achieve your life's financial objectives. Please call us today. We would be delighted to meet you.

Important Notes:

- This is only a prospectus. It does not purport to be a contract of insurance and does not in any way create any rights and/or obligations. All the benefits are payable subject to the terms and conditions of the Policy.
- Underwriting Extra Premium may be charged for sub-standard lives.
- Benefits are available provided all premiums are paid, as and when they are due.
- Taxes, cesses & levies as imposed by the Government from time to time would be levied as per applicable laws.
- Insurance is the subject matter of solicitation.
- Life Insurance coverage is available in this product.
- All policy benefits are subject to policy being in force.
- "We", "Us", "Our" or "the Company" means Axis Max Life Insurance Limited.
- "You" or "Your" means the Policyholder.
- Policyholder and Life Insured can be different under this product.

Should you need any further information from us, please do not hesitate to contact on the below mentioned address and numbers. We look forward to have you as a part of the Axis Max Life family.

For other terms and conditions, request your Agent Advisor or intermediaries for giving a detailed presentation of the product before concluding the sale.

CONTACT DETAILS OF THE COMPANY

Company Website:

https://www.axismaxlife.com

CIN: U74899PB2000PLC045626

Registered Office:
Axis Max Life Insurance Limited
419, Bhai Mohan Singh Nagar,
Railmajra,
Tehsil Balachaur,
District Nawanshahr,
Punjab - 144 533
Tel: 01881-462000

Communication Address
Axis Max Life Insurance Limited
Plot No. 90C, Sector 18, Udyog Vihar,
Gurugram – 122015, Haryana, India.
Tel No.: 0124-4219090

Customer Helpline Numbers: 1860 120 5577

Customer Service Timings: 9:00 AM - 6:00 PM Monday to Saturday (except National holidays) or 'Life' to 5616188

Disclaimers:
Axis Max Life Insurance 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)-122002. 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. Insurance is the Subject matter of solicitation.. You can call us on our Customer Helpline No. 1860 120 5577.
the time of payment of premium or receipt of benefits by you. Tax benefits are subject to changes in tax laws. Insurance is the Subject matter of solicitation.. You can call us on our Customer Helpline No. 1860 120 5577.
Website: https://www.axismaxlife.com

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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.