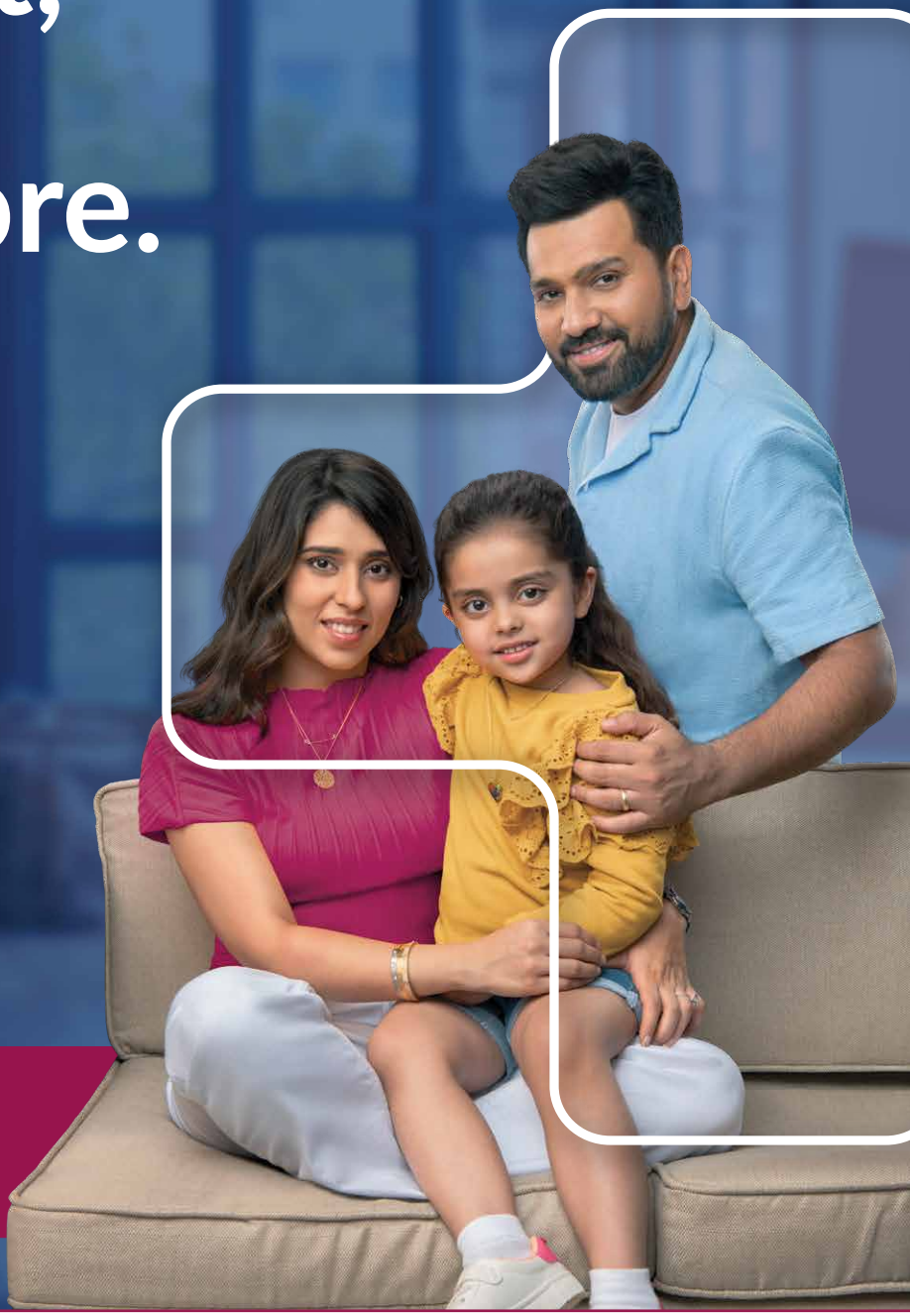
AXIS MAX LIFE INSURANCE

Live Smart, Live a Life of More.



Presenting

SWAG PAR+

AXIS MAX LIFE SMART WEALTH ADVANTAGE GROWTH PAR PLAN

Non-Linked Participating Individual Life Insurance Savings Plan | UIN: 104N135V03

A smart generation plan that offers you more pluses than ever before. With features like early income + guaranteed income*** + enhanced protection + enhanced flexibility, it encourages your family to live the plus life!

Let your family live a life of more because for them

BHAROSA TUM HO

- Early Liquidity^^ starting from 1st policy year**
- Regular Cash Bonus% Advantage
- Comprehensive Protection (Policy Continuance Benefit@ + Accidental Death Benefit&)
- Flexibility to choose your Policy Term from 10# to 40 years

HOW DOES THIS PLAN WORK?

Here are the steps to make your Policy.

Step 1: Choose your variant

Step 2: Enhance your cover with PCB or Riders

Step 3: Choose your Premium amount and

Step 4: Customize your income stream[1]

Outcome: With this 4 step journey, be assured to protect your family with a Life Cover and Savings benefits.

PLAN BENEFITS IN DETAIL

VARIANT	YOU GET			
	SURVIVAL BENEFIT	**MATURITY BENEFIT**	**DEATH BENEFIT**	
	Survival benefit varies with the variant chosen and payable in the form of Cash Bonus and Guaranteed Income, if applicable or declared.	Maturity Benefit for all the Variants	The death benefit under this plan varies with your choice of Policy Continuance Benefit.	
Insta Income	Cash Bonus^ (% of Annualised Premium) if any, payable from 1st Policy Year till end of Policy Term; ^Annual bonus rates for each of the categories differ and are declared based on the performance of the participating fund.	Sum of following shall be payable on completion of policy term (provided all due premiums were paid and the policy is in-force): a. Sum Assured on Maturity b. Accrued Survival Benefit (if any) c. Additional Benefit on Maturity (in case of female life) d. Terminal Bonus (if declared) Where Sum Assured on Maturity (SAM) is the amount which is guaranteed to become payable on maturity of the policy, in accordance with the terms and conditions of the policy. Sum Assured on Maturity is % of total premium paid and varies from 100% to 175% for Insta Income Variant and is equal to 100% for Insta Income Boost and Future Income variant. Where Additional Benefit on Maturity is equal to 10% of Sum Assured on Maturity, only applicable for female lives. Any accrued survival benefit, if not already paid shall be paid in addition. Please refer section "Accrual of Survival Benefits" for related details.	Without Policy Continuance Benefit: In case of an unfortunate demise of the Life Insured during the policy term, while the policy is in-force, the Death Benefit shall be higher of: i) 100% of the Sum Assured on Death is paid plus Terminal Bonus (If declared) for Insta Income and Future Income. For Insta Income Boost if death occurs during Premium Payment term 100% of Sum Assured on death is Paid plus Terminal Bonus (If declared) and in case of death after Premium Payment Term 110% of Sum Assured on Death is Paid plus Terminal Bonus (If declared). ii) 105% of the Total Premiums Paid (including underwriting extra premiums and loadings for modal premiums), as on the date of death of life insured. Where Sum Assured on Death is an assured amount, which is guaranteed to become payable on death of the life insured in accordance with the terms and conditions of the policy. Sum Assured on Death shall be highest of: · 10 times the (Annualized Premium plus underwriting extra premium, if any). · Death Multiple x (Annualized Premium plus underwriting extra premium, if any) Where, applicable Death Multiple are specified under Annexure 2 of the Prospectus. Any accrued survival benefit, if not already paid shall be paid in addition to death benefit. Please refer section "Accrual of Survival Benefits" for related details.	With Policy Continuance Benefit: In case of an unfortunate demise of the Life Insured during the policy term, while the policy is in-force, the benefit payable will be: i) Death Benefit: The Death Benefit is higher of: a. 100% of Sum Assured on Death for Insta Income and Future Income. For Insta Income Boost if death occurs during Premium Payment term 100% of Sum Assured on death is Paid and in case of death after Premium Payment Term 110% of Sum Assured on Death is Paid. or b. 105% of (Total Premiums Paid[3] plus Underwriting Extra Premiums plus loadings for modal premiums received) as on the date of death of Life Insured, Any accrued survival benefit, if not already paid, shall be paid in addition to death benefit. Please refer section "Accrual of Survival Benefits" for related details. AND ii) Policy Continuance Benefit: All future Cash Bonus (if declared) and Guaranteed Income (If applicable) and Maturity Benefit shall be payable as and when due in future without any need for the premium payment.
Insta Income Boost	a. Cash Bonus (% of Annualized Premium), if any, payable from the 1st Policy Year till end of Policy Term; and, b. Guaranteed Income (% of Annualized Premium) payable from 1st Policy Year till the end of PPT[2].			
Future Income	a. Cash Bonus (% of Annualized Premium) if declared, payable from policy year PPT[2] + 1 till end of Policy Term; and b. Guaranteed Income (% of Annualized Premium) payable from policy year PPT[2]+1 and payable till PPT + 25 policy years or till the end of Policy Term, whichever is earlier.		In case of accidental death occurring after the premium payment term but before the earlier of policy maturity or age 80, an Additional Accidental Sum Assured equal to 50% of the Sum Assured on Death (maximum Rs.1 Crore) shall be payable. This benefit is inbuilt across all plan variants, available for lives aged 18 years and above, and terminates once the insured reaches the specified age limit.	

[1] Income Streams refers to the Survival Benefits payable over the duration of the Policy Term. [2] PPT is Premium Payment Term [3] Total Premiums Paid means the total of all Premiums received, excluding any Extra Premium, any Rider Premiums, and applicable taxes, cesses or levies, if any

BONUSES OFFERED

A. Cash Bonus (if declared)
Cash Bonus is a percentage of annualized premium, and (if declared) shall be payable to the Policyholder, from time to time

B. Terminal Bonus
If declared, all eligible policies shall receive the terminal bonus on maturity or on exit due to death or surrender based on the terminal bonus rates declared by the company

<table>
<tr><th>ELIGIBILITY CRITERIA</th><th>VARIANTS</th><th>MINIMUM</th><th>MAXIMUM</th></tr>
<tr><td>Sum assured on Maturity (SAM)</td><td rowspan="2">All Variants with / without Policy Continuance Benefit</td><td>Rs. 300,000</td><td rowspan="2">No limit, subject to board approved underwriting policy</td></tr>
<tr><td>Annualized Premium</td><td>
<table>
<tr><th>Modes</th><th>Premium</th></tr>
<tr><td>Annual</td><td>Rs. 25,000</td></tr>
<tr><td>Semi-annual</td><td>Rs. 12,750</td></tr>
<tr><td>Quarterly</td><td>Rs. 6,500</td></tr>
<tr><td>Monthly</td><td>Rs. 2,175</td></tr>
</table>
</td></tr>
<tr><td>Premium Payment Mode and Modal Factors</td><td>The Premium Payment mode can be changed anytime during the policy term provided the limits of minimum premium are adhered to</td><td colspan="2">4 premium payment modes are available with all Variants
<table>
<tr><th>Premium Payment Mode</th><th>Modal Factor</th></tr>
<tr><td>Annual</td><td>1</td></tr>
<tr><td>Semi-annual</td><td>0.510</td></tr>
<tr><td>Quarterly</td><td>0.260</td></tr>
<tr><td>Monthly</td><td>0.087</td></tr>
</table>
</td></tr>
<tr><td>Min Entry Age (age as on last birthday)</td><td colspan="3">Minimum Entry age (age last birthday) under the product is 18 years if Policy Continuance Benefit option is chosen, otherwise it is 91 days.
The minimum entry age for additional accidental death benefit is 18 years. Inbuilt additional accidental death benefit shall not be available throughout the policy term for policies where the entry age is lower than the allowed minimum entry age for this benefit.
The risk commencement date of the policy is same as date of commencement of the policy. In case of backdating policy, the two dates may be different.
In case of minor lives,
a) The policy shall vest in the life insured on attainment of his/her majority i.e. 18 years.
b) There should be specific insurable interest between proposer and life insured.</td></tr>
<tr><td>Max Entry Age</td><td colspan="3">
<table>
<tr><th rowspan="2">Variants</th><th rowspan="2">PPT</th><th colspan="4">Max entry ages (Without PCB)</th><th colspan="4">Max entry ages (With PCB)</th></tr>
<tr><th colspan="2">When Fixed Policy Term* is Opted</th><th colspan="2">When Whole life term (100 years) is opted</th><th colspan="2">When Fixed Policy Term* is Opted</th><th colspan="2">When 85 years term is opted</th></tr>
<tr><th>Minimum Entry Age</th><th>Maximum Entry Age</th><th>Minimum Entry Age</th><th>Maximum Entry Age</th><th>Minimum Entry Age</th><th>Maximum Entry Age</th><th>Minimum Entry Age</th><th>Maximum Entry Age</th></tr>
<tr><td rowspan="5">Insta Income (Variant 1)</td><td>6</td><td rowspan="5">91 Days</td><td>64 Years</td><td rowspan="5">91 Days</td><td rowspan="5">65 Years</td><td rowspan="5">18 Years</td><td>54 years</td><td rowspan="5">18 Years</td><td rowspan="5">55 Years</td></tr>
<tr><td>7</td><td>63 Years</td><td>53 Years</td></tr>
<tr><td>8</td><td>62 Years</td><td>52 Years</td></tr>
<tr><td>10</td><td>60 Years</td><td>50 Years</td></tr>
<tr><td>12</td><td>58 Years</td><td>48 Years</td></tr>
<tr><td rowspan="5">Insta Income Boost (Variant 2)</td><td>6</td><td rowspan="5">91 Days</td><td>64 Years</td><td rowspan="5">91 Days</td><td rowspan="5">65 Years</td><td rowspan="5">18 Years</td><td>54 years</td><td rowspan="5">18 Years</td><td rowspan="5">55 Years</td></tr>
<tr><td>7</td><td>63 Years</td><td>53 Years</td></tr>
<tr><td>8</td><td>62 Years</td><td>52 Years</td></tr>
<tr><td>10</td><td>60 Years</td><td>50 Years</td></tr>
<tr><td>12</td><td>58 Years</td><td>48 Years</td></tr>
<tr><td rowspan="5">Future Income (Variant 3)</td><td>6</td><td rowspan="5">91 Days</td><td>54 Years</td><td rowspan="5">91 Days</td><td>55 Years</td><td rowspan="5">18 Years</td><td>49 Years</td><td rowspan="5">18 Years</td><td>50 Years</td></tr>
<tr><td>7</td><td>53 Years</td><td>55 Years</td><td>48 Years</td><td>50 Years</td></tr>
<tr><td>8</td><td>52 Years</td><td>55 Years</td><td>47 Years</td><td>50 Years</td></tr>
<tr><td>10</td><td>60 Years</td><td>60 Years</td><td>50 Years</td><td>55 Years</td></tr>
<tr><td>12</td><td>58 Years</td><td>60 Years</td><td>48 Years</td><td>55 Years</td></tr>
</table>
</td></tr>
</table>

* Fixed Policy Term for Variant 1 is 10 to 40 Years and for Variant 2 & 3 is 20 to 40 Years

<table>
<tr><td>Policy Term</td><td>
The following policy term options are available varying by variant, PPT and PCB:
<table>
<tr><th colspan="4">Policy Continuance Benefit Not Opted</th></tr>
<tr><th>Variant \ Policy Term Options</th><th>Fixed Policy Term*</th><th>Up to maturity age 85 less Entry Age</th><th>Up to maturity age 100 less Entry Age</th></tr>
<tr><td>Insta Income</td><td>Yes</td><td>No</td><td>Yes</td></tr>
<tr><td>Insta Income Boost</td><td>Yes</td><td>No</td><td>Yes</td></tr>
<tr><td>Future Income</td><td>Yes</td><td>No</td><td>Yes</td></tr>
<tr><th colspan="4">Policy Continuance Benefit Opted</th></tr>
<tr><td>Insta Income</td><td>Yes</td><td>Yes</td><td>No</td></tr>
<tr><td>Insta Income Boost</td><td>Yes</td><td>Yes</td><td>No</td></tr>
<tr><td>Future Income</td><td>Yes</td><td>Yes</td><td>No</td></tr>
</table>
The minimum policy term for the Insta Income is 10 years and variants Insta Income Boost & Future Income is 20 years.
*Fixed Policy Term is subject to maximum maturity age of 85 years and 75 years for Non-PCB and PCB options respectively, i.e. under Non-PCB, if the Entry Age plus chosen policy term exceeds 85 years, then the only available policy term option shall be that of “up to maturity age 100 less Entry Age”. Similarly, under PCB, if the Entry Age plus chosen policy term exceeds 75 years, then the only available policy term option shall be that of “up to maturity age 85 less Entry Age”
</td></tr>
<tr><td>Premium Payment Term</td><td>With/Without Policy Continuance Benefit, the available premium payment terms are 6, 7, 8, 10 and 12 years for all the variants.</td></tr>
<tr><td>Gender</td><td>Male, Female and Transgender</td></tr>
</table>

All ages mentioned above are age as on last birthday

FLEXIBILITIES AVAILABLE UNDER THE PLAN

A. ACCRUAL OF SURVIVAL BENEFITS

This plan gives you the flexibility to accrue your Survival Benefits - Guaranteed Income(if applicable), as well as the Cash bonus (if declared) anytime during the Policy Term. Also, you may choose to withdraw your accrued benefits completely or partially, at any time during the policy term. For more details please refer to the Prospectus.

B. SURVIVAL BENEFIT PAYOUT FREQUENCY

You may choose to receive the future payouts (applicable to Guaranteed Income(if applicable) and Cash Bonus (if declared)) at a monthly/quarterly/half yearly/annual frequency. For details please refer to the Prospectus.

C. RIDERS

1. Axis Max Life Term Plus Rider (UIN: 104B026V04)
2. Axis Max Life Waiver of Premium Plus Rider (UIN: 104B029V05)
3. Axis Max Life Accidental Death and Dismemberment Rider (UIN: 104B027V05)
4. Axis Max Life Critical Illness and Disability Rider (UIN: 104B033V02)

D. POLICY CONTINUANCE BENEFIT

This option can only be chosen at inception, under all Variants (except for term 100-age at entry). Policy Continuance Benefit (PCB) ensures that, in case of an unfortunate event of death of the Life Insured, in addition to applicable death benefit, the nominee will continue to receive the Income/survival and Maturity Benefits, as would be payable to the Policyholder if the Life Insured was alive, without having to pay any future premiums of base policy.

E. DISCOUNTS & EXTRA BENEFITS AVAILABLE UNDER THE PLAN

1. Discounts may be applicable for select customer segments such as existing customers, staff, transgender lives and ISNP. These discounts are applicable only on the first-year premium and are governed by internal guidelines. Only one out of all mentioned discounts shall be applicable in a policy.
2. Additional Benefit on Maturity, only applicable for Female lives: Additional benefit on maturity of 10% of Sum Assured on Maturity shall be available for female lives.
3. Benefits for high Premium: For higher ticket sizes a higher Cash Bonus will be applicable. This shall be catered via the Cash Bonus Rates

"SAVE THE DATE": Option to avail Survival Benefits on date of your choice

Under all variants, the policyholder can choose to receive survival benefits on any one date other than the policy anniversary as per his/her choice if he/she has opted for annual mode of survival benefits payout. For more details on SAVE THE DATE option please refer to the prospectus.

Premium Offset Option: Under Insta Income & Insta Income Boost, the policyholder will have an option to offset future premium against total Survival Benefit receivable (comprising of Guaranteed Income (GI), If applicable and Cash Bonus (CB)). For more information please refer to the prospectus.

Settlement Period Option: You have the flexibility to break your maturity benefit and take them in instalments. Following settlement options are available to receive the 'Maturity Benefit':

a) Regular Monthly Income: Take the 'Maturity Benefit' as monthly income payable over 60, 120, 180 or 240 months.

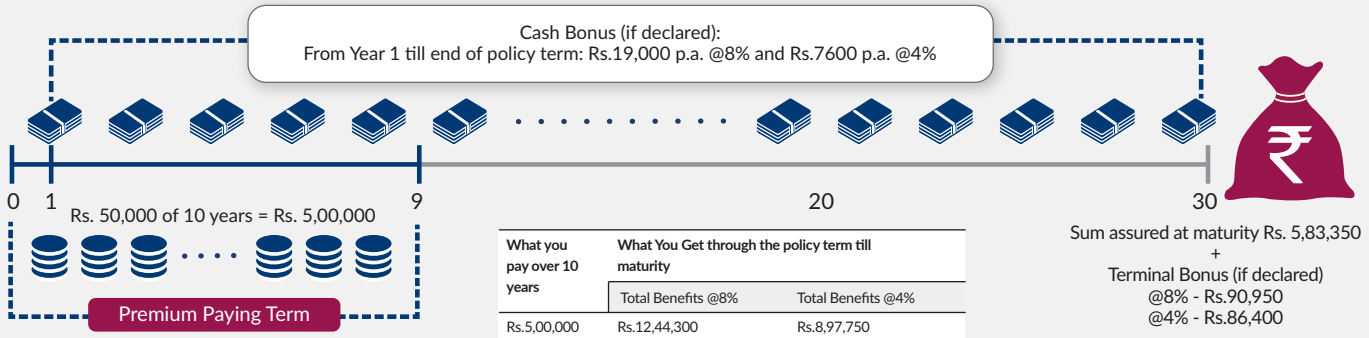
b) Regular Annual Income: Take the 'Maturity Benefit' as annual income payable over 5, 10, 15 or 20 years.

LET'S UNDERSTAND THE VARIANTS IN DETAIL WITH EXAMPLE

Example 1: Insta Income (No Policy Continuance Benefit)

Mr. Gupta aged 30 years purchased Axis Max Life Smart Wealth Advantage Growth Par with the details as below:

Variant	Insta Income	**Annualized Premium**	Rs. 50,000
Policy Term	30 years	**Mode of Payment**	Annual
Premium Payment Term	10 years	**Policy Continuance Benefit**	No
Premium Offset	No	**Survival Benefit Payout Mode**	Annual
Save the Date	No	**Income Benefit Payment Mode**	Arrears



What you pay over 10 years	What You Get through the policy term till maturity	
	Total Benefits @8%	Total Benefits @4%
Rs.5,00,000	Rs.12,44,300	Rs.8,97,750

Maturity Benefit payable at the end of policy term (30 years) = Sum Assured on Maturity + Additional Benefit on Maturity (in case of female life) + Terminal Bonus (if declared).
Sum Assured on Maturity + Additional Benefit on Maturity (in case of female life): Rs. 5,83,350 + Rs. 0 = Rs. 5,83,350
Terminal Bonus @4% p.a. = Rs. 86,400 & Terminal Bonus @8% p.a. = Rs. 90,950

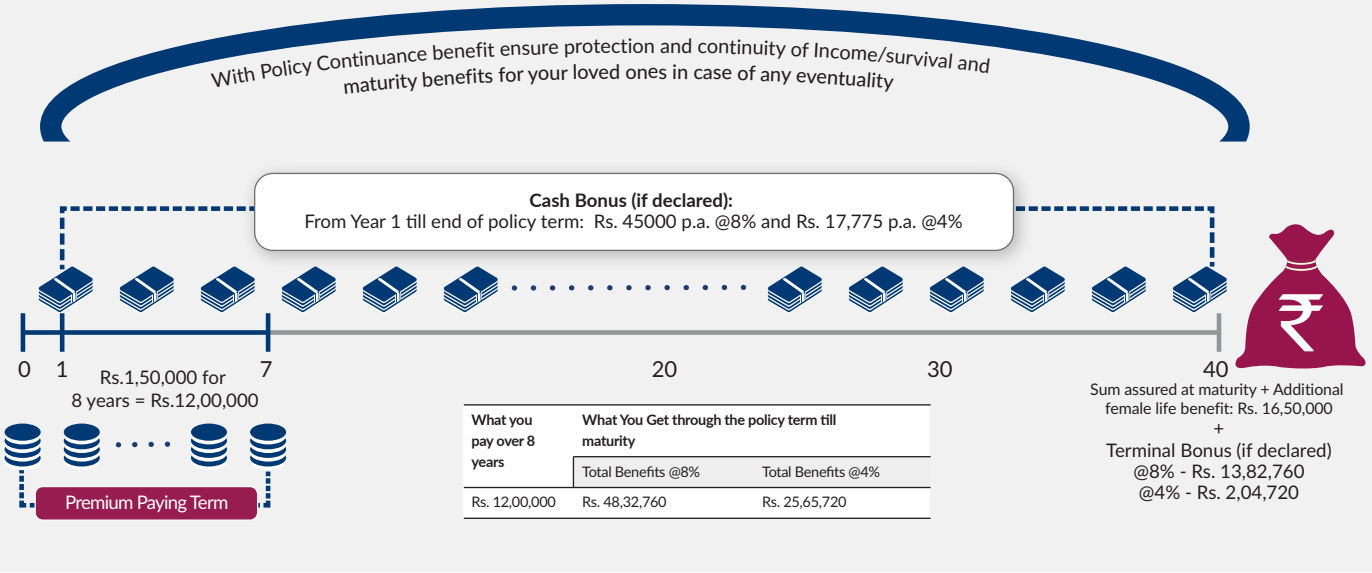
In the case of the death of Mr. Gupta any time during the policy term, provided the policy is in force. A Death Benefit shall be payable which is equal to Sum Assured on Death (Rs.6,25,000) + Terminal Bonus (if Declared). In case of Accidental death after the completion of the premium payment term an additional accidental death benefit equal to 50% of Sum Assured on Death (Rs.3,12,500) shall be payable over and above the Death Benefit.

The values shown are for illustrative purpose only. Please refer benefit illustration for details on benefits.
Note- 4% p.a. and 8% p.a. are only assumed investment returns and are not guaranteed.

Example 2: Insta Income with Policy Continuance Benefit

Miss. Shivani aged 35 years purchased Axis Max Life Smart Wealth Advantage Growth Par with the details as below:

Variant	**Insta Income**	**Annualized Premium**	**Rs. 1,50,000**
Policy Term	**40 years**	**Mode of Payment**	**Annual**
Premium Payment Term	**8 years**	**Policy Continuance Benefit**	**Yes**
Premium Offset	**No**	**Survival Benefit Payout Mode**	**Annual**
Save the Date	**No**	**Income Benefit Payment Mode**	**Arrears**



What you pay over 8 years	What You Get through the policy term till maturity	
	Total Benefits @8%	Total Benefits @4%
Rs. 12,00,000	Rs. 48,32,760	Rs. 25,65,720

Maturity Benefit payable at the end of policy term (40 years) = Sum Assured on Maturity + Additional Benefit on Maturity (in case of female life) + Terminal Bonus (if declared).
Sum Assured on Maturity + Additional Benefit on Maturity (in case of female life): Rs. 15,00,000 + 1,50,000 = 16,50,000
Terminal Bonus @4% p.a. = Rs. 2,04,720 & Terminal Bonus @8% p.a. = Rs. 13,82,760

In case of Accidental death after the completion of the premium payment term an additional accidental death benefit equal to 50% of Sum Assured on Death (Rs.9,00,000) shall be payable over and above the Death Benefit.

In the case of the death of Miss. Shivani at any time during the policy term,

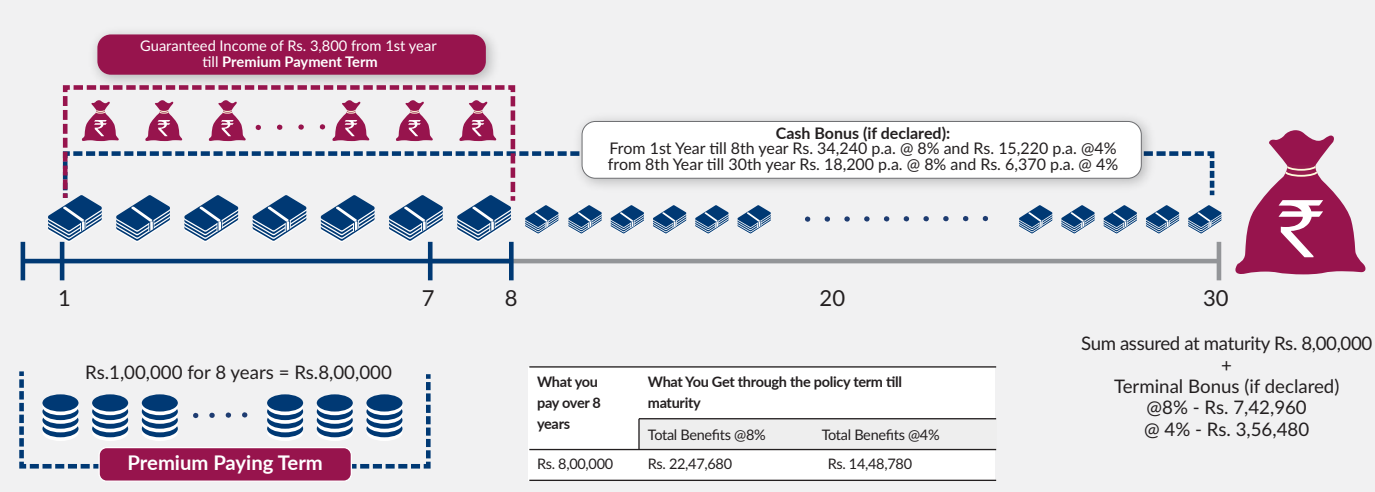
1. A lump sum equal to Sum Assured on death (Rs.18,00,000) will be paid and
2. The survival benefits will be continued to be paid to Miss Shivani's nominee.
3. Further, at year 40, the nominee will receive the Maturity benefit equal to [Sum Assured on Maturity + Additional Benefit on Maturity (in case of female life) + Terminal Bonus (if declared)].

The values shown are for illustrative purpose only. Please refer Benefit Illustration for details on benefits.
Note- 4% p.a. and 8% p.a. are only assumed investment returns and are not guaranteed.

Example 3: Insta Income Boost (No Policy Continuance Benefit)

Mr. Ghosh aged 35 years purchased Axis Max Life Smart Wealth Advantage Growth Par with the details as below:

Variant	**Insta Income Boost**	**Annualized Premium**	**Rs. 1,00,000**
Policy Term	**30 years**	**Mode of Payment**	**Annual**
Premium Payment Term	**8 years**	**Policy Continuance Benefit**	**No**
Premium Offset	**No**	**Survival Benefit Payout Mode**	**Annual**
Save the Date	**No**	**Income Benefit Payment Mode**	**Arrears**



What you pay over 8 years	What You Get through the policy term till maturity	
	Total Benefits @8%	Total Benefits @4%
Rs. 8,00,000	Rs. 22,47,680	Rs. 14,48,780

Maturity Benefit payable at the end of policy term (30 years) = Sum Assured on Maturity + Additional Benefit on Maturity (in case of female life) + Terminal Bonus (if declared).
Sum Assured on Maturity + Additional Benefit on Maturity (in case of female life): Rs. 8,00,000 + Rs. 0 = Rs. 8,00,000
Terminal Bonus @4% p.a. = Rs. 3,56,480 & Terminal Bonus @8% p.a. = Rs. 7,42,960

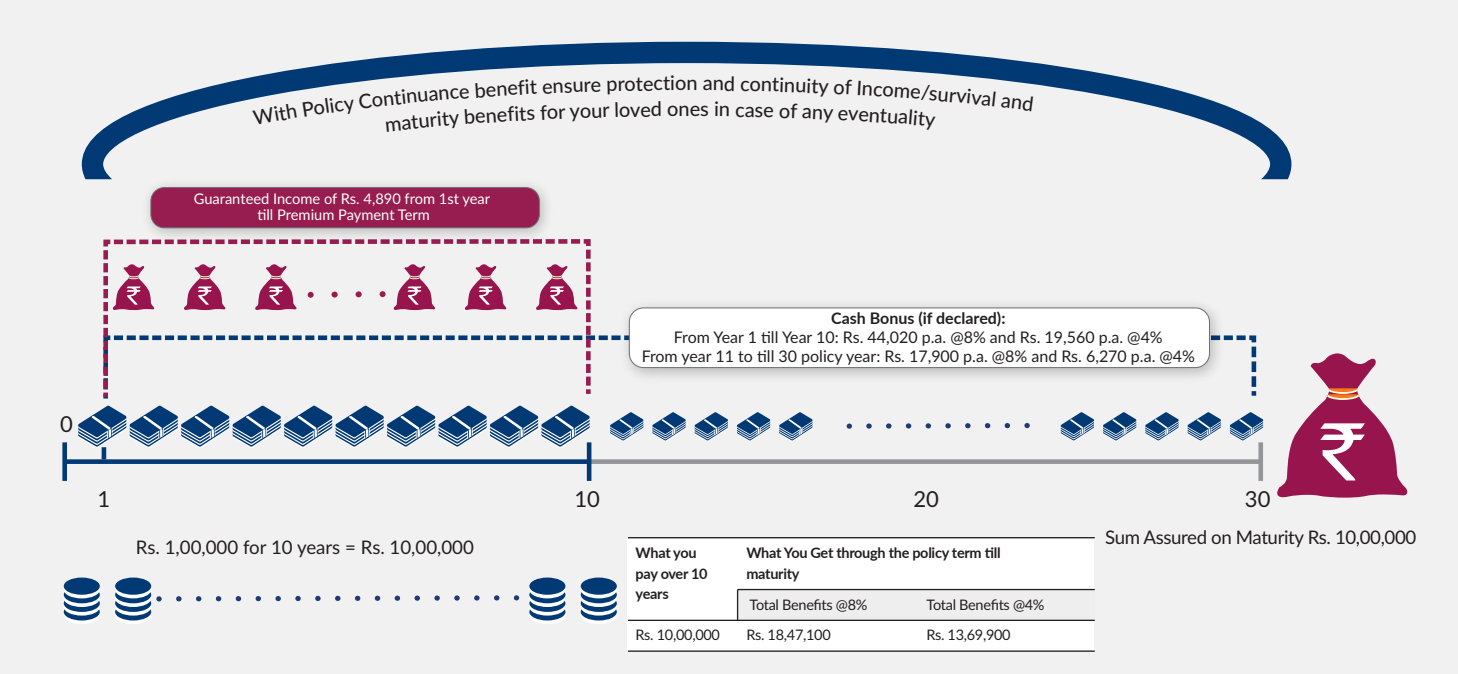
In the case of the death of Mr. Ghosh any time during the policy term, provided the policy is in force. A Death Benefit shall be payable which is equal to 100% of Sum Assured on Death (Rs.12,00,000) if death happens during premium payment term and if death happens after premium payment term 110% of Sum Assured on Death (Rs 13,20,000) + Terminal Bonus (if Declared). In case of Accidental death after the completion of the premium. payment term an additional accidental death benefit equal to 50% of Sum Assured on Death (Rs.6,00,000) shall be payable over and above the Death Benefit.

The values shown are for illustrative purpose only. Please refer Benefit Illustration for details on benefits.
Note- 4% p.a. and 8% p.a. are only assumed investment returns and are not guaranteed.

Example 4: Insta Income Boost with Policy Continuance Benefit

Mr. Ghosh aged 45 years purchased Axis Max Life Smart Wealth Advantage Growth Par with the details as below:

Variant	**Insta Income Boost**	**Annualized Premium**	**Rs. 1,00,000**
Policy Term	**30 years**	**Mode of Payment**	**Annual**
Premium Payment Term	**10 years**	**Policy Continuance Benefit**	**Yes**
Premium Offset	**No**	**Survival Benefit Payout Mode**	**Annual**
Save the Date	**No**	**Income Benefit Payment Mode**	**Arrears**



What you pay over 10 years	What You Get through the policy term till maturity	
	Total Benefits @8%	Total Benefits @4%
Rs. 10,00,000	Rs. 18,47,100	Rs. 13,69,900

Maturity Benefit payable at the end of policy term (30 years) = Sum Assured on Maturity + Additional Benefit on Maturity (in case of female life) + Terminal Bonus (if declared).
Sum Assured on Maturity + Additional Benefit on Maturity (in case of female life): Rs. 10,00,000 + Rs. 0 = Rs. 10,00,000

In case of Mr. Ghosh's death at any time during the policy term,

1. If death occurs during premium payment term (PPT), a lump sum equal to 100% of Sum Assured on Death (Rs.11,00,000) will be paid and if death occurs after the completion of PPT, a lump sum equal 110% of Sum Assured on Death (Rs. 12,10,000) will be paid, and
2. The survival benefits will be continued to be paid to Mr. Ghosh's nominee.
3. Further, at year 30, the nominee will receive the Maturity benefit equal to [Sum Assured on Maturity + Additional Benefit on Maturity (in case of female life) + Terminal Bonus (if declared)].

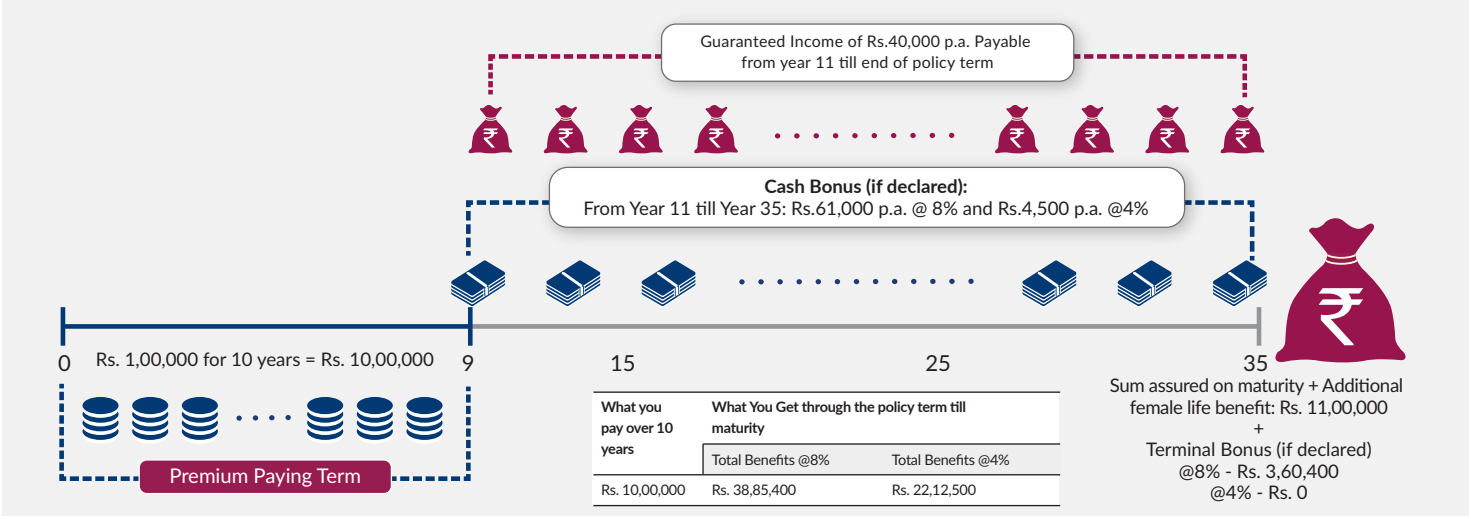
In case of Accidental death after the completion of the premium payment term an additional accidental death benefit equal to 50% of Sum Assured on Death (Rs.5,50,000) shall be payable over and above the Death Benefit.

The values shown are for illustrative purpose only. Please refer Benefit Illustration for details on benefits.
Note- 4% p.a. and 8% p.a. are only assumed investment returns and are not guaranteed.

Example 5: Future Income (No Policy Continuance Benefit)

Miss. Verma aged 35 years purchased Axis Max Life Smart Wealth Advantage Growth Par with the details as below:

Variant	Future Income	Annualized Premium	Rs. 1,00,000
Policy Term	35 years	Mode of Payment	Annual
Premium Payment Term	10 years	Policy Continuance Benefit	No
Premium Offset	No	Survival Benefit Payout Mode	Annual
Save the Date	No	Income Benefit Payment Mode	Arrears



Applicable Guaranteed Income Rate for above example is 40.00% of the Annualized Premium.

Maturity Benefit payable at the end of policy term (35 years) = Sum Assured on Maturity + Additional Benefit on Maturity (in case of female life) + Terminal Bonus (if declared).
Sum Assured on Maturity + Additional Benefit on Maturity (in case of female life): Rs. 10,00,000 + 1,00,000 = 11,00,000
Terminal Bonus @4% p.a. = Rs. 0 & Terminal Bonus @8% p.a. = Rs. 3,60,400
In the case death of Miss. Verma any time during the policy term, provided the policy is in force. A Death Benefit shall be payable which is equal to Sum Assured on Death (Rs.12,00,000) + Terminal Bonus (if Declared). In case of Accidental death after the completion of the premium payment term an additional accidental death benefit equal to 50% of Sum Assured on Death (Rs.6,00,000) shall be payable over and above the Death Benefit.

The values shown are for illustrative purpose only. Please refer Benefit Illustration for details on benefits.
Note- 4% p.a. and 8% p.a. are only assumed investment returns and are not guaranteed.

Important Notes:

- Kindly note that the above case studies are only examples and do not in any way create any rights and/obligations. The actual experience of the policy may be different from what is shown above.
- Some benefits are guaranteed, and some benefits are variable with returns based on the future performance of your insurer carrying on life insurance business. If your policy offers guaranteed benefits, then these will be clearly marked “guaranteed” in the illustration tables under this section. If your policy offers variable benefits, then the illustrations in this section will show two different rates of assumed future investment returns. These assumed rates of return are not guaranteed, and they are not the upper or lower limits of what you might get back, as the value of your policy is dependent on a number of factors including future investment performance. The guaranteed and non-guaranteed benefits are applicable only if all due premiums are paid.
- 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.





^Individual Death Claims Paid Ratio as per Audited Financials of FY 2024-25. As per Public Disclosure for H1 FY 2024-25.

LIFE INSURANCE COVERAGE IS AVAILABLE IN THIS PRODUCT.

This is a Non-Linked Participating Individual Life Insurance Savings Plan | UIN: 104N135V03

Bonuses represent your share in profits of the company's participating fund. Bonuses are, therefore, not guaranteed and are based on performance of the participating fund. Bonus rate will be declared at the end of financial year. The risk factors of the bonuses projected under the product are not guaranteed. Past performance does not construe any indication of future bonuses and these products are subject to the overall performance of the insurer in terms of investments, management of expenses, mortality and lapses.

^^Early Liquidity refers to the applicable Survival Benefits, the survival benefits start from 1st policy year** for Insta Income & Insta Income Boost, Variant only. Survival benefits are payable in arrears for all frequencies. %Cash Bonus (if declared) is a % of Annualized Premium and shall depend on the Cash Bonus Payout Frequency, Age of the life insured, Premium Payment Term, PCB Option and Plan variant.

@Policy Continuance Benefit is available in all plan variants except for 100 – Age at Entry Variant &Accidental Death Benefit (ADB) is available in all plan variants for ages greater than or equal to 18 years. ADB cover is restricted to 80 years of age.

#Minimum Policy Term of 10 years is available only with Insta Income Variant under this plan.

***Guaranteed Income is a % of Annualized Premium and shall depend on the Guaranteed Income Payout Frequency, Age of the life insured, Plan variant, PCB Option and Premium Payment Term. Guaranteed Income shall be applicable provided all due premiums are paid. All applicable Guaranteed Benefits in the product are subject to payment of all due premiums. Axis Max Life Smart Wealth Advantage Growth Par Plan (UIN: 104N135V03) is a non linked participating Individual Life Insurance Savings plan which provides Cash Bonuses and Terminal Bonus, which are variable in nature and declared by the company from time to time. For further information on the product and its plan variants please refer to the Prospectus. If you wish to refer to the Terms and Conditions of the product please read the Policy Document available on the company website.

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.

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.

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

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