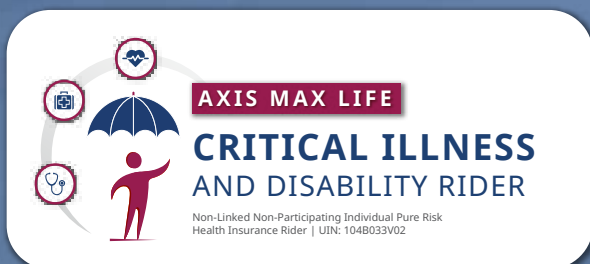


Be Fit,  
Be Protected,  
Be Happy.

with



### Benefits



Covers 64  
Critical Illnesses\*



Total and Permanent  
Disability Variant



Max Fit Program  
that offers wellness  
benefits

Ensure a financially secure future for your loved ones,  
because for them **BHAROSA TUM HO**

Investment in your health is one of the best kinds of investment. With that understanding, Axis Max Life brings you a comprehensive health insurance plan that covers you against the uncertainties that life has to offer.

## The Critical Illness And Disability Rider Offers 5 Variants For You To Choose From



### Gold Variant

A suite of 22 Critical Illnesses are covered (1 minor, 21 major)



### Platinum Plus Variant

In addition to a suite of 64 Critical Illnesses (5 minor, 59 major), TPD is also covered



### Gold Plus Variant

In addition to a suite of 22 Critical Illnesses (1 minor, 21 major), TPD is also covered



### Total and Permanent Disability (TPD) Variant

TPD shall mean the occurrence of any of the conditions as mentioned in the prospectus as a result of accidental bodily injury, sickness or disease



### Platinum Variant

A suite of 64 Critical Illnesses are covered (5 minor, 59 major)

## Axis Max Life Critical Illness And Disability Rider Provides You The Following Main Benefits



### Comprehensive CI Cover

Option to choose Gold Variant (Coverage of 22 CI) or Platinum Variant (Coverage of 64 CI)



### Total and Permanent Disability Variant

This rider offers coverage on Total and Permanent Disability



### Flexible Payment Option

You can opt for a Limited Pay or Regular Pay option as per your base plan, for the rider cover



### Max Fit Program

A wellness benefit is available in this rider with the objective of maintaining and improving the Life Insured's good health

## Axis Max Life Critical Illness And Disability Rider At A Glance

| Minimum Entry Age<br>(Age as on last birthday)                | 18 years (Age as on last birthday)   |                             |  |                         |  |                             |                        |                                       |                          |                           |               |   |          |   |          |
|---|--|-----------------------------|--|-------------------------|--|-----------------------------|------------------------|---------------------------------------|--------------------------|---------------------------|---------------|---|----------|---|----------|
| Maximum Entry Age<br>(Age as on last birthday)                | 65 years (Age as on last birthday)   |                             |  |                         |  |                             |                        |                                       |                          |                           |               |   |          |   |          |
| Maximum Maturity Age<br>(Age as on last birthday)             | <table><tr><th>Benefit Variants</th><th>Maximum Maturity Age (Age as on last birthday)</th></tr><tr><td>Gold Variant (22 CIs)</td><td>85 years</td></tr><tr><td>Gold Plus Variant<br/>(22 CI plus TPD)</td><td>75 years</td></tr><tr><td>Platinum Variant (64 CIs)</td><td>85 years</td></tr><tr><td>Platinum Plus Variant<br/>(64 CI plus TPD)</td><td>75 years</td></tr><tr><td>Total &amp; Permanent<br/>Disability Variant (TPD)</td><td>75 years</td></tr></table>  |                             |  | Benefit Variants        | Maximum Maturity Age (Age as on last birthday) | Gold Variant (22 CIs)       | 85 years               | Gold Plus Variant<br>(22 CI plus TPD) | 75 years                 | Platinum Variant (64 CIs) | 85 years      | Platinum Plus Variant<br>(64 CI plus TPD) | 75 years | Total & Permanent<br>Disability Variant (TPD) | 75 years |
| Benefit Variants  | Maximum Maturity Age (Age as on last birthday)   |                             |  |                         |  |                             |                        |                                       |                          |                           |               |   |          |   |          |
| Gold Variant (22 CIs)   | 85 years   |                             |  |                         |  |                             |                        |                                       |                          |                           |               |   |          |   |          |
| Gold Plus Variant<br>(22 CI plus TPD)                         | 75 years   |                             |  |                         |  |                             |                        |                                       |                          |                           |               |   |          |   |          |
| Platinum Variant (64 CIs)                                     | 85 years   |                             |  |                         |  |                             |                        |                                       |                          |                           |               |   |          |   |          |
| Platinum Plus Variant<br>(64 CI plus TPD)                     | 75 years   |                             |  |                         |  |                             |                        |                                       |                          |                           |               |   |          |   |          |
| Total & Permanent<br>Disability Variant (TPD)                 | 75 years   |                             |  |                         |  |                             |                        |                                       |                          |                           |               |   |          |   |          |
| Minimum Policy Term   | 5 years  |                             |  |                         |  |                             |                        |                                       |                          |                           |               |   |          |   |          |
| Maximum Policy Term   | 20 years<br>The Rider Policy Term cannot be higher than base plan Policy Term  |                             |  |                         |  |                             |                        |                                       |                          |                           |               |   |          |   |          |
| Premium Payment Term<br>and Policy Term                       | <p>Limited Pay and Regular Pay premium payment variants are available.</p> <table><tr><th>Premium Payment Variant</th><th>Available Rider Premium Payment Term</th><th>Available Rider Policy Term</th></tr><tr><td>Limited Pay (PPT &lt; PT)</td><td>5 to 19 Years</td><td>(PPT plus 1) to 20 Years</td></tr><tr><td>Regular Pay (PPT = PT)</td><td>5 to 20 Years</td><td>5 to 20 Years</td></tr></table> <p>Available Rider Policy Term shall be subject to applicable maximum maturity age.<br/>A policyholder can choose to attach the rider anytime during the subsequent policy anniversary as per the available rider terms and conditions<br/>The Rider Premium Payment Term cannot be higher than base plan Premium Payment Term.</p> |                             |  | Premium Payment Variant | Available Rider Premium Payment Term           | Available Rider Policy Term | Limited Pay (PPT < PT) | 5 to 19 Years                         | (PPT plus 1) to 20 Years | Regular Pay (PPT = PT)    | 5 to 20 Years | 5 to 20 Years                             |          |   |          |
| Premium Payment Variant                                       | Available Rider Premium Payment Term   | Available Rider Policy Term |  |                         |  |                             |                        |                                       |                          |                           |               |   |          |   |          |
| Limited Pay (PPT < PT)  | 5 to 19 Years  | (PPT plus 1) to 20 Years    |  |                         |  |                             |                        |                                       |                          |                           |               |   |          |   |          |
| Regular Pay (PPT = PT)  | 5 to 20 Years  | 5 to 20 Years               |  |                         |  |                             |                        |                                       |                          |                           |               |   |          |   |          |
| Minimum Sum Assured   | <p>Minimum initial Rider Sum Assured is ₹ 1,00,000<br/>(Initial Rider SA means the SA at the inception of the rider)<br/>Rider Sum Assured (Rider SA) is equal to "sum assured under health cover" "Sum assured under health cover" means an absolute amount of benefit which is guaranteed to become payable on happening of insured health related contingency in accordance with the terms and conditions of the policy under health cover.</p>   |                             |  |                         |  |                             |                        |                                       |                          |                           |               |   |          |   |          |
| Maximum Sum Assured   | <p>Maximum initial Rider Sum Assured is ₹ 1 Crore.<br/>(The maximum initial Rider SA as a proportion of Sum Assured under the base product will be as per the prevailing regulations. The Rider sum assured cannot exceed the sum assured under the base product).<br/>(Initial Rider SA means the SA at the inception of the rider)</p>   |                             |  |                         |  |                             |                        |                                       |                          |                           |               |   |          |   |          |
| Minimum Annualised Premium                                    | As per minimum rider Sum Assured.  |                             |  |                         |  |                             |                        |                                       |                          |                           |               |   |          |   |          |
| Maximum Annualised Premium                                    | <p>As per maximum rider Sum Assured, subject to board approved underwriting policy of the company.<br/>(In addition, note that the premium pertaining to health related or critical illness riders shall not exceed 100% of premium under the basic product, the premiums under all other life insurance riders put together shall not exceed 30% of premiums under the basic product.<br/>(All applicable taxes, cesses and levies are collected over and above the rider premium).</p>   |                             |  |                         |  |                             |                        |                                       |                          |                           |               |   |          |   |          |
| Death<br>(Payable Immediately on the death of life insured)   | There is no death benefit payable under this rider   |                             |  |                         |  |                             |                        |                                       |                          |                           |               |   |          |   |          |
| Surrender<br>(Payable Immediately on surrender of the policy) | <p>The rider shall acquire an Exit Value (EV) subject to the criteria given below:</p> <table><tr><td>Limited Pay Variant</td><td>On payment of two full years' premium</td></tr><tr><td>Regular Pay Variant</td><td>Not available</td></tr></table>   |                             |  | Limited Pay Variant     | On payment of two full years' premium          | Regular Pay Variant         | Not available          |                                       |                          |                           |               |   |          |   |          |
| Limited Pay Variant   | On payment of two full years' premium  |                             |  |                         |  |                             |                        |                                       |                          |                           |               |   |          |   |          |
| Regular Pay Variant   | Not available  |                             |  |                         |  |                             |                        |                                       |                          |                           |               |   |          |   |          |

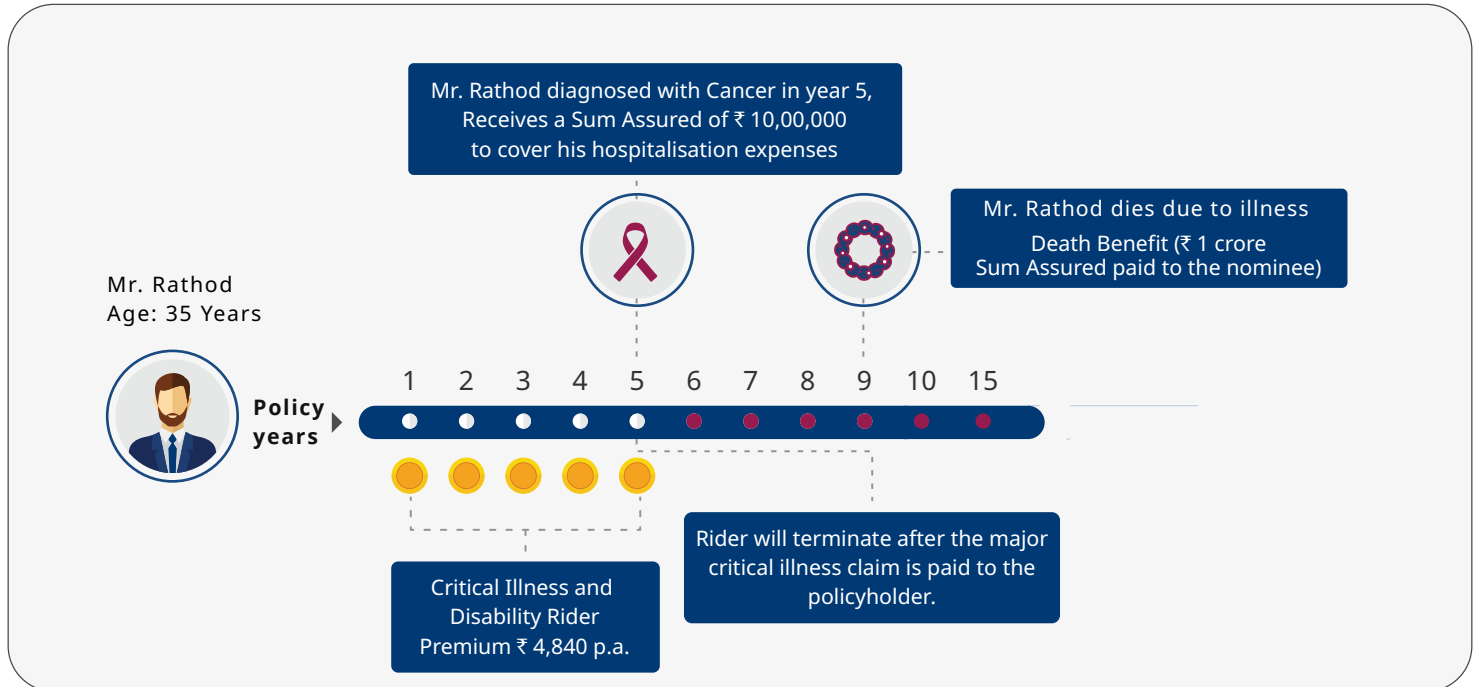
|  |   | <p>The EEV is determined basis the formula provided below:</p> <p><math>75\% \times (\text{Total Premiums paid for Rider benefit}) \times (\text{Remaining Rider Coverage Term in months} / \text{Total Rider Coverage Term in months}) \times (\text{Total premiums paid for Rider benefit} / \text{Total Premiums payable for Rider benefit}) \times \{(\text{Rider SA at inception less minor CI Claim paid, if any}) / \text{Rider SA at inception}\}</math></p> <p>‘Premium’ here for calculation of EV means premium including extra premium (if any) but excluding modal extra and any applicable taxes, cesses or levies</p>  |  |   |         |     |          |    |          |      |          |     |
|--|---|---|--|---|---------|-----|----------|----|----------|------|----------|-----|
| Maturity Benefit (Not Applicable)  |   | Not Applicable  |  |   |         |     |          |    |          |      |          |     |
| Benefit on diagnosis of listed Critical Illness / TPD  |   | The benefit amount is payable on a valid CI or TPD claim (whichever is applicable) during the rider coverage term, subject to rider benefit being in-force. Please refer prospectus for more details.   |  |   |         |     |          |    |          |      |          |     |
| Max Fit Program - Wellness Benefit (Inbuilt benefit without any additional Premium)                      | On Accumulation of Healthy weeks                              | <p>A Wellness Benefit is available in this rider with the objective of maintaining customer’s good health and improving it. This is an in-built benefit available to life insured without paying any additional premium. The Life Insured is eligible for a discount on renewal premium by accumulating Healthy Weeks as per table given below:</p> <table><tr><th>Number of healthy weeks accumulated (first 11 months from policy anniversary or risk commencement date*)</th><th>Discount as % of Annualised Premium (For Regular Pay Variant)</th></tr><tr><td>0 to 12</td><td>Nil</td></tr><tr><td>13 to 26</td><td>5%</td></tr><tr><td>27 to 36</td><td>7.5%</td></tr><tr><td>Above 36</td><td>10%</td></tr></table> <p>*Any healthy week accumulated in the last month of a policy year will not be counted towards the calculation of discount.</p> <p>Recording minimum 50,000 steps can accumulate one healthy week in a week, subject to maximum 15,000 steps per day.</p> <p>Note:</p> <ul style="list-style-type: none"><li>For Limited Pay Variant, the discount shall be equal to the “Discount in Table above” multiplied by the ‘Factor’. Here the ‘Factor’ shall be computed by the formula given below:<br/>‘Factor’ = <math>\{1 - 1/1.055^{\text{PPT}}\} / \{1 - 1/1.055^{\text{PT}}\}</math></li><li>Where PPT means chosen Premium Payment Term of the rider and chosen PT means Policy Term of the rider.</li><li>For example: In case of PPT 5 and PT 10 years, the Factor is equal to 57% and if the number of healthy weeks recorded are above 36 in policy year 1, customer shall be eligible for premium discount of 5.7% in policy year 2</li></ul> <p>Please note that Wellness Benefit is not available in variant 5 i.e. TPD benefit.</p> <p>The above benefit is available only for the first 5 Policy years since inception. This benefit will not be available in case the rider is in lapse status and in case of reinstatement of rider beyond the first 5 Policy years. In case of reinstatement of the policy within the first 5 Policy years, the benefit will be applicable until the end of first 5 policy years since inception.</p> | Number of healthy weeks accumulated (first 11 months from policy anniversary or risk commencement date*) | Discount as % of Annualised Premium (For Regular Pay Variant) | 0 to 12 | Nil | 13 to 26 | 5% | 27 to 36 | 7.5% | Above 36 | 10% |
| Number of healthy weeks accumulated (first 11 months from policy anniversary or risk commencement date*) | Discount as % of Annualised Premium (For Regular Pay Variant) |   |  |   |         |     |          |    |          |      |          |     |
| 0 to 12  | Nil   |   |  |   |         |     |          |    |          |      |          |     |
| 13 to 26   | 5%  |   |  |   |         |     |          |    |          |      |          |     |
| 27 to 36   | 7.5%  |   |  |   |         |     |          |    |          |      |          |     |
| Above 36   | 10%   |   |  |   |         |     |          |    |          |      |          |     |

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

## How Does This Plan Work?

Mr. Rathod, a 35-year-old male wishes to secure his future. He buys a Term Plan from Axis Max Life Insurance (₹ 1 crore Sum Assured with 15 years PPT & PT). Further, in order to secure himself and his family from any hospitalisation expenses due to any Critical Illness, he buys Platinum Plus Variant of Axis Max Life Critical Illness & Disability Rider at just ₹ 4,840 p.a. which offers a Sum Assured of ₹ 10,00,000. Let's see how this rider helps Mr. Rathod in financially securing his future.

In 5<sup>th</sup> year, the Life Insured is diagnosed with Cancer of specified severity, which is one of the major Critical Illnesses covered in the variant. Thus, he receives a Sum Assured of ₹ 10,00,000 to cover his hospitalisation expenses. His base policy will continue with ₹ 1 Crore Sum Assured. In 9<sup>th</sup> policy year, he dies due to illness, after which, the base plan's Sum Assured will be paid to the nominee.



The above benefits are as per the below mentioned modal points:

Age: 35 years | Gender: Male | Critical Illness and Disability Rider variant: Platinum Plus | Premium Payment Term: 15 years | Policy Term: 15 years

## Termination Of Policy

The rider cover shall terminate upon the occurrence of the first of the following events:

1. On the date on which we receive the free look cancellation request;
2. Death of Life Insured;
3. On payment of 100% rider Sum Assured under this rider;
4. On the expiry of the rider coverage term;
5. On date on which the rider or base cover is cancelled or terminated for any reason;
6. On receipt of written request from the Life Insured for surrender of the rider or base cover;
7. On cancellation / termination of the cover by the Company on grounds of misrepresentation, fraud or non-disclosure subject to section 45 of the Insurance Act, 1938 as amended from time to time.

# Terms And Conditions

## Waiting Period

There is a waiting period of 90 days for major CI conditions and 180 days for minor CI conditions from the date of Policy Issuance or date of revival, whichever is later.

This waiting period is not applicable for claims occurring solely due to an accident.

In case the insured event happens during the waiting period, no benefit shall be payable. However, in such case, the rider cover will terminate, and Company will refund 100% of the premium paid corresponding to the rider benefit.

## Survival Period

In respect of all the benefits, a 14-day survival period is applicable. This refers to the period from the diagnosis and fulfilment of the definition of the conditions covered, which the Life Assured, must survive before the benefit will be paid.

Please note that claim payment will only be made with confirmatory diagnosis of the conditions covered while the insured is alive (i.e. a claim would not be admitted if the diagnosis is made post-mortem).

Note that for TPD benefit under all variants, the applicable survival period shall be as per the TPD definition.

## Grace Period

Conditions for grace period of the contract shall be same as that applicable for the base product.

## Free-Look

You have a Period of 30 (Thirty) days beginning from the date of receipt of the Rider document to review the terms and conditions of the Rider. If You disagree with any of the terms or conditions of the Rider document, or otherwise, and have not made any claim, You have the option to cancel the Rider by sending a written request to Us, by stating the reasons for such objections.

Upon receipt of Your request and if no claim has been made under the Rider,, the Rider shall terminate immediately and all rights, benefits and interests under the Rider shall cease immediately. You will be entitled to refund of the Rider Premiums received by Us, after deducting the proportionate risk Rider premium for the period of cover, charges of stamp duty paid and the expenses incurred on medical examination of the Life Insured, if any, irrespective of the reasons mentioned.

## Alterations

- Rider can be attached to the Base Plan at inception or at any Policy anniversary of the base plan as per board approved underwriting Policy and the applicable rider terms and conditions
- Rider shall automatically be terminated if the base plan is surrendered and, early exit value under the rider, if any, shall be payable
- Rider can be surrendered even without surrendering the base plan



<sup>^</sup>Individual Death Claims Paid Ratio as per audited financials for FY 2023-2024 I \*As per Public Disclosure for H1 FY 2024-2025.

CRITICAL ILLNESS COVERAGE IS AVAILABLE IN THIS RIDER.

\*Available with Platinum and Platinum Plus Variant.

Critical Illness benefit is available on payment of extra Premium over base plan.

Please refer to your base Axis Max Life Insurance plan product prospectus for further details of riders applicable. Customer can add Axis Max Life Insurance riders to base life insurance plans while buying or renewing as per policy terms and conditions by paying an additional premium.

**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](http://www.axismaxlife.com)

ARN: Axis MaxLife/Brand Marketing/FCB/CIDR Rider/Leaflet/V02/October 2024

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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.