

CUSTOMER INFORMATION SHEET / KNOW YOUR POLICY

Customer Information Sheet reference no. _____

This document provides key information about your Policy. You are also advised to go through your Policy document.

Sl. no.	Title	Description in Simple Words (Please refer to applicable Policy Clause Number in next column)	Policy Clause Number
1.	Name of the Insurance Product and Unique Identification Number (UIN)	Axis Max Life Smart Value Income & Benefit Enhancer Plan UIN- 104N159V04	Policy Preamble
2.	Policy Number	<Policy Number>	Policy Schedule
3.	Type of Insurance Policy	A Non-linked Non-Participating Individual Life Insurance Savings Plan	Policy Preamble
4.	Basic Policy details	<ul style="list-style-type: none"> ➤ Instalment Premium: <Amount> ➤ Mode of Premium payment: <Annually/Half Yearly/quarterly/Monthly> ➤ Sum Assured on Death: <add SA> * ➤ Sum Assured on Maturity: <add SA >** ➤ Policy Term: <add Policy term> ➤ Premium Payment Term: <add PPT> ➤ Variant: <Insta Wealth / Future Wealth / Insta Wealth Boost> ➤ Future Income Period: <add> ➤ Flexi Income: <add> ➤ Insta Income: <add> ➤ Future Income Benefit: <add > ➤ Future Milestone Benefit: <add > ➤ Enhanced Maturity Booster: <add > 	Policy Schedule
5.	Policy Coverage/benefits payable	<ul style="list-style-type: none"> • Benefits payable on Death: If Life Insured dies during the Policy Term, provided the Policy is in force and is not a Lapsed Policy or in Reduced Paid Up Mode, and You have not opted for Policy Continuance Benefit, We will pay higher of: (i) Sum Assured on Death; (ii) 105% of sum of (Total Premiums Paid plus loadings for modal premiums plus Underwriting Extra Premium (if any)); or (iii) Surrender Value. If Life Insured dies during the Policy Term, provided in the Policy is in force and is not a Lapsed Policy or in Reduced Paid Up Mode, and You have opted for Policy Continuance Benefit, We will pay higher of: (i) Sum Assured on Death; (ii) 105% of sum of (Total Premiums Paid plus loadings for modal premiums plus Underwriting Extra Premium (if any)); plus Policy Continuance Benefit. • Maturity Benefit: If the Life Insured has survived until the Maturity Date, provided the Policy is in-force and has been fully paid on the Maturity Date, We shall pay the following Maturity Benefit as per chosen option. For more details, please refer Policy Document. <ul style="list-style-type: none"> ▪ For Insta Wealth Variant or Future Wealth Variant: Future Income Benefit, plus Future Milestone Benefit ▪ For Insta Wealth Boost Variant: Sum Assured on Maturity 	<p>Clause 1.1 of Part C</p> <p>Clause 1.3 of Part C</p>

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		<p>You have option to accumulate the Future Income Benefit or any accumulated Survival Benefit, if not already paid</p> <ul style="list-style-type: none"> • Survival Benefit: During the Policy Term while the Life Insured is alive, following Survival Benefit shall be payable on the due date as specified in the Schedule as per chosen option, in arrears or advance (as chosen by You), provided the Policy is in-force and all due Premiums have been received. For more details, please refer Policy Document. • For Insta Wealth Variant: Insta Income Benefit and Flexi Income Benefit • For Future Wealth Variant: Flexi Income Benefit • For Insta Wealth Boost Variant: Insta Income Benefit and Flexi Income Benefit • Surrender benefits: Surrender Benefits means an amount that becomes payable in case of Surrender of the Policy in accordance with the terms and conditions of the Policy. For more details, please refer Policy Document. <p>Options to Policyholders for availing benefits, if any, covered under the Policy:</p> <ul style="list-style-type: none"> • Settlement Option: The Claimant, may send us a written request to receive Death Benefit in lump sum or in installment over a period of 5 years, either in monthly or annual mode. For more details, please refer Policy Document. • Senior Citizen Benefit option: It offers vital financial support to policyholders aged 60 and above who are Diagnosed with Terminal Illness or Diagnosed as suffering from any of the Critical Illnesses. It is available with only Insta Wealth Variant and Future Wealth Variant and may be exercised only once during the Future Income Period. For more details, please refer Policy Document. • Cover Continuance Benefit: If Premium for at least three Policy Years have been paid in full and the Policy is in force for atleast 3 Policy Year and thereafter, if any subsequent Premium installment is not paid and You choose Cover Continuance Benefit option, the risk cover for Death Benefit shall continue during the Cover Continuation Period. For more details, please refer Policy Document. • Advance Future Milestone Benefit: During the Future Income Period, You will have an option to receive the present value of the Future Milestone Benefit payable at the end of Future Income Period as an advance Future Milestone Benefit amount. For more details, please refer Policy Document. • Commutation Option: During the Future Income Period, You will have an option to receive the present value of the entire future benefit discounted at a rate determined by Us, as an onetime commutation amount. For more details, please refer Policy Document. <p>Other benefits/options payable, specific to the Policy, if any:</p> <ul style="list-style-type: none"> • In the case this Policy is sourced as a point of sale Policy: In case of death of the Life Insured during the Waiting Period due to Accident or death of the Life Insured after the Waiting Period, 	<p>Clause 1.2 of Part C</p> <p>Clause 1 of Part D</p> <p>Clause 2 of Part C</p> <p>Clause 6 of Part C</p> <p>Clause 7 of Part C</p> <p>Clause 8 of Part C</p> <p>Clause 10 of Part C</p> <p>Clause 1.1.3. of Part C</p>
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6.	Options available (in case of Linked Insurance Products)	This is not applicable	
7.	Option available (in case of Annuity product)	This is not applicable	
8.	Riders opted, if any	<ul style="list-style-type: none"> • <u>Axis Max Life Waiver of Premium plus Rider (UIN: 104B029V06):</u> In case You opt this Rider, We will provide waiver of all future premiums in case of Critical Illness or dismemberment or Death (only when Life Insured and Policyholder are different individuals) as per applicable terms and conditions of this Rider. • <u>Axis Max Life Accidental Death and Dismemberment Rider (UIN: 104B027V05):</u> In case You opt this Rider, We will provide additional benefits in case of death or dismemberment of the Life Insured due to an accident as per applicable terms and conditions of this Rider. • <u>Axis Max Life Term plus Rider (UIN: 104B026V04):</u> In case You opt this Rider, We will provide additional lump sum benefit in case of death of the Life Insured as per applicable terms and conditions of this Rider. • <u>Axis Max Life Critical Illness and Disability Rider (UIN: 104B033V02):</u> In case You opt this Rider, We will provide additional lump sum benefit in case of critical illness diagnosis as per applicable terms and conditions of this Rider. 	Policy Schedule
9.	Exclusions (events where insurance coverage is not payable), if any.	<p>➤ Suicide Exclusion: If the Life Insured commits suicide, within 12 (Twelve) months from the Date of Commencement of Risk or from the date of Revival of this Policy, as applicable, all risks and benefits under this Policy shall cease and the Policy shall terminate refer policy document. We shall only pay the following:</p> <ol style="list-style-type: none"> Higher of the Surrender Value as on the date of death or the sum of (Total Premiums Paid plus loadings for modal premiums and Underwriting Extra Premium, if any, paid till the date of death), if the Policy has acquired a Surrender Value; or Total Premiums Paid plus loadings for modal premiums and Underwriting Extra Premium, if any, received by Us till the date of death, if the Policy has not acquired a Surrender Value. <p>➤ Exclusions applicable to Critical Illness: For Critical Illness specific exclusions refer to Annexure 4 of the Policy</p>	Clause 5 of Part F
10.	Waiting /lien Period, if any	For point of sale policy - Period of 90 days from the Date of Commencement of Risk or inception of Policy.	Clause 76 of Part B
11.	Grace period	Number of Days: < 15/30 >	Clause 22 of Part B

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12.	Free Look Period	Number of days: 30 days beginning from the date of receipt of the Policy.	Clause 6 of Part D
13.	Lapse, paid-up and revival of the Policy	<ul style="list-style-type: none"> ➤ Lapse Period: In case of non- receipt of first year's full premium, the Policy will lapse, and no benefits shall be payable. ➤ Policy Renewal: The Policy will be renewed only upon receipt of due Premium. ➤ Revival Period: It means the period of five consecutive complete years from the date of first unpaid Premium. ➤ Reduced Paid Up Benefits: If the Policy has acquired a Surrender Value and in the event of non-payment of the due Premiums by You to Us on the expiry of the Grace Period this Policy, will not become a Lapsed Policy and will continue under Reduced Paid Up Mode unless revived and the reduced paid up benefits will be payable. 	<p>Clause 7 of Part D</p> <p>Policy Schedule</p> <p>Clause 59 of Part B</p> <p>Clause 3 of Part C</p>
14.	Policy Loan, if applicable	Once this Policy has acquired the Surrender Value, You will be eligible for grant of loans. For more information, please refer Policy Document.	Clause 2 of Part D
15.	Claims/Claims Procedure	<ul style="list-style-type: none"> • Turn Around Time (TAT) for claims settlement: and brief procedure. For details, refer to "Service TATs in Insurance - Axis Max Life Insurance". • Helpline number: 1860-120-5577 (Call charges apply) or 0124-4219090 • Contact Details of the Insurer: Axis Max Life Insurance Limited, Plot No. 90C, Udyog Vihar, Sector 18, Gurugram, 122015, Haryana, India. Website – https://www.axismaxlife.com • Link for downloading claim form and list of documents required including bank account details: https://www.axismaxlife.com/downloads 	Clause 2 of Part F
16.	Policy Servicing	<ul style="list-style-type: none"> • Turn Around Time (TAT) For details, refer to "Service TATs in Insurance - Axis Max Life Insurance". • Helpline number - 1860-120-5577 (Call charges apply) or 0124-4219090. • Contact Details of the Insurer: Axis Max Life Insurance Limited, Plot No. 90C, Udyog Vihar, Sector 18, Gurugram-122015, Haryana, India. Website – https://www.axismaxlife.com. • Link for downloading applicable forms and list of documents required including bank account details: <<https://www.axismaxlife.com/downloads>> 	
17.	Grievances/Complaint	<ul style="list-style-type: none"> • Contact Details of Grievance Redressal Officer of the insurer: Grievance Redressal Officer, Axis Max Life Insurance Limited, Plot No. 90C, Udyog Vihar, Sector 18, Gurugram-122015, Haryana, India. • Helpline number: 1860-120-5577 (Call charges apply) or 0124-4219090. • Link for registering the grievance with the insurer's portal: https://www.axismaxlife.com/customer-service/grievance-redressal. • Contact details of Ombudsman : Find your nearest Ombudsman office at http://www.cioins.co.in/ombudsman 	Part G

Declaration by the Policyholder

I have read the above and confirm having noted the details.

Place:

(Signature of the Policyholder)

Date:

Note:

- i. For the product related documents including the Customer Information sheet please refer to the <https://www.axismaxlife.com/investment-plans/smart-value-income-benefit-enhancer-plan>
- ii. In case of any conflict, the terms and conditions mentioned in the Policy document shall prevail.
- iii. *Sum Assured on Death is subject to underwriting, for actual Sum Assured details & updated UIN number (in case of modification), please refer to the Policy document.
- iv. In the event of any conflict or discrepancy between any translated version and the English language version of this CIS, the English language version of this CIS shall prevail.
- v. **Variant 1 and 2: "Present Value of Base Future Income and Future Milestone Benefit at the end of policy term discounted at 9% p.a."
Variant 3: Guaranteed Maturity Benefit