

**Guaranteed
Monthly
Income, for
all the extra
happiness
in your life***



AXIS MAX LIFE
**MONTHLY
INCOME
ADVANTAGE PLAN**

A Non-Linked Participating Savings Insurance Plan

UIN:104N091V07

LIFE INSURANCE COVERAGE IS AVAILABLE IN THIS PRODUCT.

A plan that gives a guaranteed monthly income for 10 years to fulfill the planned milestones, even in case of any eventuality.

THIS PLAN OFFERS YOU



Guaranteed Monthly Income

Get guaranteed monthly income for 10, 20 or 30 years immediately after completion of Premium Payment Term*.



Lump sum Benefit On Maturity

Enjoy accrued bonuses along with Terminal Bonus on maturity of the policy.



Tax Benefit**

Get tax benefits on all premiums paid and policy benefits received by you as per the prevailing tax laws.



Policy Continuance Benefit

In case of an eventuality -

1. Get lump sum benefit immediately on death to ensure financial security of your loved ones.
2. The Company also waives off all future premiums payable by you to ensure that all benefits i.e., Survival Benefit & Maturity Benefit are paid to your beneficiary as and when due, thus, ensuring that your dreams for your family are taken care of even in your absence.



Comprehensive Protection Through Riders

Avail the option of enhancing your risk coverage through the available Riders.

BENEFITS OF LIFE INSURANCE

LONG TERM PROTECTION

Your life cover provides financial protection for your family throughout the policy tenure.

SAFE & SECURE

Your money is predominantly invested in safe investments and bonuses once declared stand secure, though they are not guaranteed.

CHOOSE YOUR PLAN IN THREE SIMPLE STEPS

1

CHOOSE THE ANNUALISED
PREMIUM PAYABLE



2

CHOOSE THE PREMIUM PAYMENT
TERM & POLICY TERM



3

ARRIVE AT THE GUARANTEED
MONTHLY INCOME
PAYABLE TO YOU

**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.

*The guaranteed and non-guaranteed benefits are applicable on completion of Premium Payment Term and only if all due premiums are paid.

PLAN FEATURES

| Features | Axis Max Life Monthly Income Advantage Plan |
|--|--|
| Type of Plan | A Non - Linked Participating Savings Insurance Plan |
| Coverage | All individuals in accordance with Board approved underwriting policy of the Company |
| Age at Entry (Age as on Last Birthday) | Maximum: 6 Pay - 50 years; 8 Pay, 10 Pay & 12 Pay - 55 years; 15 Pay - 50 years |
| Maximum Maturity Age (Age as on Last Birthday) | 6 Pay - 81 years; 8 Pay - 83 years; 10 Pay - 85 years; 12 Pay - 87 years; 15 Pay - 90 years |
| Premium Payment Term | 6 years, 8 years, 10 years, 12 years or 15 years |
| Policy Term | Policy Term is equal to Premium Payment Term + 10/20/30 years, depending upon the combination chosen |
| Premium Payment Modes | The product allows Annual, Semi - Annual, Quarterly and Monthly Premium Paying Modes |
| Minimum Annual Premium | ₹25,000 excluding extra premium, modal extra and all applicable taxes, cesses and levies as imposed by the Government |
| Maximum Annual Premium | No limit |
| Sum Assured | Minimum: 6 Pay - Rs 54,000; 8 Pay - Rs 72,000; 10 Pay - Rs 90,000; 12 Pay - Rs 1,08,000; 15 Pay - Rs 1,35,000 |
| Survival Benefit | Guaranteed monthly income equal to one twelfth (1/12 th) of 10% of Sum Assured shall be payable for your chosen income payout period of 10 years (120 months), 20 years (240 months) or 30 years (360 months) at each monthly anniversary commencing immediately after completion of the Premium Payment Term. |
| Maturity Benefit | Accrued compound reversionary bonus (if any) plus Terminal Bonus (if any) shall be payable on completion of the Policy Term |
| Death Benefit | Following shall be payable on death of the Life Insured : 1. Lump sum Benefit: Death Benefit shall be payable on the death of the Life Insured, where Death Benefit is higher of : - 11 times the Annualised Premium - 105% of all the premiums paid till the date of death of the Life Insured - Guaranteed Sum Assured on Maturity [Guaranteed Sum Assured at Maturity (which is equal to Sum assured on maturity) is 'zero' or 'nil' under this product as all the guaranteed benefit is paid in the form of guaranteed monthly income payouts post completion of Premium Payment Term.] - Any absolute amount assured to be payable on death (this is equal to Sum Assured) 2. Policy Continuance Benefit: All due premiums, if any, coinciding or following the date of death of the Life Insured shall be waived off and the policy will continue as it is and Income Benefit & Maturity Benefit shall be payable to the beneficiary as and when due. Policy shall participate in future bonuses |
| Surrender | 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). For more details, please refer to the detailed prospectus available at www.axismaxlife.com |
| Riders Available | Axis Max Life Term Plus Rider (UIN – 104B026V04) provides additional risk coverage in case of death Axis Max Life Accidental Death & Dismemberment Rider (UIN – 104B027V05) provides lump-sum benefit in case of death/dismemberment caused due to accident . Axis Max Life Critical Illness and Disability Rider (UIN: 104B033V02) provides benefits in case of Critical Illnesses or Total and permanent Disability of the Life Insured is available under this product. Please refer the Rider Prospectus (or Axis Max Life Website) for more details on Rider. |
| Tax Benefits | 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. It is advisable to seek an independent tax advice |
| Free Look Period | “Free Look” means 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 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. |
| Grace Period | A Grace Period of 30 days (15 in case of monthly mode policies) from the due date for payment of each premium 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 |

***Annualised Premium** means Premium amount payable during a Policy Year, excluding Underwriting Extra Premium, loading for modal premium, Rider Premiums and applicable taxes, cesses or levies.

***Total Premiums Paid** means the total of all Premiums paid under the base product, 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.

For more details, please refer to the detailed prospectus available at www.axismaxlife.com

ILLUSTRATION

Let's look at some examples. Below mentioned premium amounts and benefits are assumed for a standard life, male (excluding all applicable taxes, cesses and levies as imposed by the Government). This is assuming all the due premiums have been paid as and when due.

| Scenario | Example 1 | | Example 2 | |
|---|--|------------|--|---------------------|
| Age of Life Insured (in years) | 35 | | 40 | |
| Premium Payment Term (in years) - A | 15 | | 12 | |
| Policy Term (in years) | 25 | | 22 | |
| Premium Payment Mode | Annual | | Annual | |
| Annualised Premium - B | ₹75,000 | | ₹1,00,000 | |
| Total Annualised Premiums paid - C = A X B | ₹11,25,000 | | ₹12,00,000 | |
| Sum Assured - D | ₹14,16,966 | | ₹14,49,275 | |
| Guaranteed Monthly Income payable after completion of Premium Payment Term - E = (D X 10%) / 12 | ₹11,808 | | ₹12,077 | |
| Payout Period | Beginning of 16 th year till end of 25 th year | | Beginning of 13 th year till end of 22 nd year | |
| (Rate of Return) | (@ 4 %) [#] | | (@ 4%) [#] | (@ 8%) [#] |
| Survival Benefit - F = E X 120 | ₹14,16,966 | ₹14,16,966 | ₹14,49,275 | ₹14,49,275 |
| Maturity Benefit - G | ₹1,12,923 | ₹13,58,225 | ₹94,096 | ₹11,51,976 |
| Total Benefit - F + G | ₹15,29,889 | ₹27,75,191 | ₹15,43,371 | ₹26,01,251 |

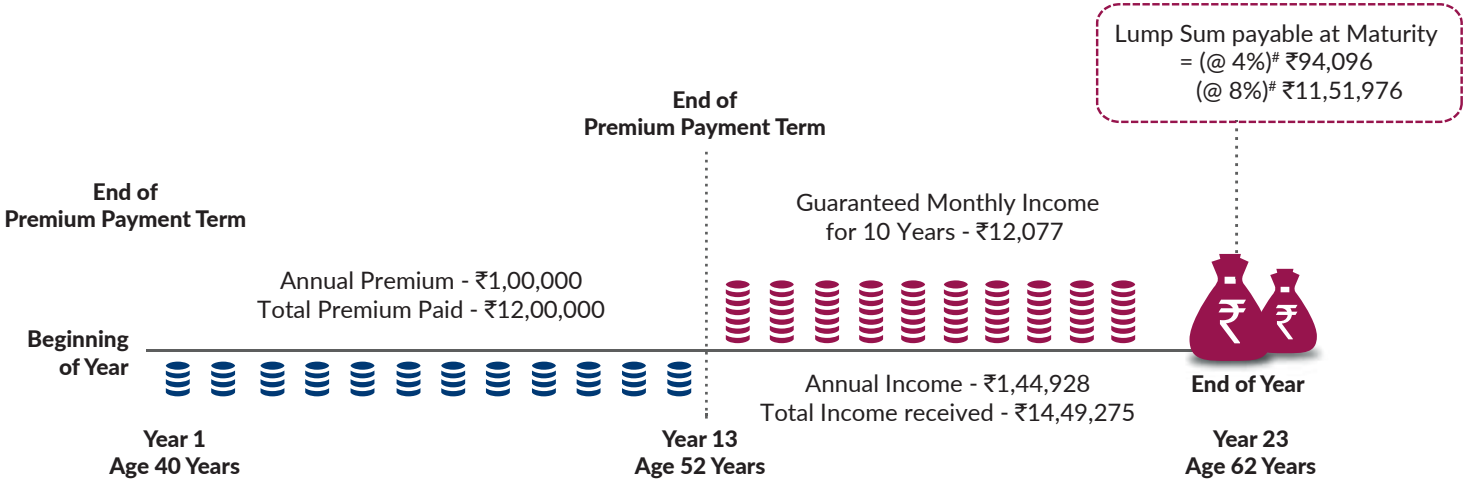
Annualised Premium means Premium amount payable during a Policy Year, excluding Underwriting Extra Premium, loading for modal premium, Rider Premiums and applicable taxes, cesses or levies.

*Kindly note that the above are only illustrations and do not create any rights and / or obligations. The assumed non-guaranteed rates of return chosen in the above illustrations are 4% and 8%. These assumed rates of return are not guaranteed and are not the upper or lower limit of what you might get back, as the value of your policy is dependent on a number of factors including future investment performance. The actual experience on the contract may be different from the illustrated. The guaranteed and non-guaranteed benefits are applicable only if all due premiums are paid. The premiums mentioned above are exclusive of all applicable taxes, cesses and levies as imposed by the Government. Please note that Bonuses are NOT guaranteed and may be declared by the Company from time to time. For more information, please request for your policy specific benefit illustration.

HOW THE PLAN WORKS

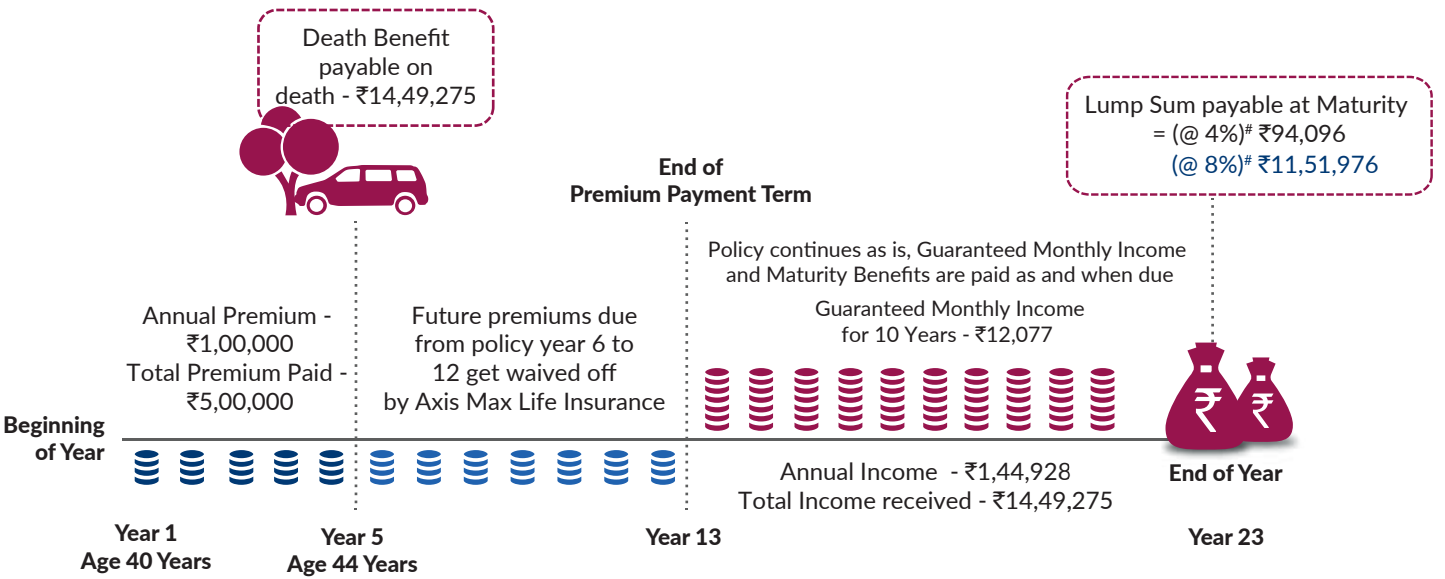
Mr. Bajaj, aged 40 years, wishes to have an additional income and wants to ensure financial protection in case of death. Thus, he invests ₹1,00,000 in Axis Max Life Monthly Income Advantage Plan on an Annual Mode. He opts for 12-year Premium Payment Term (22-year Policy Term). Let's see how this plan would work for him :

Scenario 1: Mr. Bajaj survives through the Policy Term



#Kindly note that the case study above is only an illustration and does not create any rights and / or obligations. The assumed non-guaranteed rates of return chosen in the above illustration are 4% and 8%. These assumed rates of return are not guaranteed and are not the upper or lower limit of what you might get back as the value of your policy is dependent on a number of factors including future investment performance. The actual experience on the contract may be different from the illustrated. The guaranteed and non-guaranteed benefits are applicable only if all due premiums are paid. The premiums mentioned above are exclusive of all applicable taxes, cesses and levies as imposed by the Government. Please note that Bonuses are NOT guaranteed and may be as declared by the Company from time to time. For more information, please request for your policy specific benefit illustration.

Scenario 2: Mr. Bajaj meet with an accident and dies in the 5th policy year, i.e. after paying 5 premiums



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BHAROSA TUM HO



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

[#]The guaranteed and non-guaranteed benefits are applicable only if all due premiums are paid.

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 is paid as a percentage of the 'Sum Assured on Maturity' in the policy, and will be declared at the end of financial year. The risk factors of the bonuses projected under the product are not guaranteed. Past performance doesn't 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.

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)-122002. You can call us on our Customer Helpline No. 1860 120 5577. Website: www.axismaxlife.com

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