

Made for Those  
Who Realise the Value of  
**#ProtectionFrontFootPe**



AXIS MAX LIFE

**SMART**  
SECURE PLUS  
PLAN

A Non-Linked Non-Participating Individual  
Pure Risk Life Insurance Plan  
UIN: 104N118V11

A **TERM PLAN** that financially protects the dreams of your  
loved ones, because for them **BHAROSA TUM HO**

## What Axis Max Life Smart Secure Plus Plan has in store for you?

Every individual's financial needs are different and with a host of features available under Axis Max Life Smart Secure Plus Plan, you can choose the ones you like and customise your Term Plan from the following options



Death Benefit



Option to pay your Premiums as per your convenience



Longer coverage duration: Choose your own desired Policy Term with coverage available up to age 85 years



Premium Break Option##



Joint Life Option\*



Accident Cover\*



Voluntary Sum Assured Top-up Option\*



Axis Max Life Waiver of Premium Plus Rider#



Axis Max Life Critical Illness and Disability Rider#



Special Exit Value



Terminal Illness



Return of Premium Variant\*\*

### Disclaimer

\*On Payment of Additional Premium.

\*\*On payment of Additional Premium. Upon Policyholder's selection of Return of Premium variant this product shall be a Non-Linked and Non-Participating Individual Life Insurance Savings Plan.

#Applicable Riders available on the payment of Additional Premium are Axis Max Life Critical Illness and Disability Rider | Non-Linked Non-Participating Individual Pure Risk Health Insurance Rider | UIN: 104B033V02 and Axis Max Life Waiver of Premium Plus Rider | A Non-Linked Non-Participating Individual Pure Risk Health Insurance Rider | UIN: 104B029V05

##Available at an Additional Premium for policies with Policy Term greater than 30 years and Premium Payment Term greater than 21 years. Option to skip paying Premium for 12 months. 2 Premium breaks will be available during the Premium Payment Term separated by interval of at least 10 years.

## Plan at a glance

Feature	Specification									
Coverage	All individuals in accordance with Board approved underwriting policy of the Company.									
Minimum / Maximum Age at Entry (age last birthday)	Minimum Age: - 18 years for both Non - POS and POS Maximum Age: - For Non – POS: Regular Pay: - 65 years                      Pay till 60: - 44 years For POS: Regular Pay: 55 years                      Pay till 60 – 44 years									
Maximum Maturity Age (age last birthday)	For Non – POS: Base Death Benefit: 85 years Accident Cover: 85 years For POS: Base Death Benefit: 65 years Accident Cover: 65 years									
Minimum Annual Premium	Subject to minimum Sum Assured and applicable premium rates. Please note that all applicable taxes, cesses and levies as imposed by the Government from time to time are collected over and above the policy premium.									
Maximum Annual Premium	No Limit, subject to maximum Sum Assured limits determined in accordance with the Board approved underwriting policy of the Company. Please note that all applicable taxes, cesses and levies as imposed by the Government from time to time are collected over and above the policy premium.									
Policy Term	<table><tr><th>Benefit Type</th><th>Minimum Policy Term</th><th>Maximum Policy Term*</th></tr><tr><td>Base Cover</td><td>10 Years</td><td>For Non – POS: 67 Years For POS: 47 years</td></tr><tr><td>Accident Cover</td><td>5 Years</td><td>For Non – POS: 67 Years For POS: 47 years</td></tr></table> <p>*For Return of Premium (ROP) variant, maximum policy term for both Base Cover and Accident Cover will be 50 years for Non-POS and 47 years for POS. The Policy Term under Accident Cover shall be same as the remaining base benefit Policy Term.</p>	Benefit Type	Minimum Policy Term	Maximum Policy Term*	Base Cover	10 Years	For Non – POS: 67 Years For POS: 47 years	Accident Cover	5 Years	For Non – POS: 67 Years For POS: 47 years
Benefit Type	Minimum Policy Term	Maximum Policy Term*								
Base Cover	10 Years	For Non – POS: 67 Years For POS: 47 years								
Accident Cover	5 Years	For Non – POS: 67 Years For POS: 47 years								
Minimum Sum Assured	<b>Base Death Benefit</b> Rs. 20,00,000 For Secondary Life, in Joint Life: Rs. 10,00,000 For POS, the Base Sum Assured shall be in multiples of INR 50,000 <b>Accident Cover Option</b> Minimum: Rs. 50,000									

## Plan at a glance

Feature	Specification																								
Axis Maximum Sum Assured	<b>Base Death Benefit</b> No Limit, subject to limits determined in accordance with the Board approved underwriting policy of the Company. For Secondary Life, in Joint Life: Rs. 50,00,000 For POS, the Base Sum Assured shall be in multiples of INR 50,000																								
	<b>Accident Cover</b> Maximum: a) Rs. 1,00,00,000. In addition, note that Accident Cover Sum Assured cannot be higher than three times the Base Death Benefit Sum Assured.																								
Premium Payment Term (to be chosen at inception; cannot be changed subsequently)	<table><tr><th>Premium Payment Term (PPT)</th><th>Available Base Policy Terms*</th><th>Avail Accident Cover Policy Terms*</th></tr><tr><td>Single Pay</td><td>For Non – POS: 10 Years to 67 Years For POS: 10 Years to 47 Years</td><td>NA</td></tr><tr><td>Regular Pay</td><td>For Non – POS: 10 Years to 67 Years For POS: 10 Years to 47 Years</td><td>For Non – POS: 5 Years to 67 Years For POS: 5 Years to 47 Years</td></tr><tr><td>5 Pay</td><td>For Non – POS: 10 Years to 67 Years For POS: 10 Years to 47 Years</td><td>For Non – POS: 10 Years to 67 Years For POS: 10 Years to 47 Years</td></tr><tr><td>10 Pay</td><td>For Non – POS: 15 Years to 67 Years For POS: 15 Years to 47 Years</td><td>For Non – POS: 10 Years to 67 Years For POS: 10 Years to 47 Years</td></tr><tr><td>12 pay</td><td>For Non – POS: 17 Years to 67 Years For POS: 17 Years to 47 Years</td><td>For Non – POS: 10 Years to 67 Years For POS: 10 Years to 47 Years</td></tr><tr><td>15 Pay</td><td>For Non – POS: 20 Years to 67 Years For POS: 20 Years to 47 Years</td><td>For Non – POS: 10 Years to 67 Years For POS: 10 Years to 47 Years</td></tr><tr><td>Pay Till 60 The premium payment term will be equal to (60 less Entry Age (Age last birthday))</td><td>For Non – POS: Policy term should be greater than premium payment term and can be a maximum of 67 years For POS: Policy term should be greater than premium payment term and can be a maximum of 47 years</td><td>For Non – POS: 6 Years to 67 Years For POS: 6 Years to 47 Years For POS: NA</td></tr></table>	Premium Payment Term (PPT)	Available Base Policy Terms*	Avail Accident Cover Policy Terms*	Single Pay	For Non – POS: 10 Years to 67 Years For POS: 10 Years to 47 Years	NA	Regular Pay	For Non – POS: 10 Years to 67 Years For POS: 10 Years to 47 Years	For Non – POS: 5 Years to 67 Years For POS: 5 Years to 47 Years	5 Pay	For Non – POS: 10 Years to 67 Years For POS: 10 Years to 47 Years	For Non – POS: 10 Years to 67 Years For POS: 10 Years to 47 Years	10 Pay	For Non – POS: 15 Years to 67 Years For POS: 15 Years to 47 Years	For Non – POS: 10 Years to 67 Years For POS: 10 Years to 47 Years	12 pay	For Non – POS: 17 Years to 67 Years For POS: 17 Years to 47 Years	For Non – POS: 10 Years to 67 Years For POS: 10 Years to 47 Years	15 Pay	For Non – POS: 20 Years to 67 Years For POS: 20 Years to 47 Years	For Non – POS: 10 Years to 67 Years For POS: 10 Years to 47 Years	Pay Till 60 The premium payment term will be equal to (60 less Entry Age (Age last birthday))	For Non – POS: Policy term should be greater than premium payment term and can be a maximum of 67 years For POS: Policy term should be greater than premium payment term and can be a maximum of 47 years	For Non – POS: 6 Years to 67 Years For POS: 6 Years to 47 Years For POS: NA
	Premium Payment Term (PPT)	Available Base Policy Terms*	Avail Accident Cover Policy Terms*																						
	Single Pay	For Non – POS: 10 Years to 67 Years For POS: 10 Years to 47 Years	NA																						
	Regular Pay	For Non – POS: 10 Years to 67 Years For POS: 10 Years to 47 Years	For Non – POS: 5 Years to 67 Years For POS: 5 Years to 47 Years																						
	5 Pay	For Non – POS: 10 Years to 67 Years For POS: 10 Years to 47 Years	For Non – POS: 10 Years to 67 Years For POS: 10 Years to 47 Years																						
	10 Pay	For Non – POS: 15 Years to 67 Years For POS: 15 Years to 47 Years	For Non – POS: 10 Years to 67 Years For POS: 10 Years to 47 Years																						
	12 pay	For Non – POS: 17 Years to 67 Years For POS: 17 Years to 47 Years	For Non – POS: 10 Years to 67 Years For POS: 10 Years to 47 Years																						
	15 Pay	For Non – POS: 20 Years to 67 Years For POS: 20 Years to 47 Years	For Non – POS: 10 Years to 67 Years For POS: 10 Years to 47 Years																						
Pay Till 60 The premium payment term will be equal to (60 less Entry Age (Age last birthday))	For Non – POS: Policy term should be greater than premium payment term and can be a maximum of 67 years For POS: Policy term should be greater than premium payment term and can be a maximum of 47 years	For Non – POS: 6 Years to 67 Years For POS: 6 Years to 47 Years For POS: NA																							

## Plan at a glance

Feature	Specification												
	<p>*For Return of Premium variant, available policy term for both Base Cover and Accident Cover will be up to 50 years.</p> <p>The premium payment term of the base benefit can only be chosen at policy inception and cannot be changed subsequently.</p> <p>Under Accident cover, the premium payment term and policy term of the accident cover will be subject to the outstanding premium payment term and policy term of the base benefit, such that:</p> <ol style="list-style-type: none"> <li>1) At inception, the accident cover policy term and premium payment term shall be same as that of the base cover.</li> <li>2) Post inception, the accident cover policy term shall be same as the outstanding term of the base cover. The accident cover premium payment term shall be the maximum premium payment term available under accident cover at the time of opting for this option but not exceeding the base cover premium payment term.</li> </ol> <p>For e.g. For a 15 pay 50 policy, Policyholder can opt for the accident cover (only once) in any of the policy year 1 to policy year 10 with a premium payment term of:</p> <ul style="list-style-type: none"> <li>• At inception: With policy term equal to 50 years and premium payment term equal to 15 years</li> <li>• Policy Year 2 and 3: premium payment term of 12 years, with policy term same as outstanding base coverage term</li> <li>• Policy Year 4 and 5: premium payment term of 10 years, with policy term same as outstanding base coverage term</li> <li>• Policy Year 6 to 10: premium payment term of 5 years, with policy term same as outstanding base coverage term</li> </ul>												
Policy loan	<p>Policy loan facility is available only in Return of Premium (RoP) variant. Under Return of Premium (RoP) variant, once the policy has acquired the surrender value, Policy loans will be available subject to maximum limit of 75% of Surrender Value.</p>												
Premium payment modes	<p>Annual, Semi – Annual, quarterly &amp; monthly premium payment modes. The modal factors are as follows:</p> <table border="1"> <thead> <tr> <th colspan="2">Modal Factors</th></tr> <tr> <th>Premium Mode</th><th>Factor</th></tr> </thead> <tbody> <tr> <td>Annual</td><td>1.000</td></tr> <tr> <td>Semi - annual</td><td>0.513</td></tr> <tr> <td>Quarterly</td><td>0.261</td></tr> <tr> <td>Monthly</td><td>0.088</td></tr> </tbody> </table> <p>The premium payment mode can be changed anytime during the premium payment term. Any change in premium payment mode will be effective from or coinciding with the next premium due date as per the new premium payment mode selected by the customer.</p>	Modal Factors		Premium Mode	Factor	Annual	1.000	Semi - annual	0.513	Quarterly	0.261	Monthly	0.088
Modal Factors													
Premium Mode	Factor												
Annual	1.000												
Semi - annual	0.513												
Quarterly	0.261												
Monthly	0.088												

Note: For sales through POS persons, the product shall comply with all the extant provision, rules, regulations, guidelines, circulars, directions, etc. applicable for POS products, as amended from time to time.

### For policies sourced through POS channel:

- POS applicable only for 'Life cover' variant
- Only Return of Premium and Accident Cover option available under POS
- No other optional benefit (Joint Life, Premium Break, Voluntary top-up option) or rider applicable for POS
- For POS, the Base Sum Assured shall be in multiples of INR 50,000

Please note that there is a waiting period of 90 days for the policies sold through POS Persons which is applicable from the date of acceptance of risk. If the customer dies during the waiting period, then no benefit is payable apart from refund of 100% of the premium paid since the date of commencement of policy excluding Goods and service tax, any other cess.

In case of death of Life Insured due to accident, the Waiting Period is not applicable, and Death Benefit shall be payable. The Waiting Period is not applicable in case of revival of the Policy.

Sr. No.	Benefits	Additional / Accelerated Sum Assured**	Brief Description
1	Death Benefit	Base	Axis Max Life Smart Secure Plus Plan helps you customise the protection required at affordable prices by offering 2 Death Benefit Cover options to choose from, at the time of purchase <ul style="list-style-type: none"> <li>• Life Cover</li> <li>• Increasing Life Cover</li> </ul>
2	Claims Payout	Base	Empower the nominee to choose the payout mode, at claims stage: <ul style="list-style-type: none"> <li>• Lump sum</li> <li>• Monthly Income</li> <li>• Part Lump sum and Part Monthly Income</li> </ul>
3	Terminal Illness	Accelerated	Get free coverage against the diagnosis of Terminal Illness and accelerate payout up to ` 1 Crore. No additional Premium to be paid.
4	Special Exit Value	NA	Option to receive all Premiums paid back, at a specified point in the term of the Policy (free of cost). Available when Return of Premium variant is not chosen. No Additional Premium to be paid.
5	Return of Premium**	NA	Return of 100% of ~Total Premiums Paid (plus underwriting extra Premiums paid plus loading for modal Premiums, if any), at end of Policy Term upon survival.
6	Premium Break##	NA	In case of financial trouble&&, option to skip paying your Premium for a year and still stay covered. 2 Premium breaks will be available during the Policy Term.
7	Joint Life*	Additional	Cover your spouse, at inception, at nominal Premium.
8	Voluntary top-up Sum Assured*	Additional	<b>Additional Protection for Additional Liabilities.</b> Option to double your Insurance Cover, basis underwriting, at the time of your need by increasing your Sum Assured up to an additional 100% of base Sum Assured, chosen at inception.
9	Accident Cover*	Additional	Additional coverage against the risk of Accidental Death.
10	Waiver of Premium Plus Rider#	NA	Comprehensive protection (waiver of future Premiums) against Death, Disability and Critical Illness.
11	Critical Illness and Disability Rider#	NA	Comprehensive coverage against the risk of Critical Illness and Disability.

\*On payment of Additional Premium. &&Financial Trouble – Protect yourself against job loss, on-going pandemic, income loss etc.

~Total Premiums Paid means total of all the premiums paid under the base product, excluding any extra premium and taxes, if collected explicitly.

#Applicable Riders available on the payment of Additional Premium are Axis Max Life Critical Illness and Disability Rider | Non-Linked Non-Participating Individual Pure Risk Health Insurance Rider | UIN: 104B033V02 and Axis Max Life Waiver of Premium Plus Rider | A Non-Linked Non-Participating Individual Pure Risk Health Insurance Rider | UIN: 104B029V05.

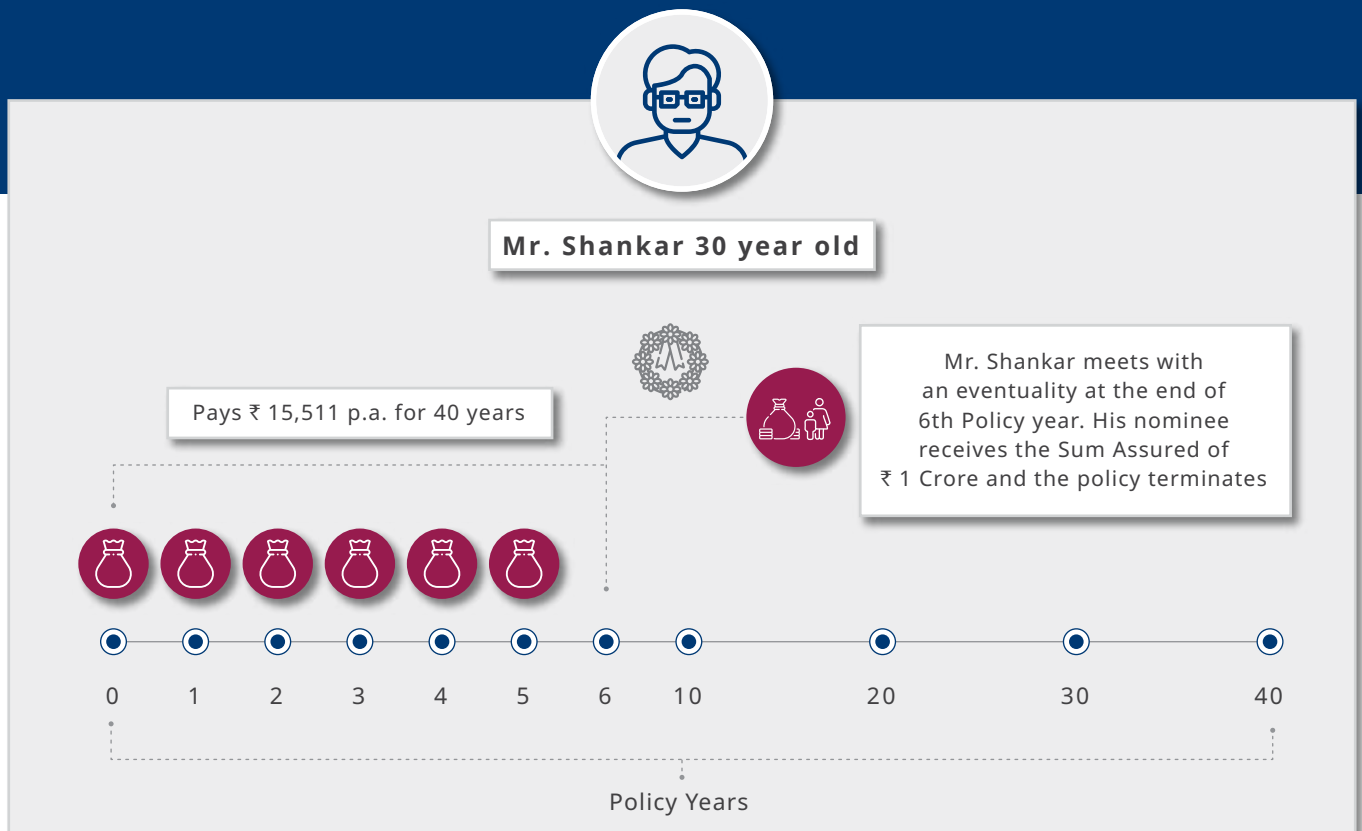
##Available at an Additional Premium for policies with Policy Term greater than 30 years and Premium Payment Term greater than 21 years. Option to skip paying Premium for 12 months. 2 Premium breaks will be available during the Premium Payment Term separated by interval of at least 10 years.

\*\*The Return of Premium Option is available on payment of Additional Premium. Premium does not include amount paid for riders and is excluding taxes, cesses and levies. Upon policyholder's selection of Return of Premium variant this product shall be a Non-Linked Non-Participating Individual Life Insurance Savings Plan.

## How this plan works?

### Scenario 1

Mr. Shankar, a 30-year-old non-smoker, wishes to ensure the financial security of his family's future in case of an eventuality. He opts for the Regular Pay Variant of the **Axis Max Life Smart Secure Plus Plan** and pays an Annualised Premium<sup>##</sup> of ₹15,511 with a Sum Assured of ₹1 Crore. His Policy Term is of 40 years. However, he meets an eventuality in the 6<sup>th</sup> policy year. Let's see how this plan helps Mr. Shankar fulfil his wish and allows his family to continue leading the same lifestyle in his absence.



#### 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.
2. Premium shown in all of the above illustrations is exclusive of GST.

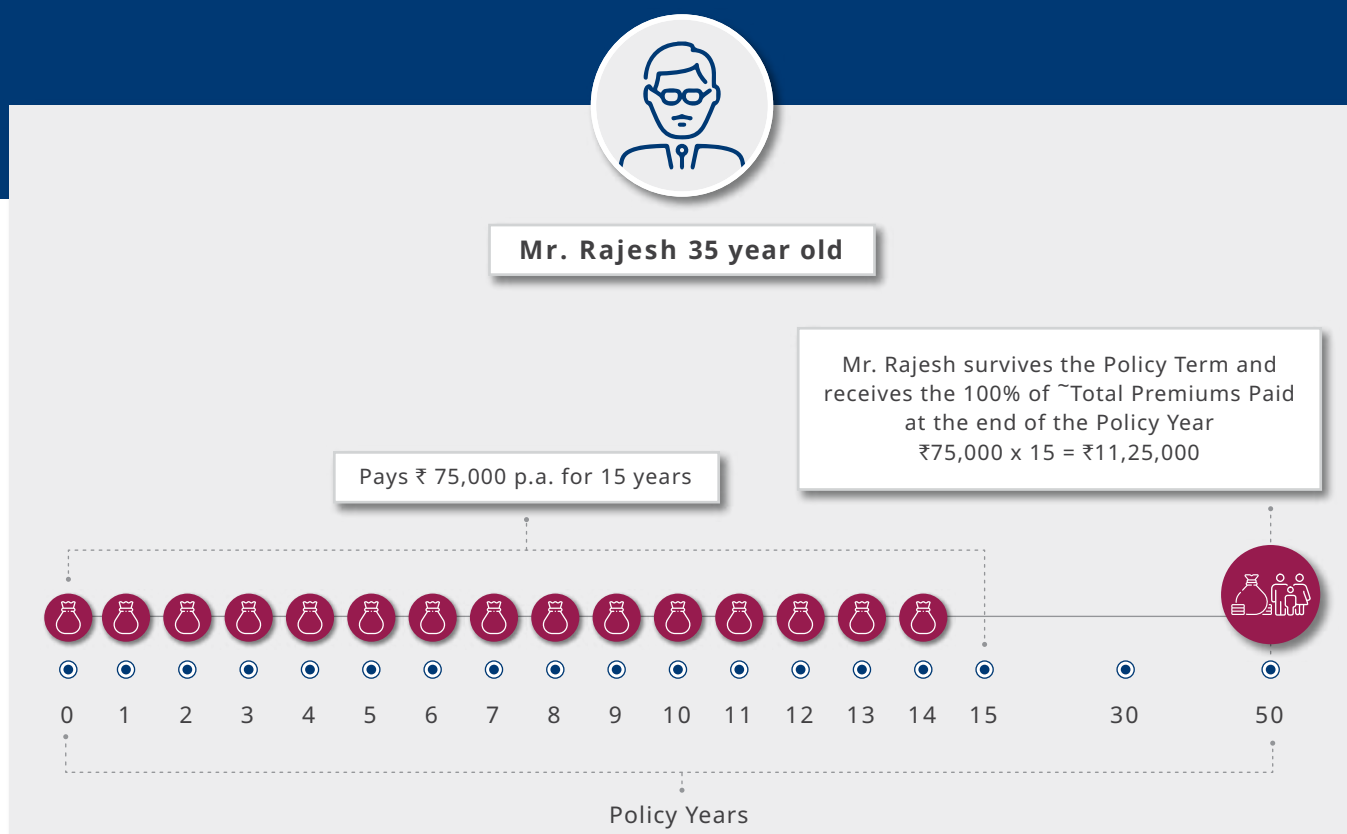
<sup>##</sup>Annualised Premium means the Premium amount payable in a year, excluding taxes, Rider Premiums, underwriting extra Premiums and loadings for modal Premiums.



## How this plan works

### Scenario 2

Mr. Rajesh, a 35-year-old non-smoker, wishes to ensure the financial security of his family's future in case of an eventuality. He opts for the **Axis Max Life Smart Secure Plus Plan** \*\*Return of Premium Variant and pays an Annualised Premium## of ₹ 75,000 for a Sum Assured of ₹ 1 Crore. His Policy Term is of 50 years with 15 years of Premium Payment Term. He survives the Policy Term and receives his Premiums back. Let's see how this plan helps Mr. Rajesh fulfil his wish and allows him and his family to continue leading the same lifestyle.



#### 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.
2. Premium shown in all of the above illustrations is exclusive of GST.

~Total Premiums Paid means total of all the paid under the base product received, excluding any extra Premium and taxes, if collected explicitly.

##Annualised Premium means the Premium amount payable in a year, excluding taxes, rider Premiums, underwriting extra Premiums and loadings for modal Premiums.

\*\*The Return of Premium Option is available on payment of Additional Premium. Premium does not include amount paid for riders and is excluding taxes, cesses and levies. Upon Policyholder's selection of Return of Premium variant this product shall be a Non-Linked Non-Participating Individual Life Insurance Savings Plan.

So, play **#ProtectionFrontFootPe** and give your loved ones the financial protection they deserve with Axis Max Life Smart Secure Plus.

**BHAROSA TUM HO**



\*Individual Death Claims Paid Ratio as per audited financials for 2023-2024 | \*As per Public Disclosure for H1 FY 2024-25.

This is a Non-linked Non-Participating Individual Pure Risk Life Insurance Plan with UIN: 104N118V11.

The Premiums shown are applicable for a sample non-smoker purchasing Axis Max Life Smart Secure Plus Plan offline.

Axis Max Life Insurance Limited (formerly 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 Max Life/MaxIS/Smart Secure Plus V11/Leaflet/April 2025

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.