

IN THIS UNIT LINKED POLICY, THE INVESTMENT RISK IN INVESTMENT PORTFOLIO IS BORNE BY THE POLICYHOLDER.

# Be the **STAR** of your **FAMILY'S BHAROSA**



Introducing



*Where wealth meets  
protection, ensuring  
Double Bharosa for  
growth and a secure  
tomorrow.*

### Key benefits available:

✦ High Sum Assured Multiple

✦ Monthly Income Benefit<sup>@</sup>

✦ Market-Linked Returns

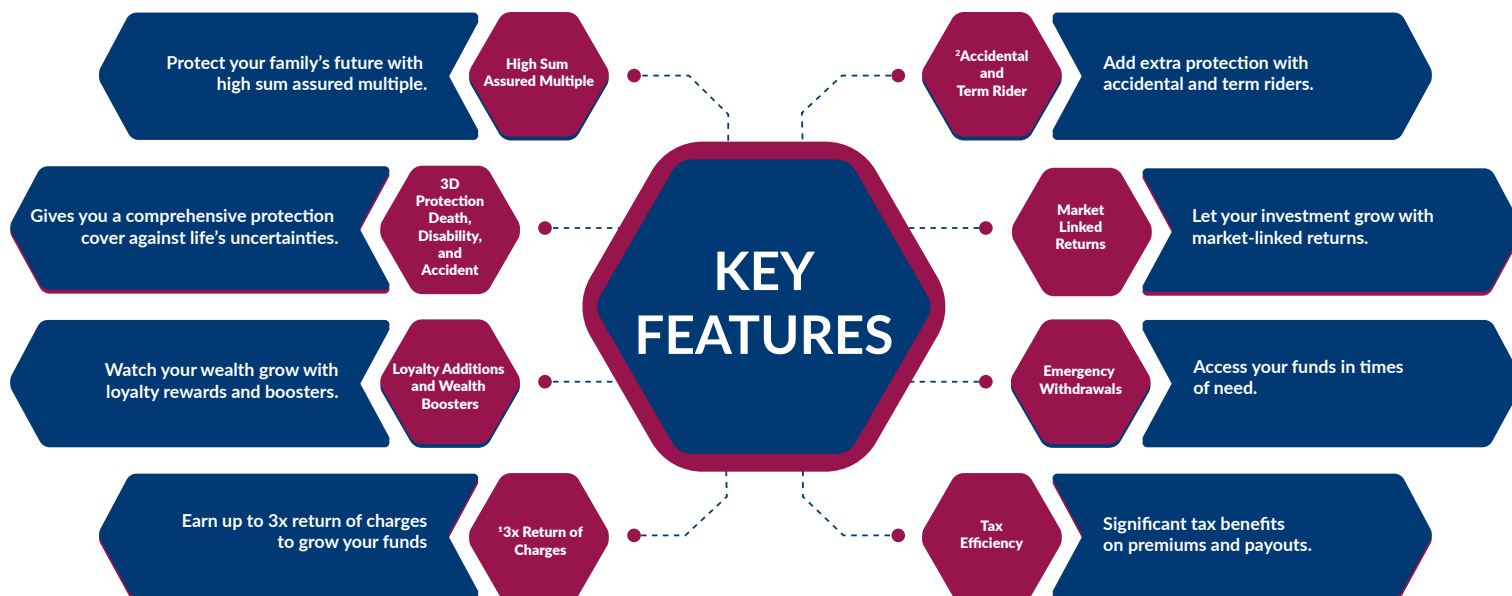
✦ Upto 3X funding of premium<sup>@</sup>

Because your loved ones deserve the best and for them,

**BHAROSA TUM HO**

A complete product proposition is one that offers you life coverage and helps you meet key milestones of life with suitable returns.

Introducing Axis Max Life Smart Term with Additional Returns ULIP, A Unit Linked Non Participating Individual Life Insurance Plan that offers life insurance protection for your family and provides market linked returns. Under this plan you can choose your Death Benefit and Fund option as per your need.



<sup>1</sup>Upto 3x return of mortality, morbidity and administration charges and 2x return of premium allocation charges

<sup>2</sup>Available with Term Booster with Smart Ultra Protect Rider (Accelerated Terminal Illness, Accidental Death Benefit and Accidental Total and Permanent Disability rider) attached in the policy

### Variants available under this plan

Choose from the following two Product Variants

- a) **Life Secure Variant** - Receive the highest benefit, amongst the Sum Assured on Death, 105% of Premiums Paid, or the total Fund Value – ensuring financial security for your loved ones.
- b) **3D Life Secure Variant** - Offers a lump sum death benefit, monthly income (20% of Annual Premium) for 10 years, and upto triple funding of your outstanding premiums. In case of Critical Illness or Dismemberment, upto 3X of all the future outstanding premiums are funded, and on maturity, the fund value is paid out, ensuring long-term wealth creation.

S.No	Features	Specifications
1	Product Type	A Unit Linked Non Participating Individual Life Insurance Plan
2	Coverage	All individuals in accordance with the Board Approved Underwriting Policy
3	Minimum Age of Life Insured at Entry (age as on last birthday)	18 Years

S.No	Features	Specifications
4	Maximum Age of Life Insured at Entry (age as on last birthday)	60 years
5	Minimum Maturity Age of the Life Insured (age as on last birthday)	Wealth Variant: 38 years. Whole Life Variant: 100 years.
6	Maximum Maturity Age of the Life Insured (age as on last birthday)	Wealth Variant: 85 years Whole Life Variant: 100 years
7	Policy Term	Minimum: 20 years  Maximum: Wealth Variant: 67 years Whole Life Variant: Policy term is equal to 100 less age at entry
8	Minimum Premium Payment Term	<b>Wealth Variant:</b> <b>Limited Pay: 5 years</b> <b>Regular Pay: 20 years</b>  <b>Whole Life Variant:</b> Limited Pay: 5 years
9	Maximum Premium	<b>Wealth Variant:</b> Limited Pay: 15 years Regular Pay: 67 years  <b>Whole Life Variant:</b> Limited Pay: 15 years
10	Minimum Annualized premium	The minimum annualised premium is Rs. 20,000 per annum  The minimum annualised premium shall be Rs. 12,000 for policies purchased via online channel or Insurance Self Network Platform (ISNP).  "Annualised Premium" means the premium amount payable in a year excluding taxes, rider premiums and underwriting extra premiums on riders, if any. "Total premiums paid" means total of all the premiums received under the base product including top-ups premium paid, if any.

S.No	Features	Specifications
11	Maximum Annualized premium	No limit, subject to the limits determined in accordance with the Board approved underwriting policy of the Company.
12	Premium Payment mode	Annual, Semi-Annual, Quarterly and Monthly.
13	Minimum Sum Assured	<p>“Sum assured on death” means an absolute amount of benefit which is guaranteed to become payable on death of the life assured in accordance with the terms and conditions of the policy.</p> <p>The Sum assured on death under the product is annualised premium times the cover multiple as chosen by the policyholder at inception. Additionally, under 3D Life Secure Variant sum assured on death also includes a monthly income payout and 3 times funding of future outstanding premium if any followed by a payout of fund value at maturity as described in death benefit section above.</p> <p>Minimum cover multiple available for both Life Secure and 3D Life Secure Variant is 10.</p> <p>Thus, the minimum Sum assured on death will depend on the minimum premium. Basis the same, the minimum Sum assured on death under the product is Rs. 2,00,000</p>
14	Maximum Sum Assured	No limit, subject to the limits determined in accordance with the Board approved underwriting policy of the Company.
15	Death Benefit	<ul style="list-style-type: none"> <li>• <b>Life Secure Variant</b> On death of the Life Insured anytime during the term of the policy, the nominee shall get higher of the following benefits: <ul style="list-style-type: none"> <li>• Sum assured on death (reduced by applicable partial withdrawals, if any), or</li> <li>• Fund value (as on date of intimation of death), or</li> <li>• 105% of the total premiums paid up to the date of death (reduce by applicable partial withdrawals, if any)</li> </ul> Please note that the ‘applicable partial withdrawals’ mentioned above refers to all the partial withdrawals made during the two years’ period immediately preceding the death of the Life Insured. Charges other than fund management charge, recovered subsequent to the date of death shall be added back to the fund value as available on the date of intimation of death. </li> <li>• <b>3D Life Secure Variant</b> On death of the Life Insured anytime during the term of the policy, the nominee shall get sum of the following benefits: <ol style="list-style-type: none"> <li>I. <b>Lump Sum Benefit:</b> Higher of Sum Assured chosen at inception (or annualized premium chosen at inception times cover multiple) or 105% of the total premiums paid up to the date of death (whichever is applicable, reduced by applicable partial withdrawals, if any), plus</li> <li>II. <b>Income Benefit:</b> An income benefit equal to 20% of annualised premium will be paid each month starting from the policy anniversary date of every month following or coinciding with the date of the death of the life insured for 10 years.</li> </ol> </li> </ul>

S.No	Features	Specifications						
20		<p><b>III. Funding of Premium:</b> The Company will fund X times (where X=1,2 or 3 as chosen by the policyholder at inception) of all future outstanding premiums as and when due under the policy. Fund Value as on the date of maturity will be paid at the end of the policy term.</p> <p>Please note that the 'applicable partial withdrawals' mentioned above refers to all the partial withdrawals made during the two years' period immediately preceding the death of the Life Insured.</p> <p>Charges other than fund management charge, recovered subsequent to the date of death shall be added back to the fund value as available on the date of intimation of death.</p> <p>For 3D Life Secure Variant, the policy will continue even after the death of the Life insured till the end of the policy term. In this case, following the Life Insured's death, the Claimant shall not be entitled to exercise Switches, Partial Withdrawals, Premium Re-Direction, Settlement Option or Surrender the Policy.</p>						
21	<p><b>Critical Illness and/or Dismemberment</b> (Payable on occurrence of Critical illness and/or dismemberment to the Life Insured provided the risk cover under the Policy is in-force.) This is applicable only for 3D Life Secure Variant.</p>	<p>The Company will fund X times (where X=1, 2 or 3 as chosen by the policyholder at inception) of all future outstanding premiums as and when due under the policy.</p> <p>The policy will continue even after the occurrence of Critical Illness/Dismemberment of the Life insured till the end of the policy term. Please refer product sales brochure available on <a href="http://www.axismaxlife.com">www.axismaxlife.com</a> for the list of critical illnesses and exclusions that are covered under the product.</p>						
22	<p><b>Maturity Benefit</b> (Life Secure Variant &amp; 3D Life Secure Variant)</p>	<p>The maturity benefit is equal to the Fund Value, where: Fund Value = Summation of Number of Units in Fund(s) multiplied by the respective NAV of the Fund(s) as on the date of maturity. In case the date of maturity is on a non-working day for the markets, then next working day's NAV will be applicable.</p>						
23	<p><b>Return of Charges (RoC)</b> RoC will be payable provided all due premiums have been paid.</p>	<p><b>(i) Return of Mortality Charges on death benefit and Return of Morbidity Charges on CI/Dismemberment Benefit</b></p> <p>Starting from the 16th Policy Year, x% of the monthly mortality and morbidity charge (excluding underwriting extra and taxes) deducted during the period of 180 preceding Policy Month shall be added to the Fund Value at the end of each Policy Month in the form of addition of units. Where x% is defined below-</p> <table border="1"> <thead> <tr> <th>Policy Year</th> <th>Proportion of charge(x%)</th> </tr> </thead> <tbody> <tr> <td>From the start 16th year to the end of 25th year</td> <td>200%</td> </tr> <tr> <td>From the start of 26th year</td> <td>300%</td> </tr> </tbody> </table>	Policy Year	Proportion of charge(x%)	From the start 16th year to the end of 25th year	200%	From the start of 26th year	300%
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From the start of 26th year	300%							

S.No	Features	Specifications
		<p><b>Wealth Variant:</b> From the start of 16th policy year to the end of the policy term.</p> <p><b>Whole life Variant:</b> From the start of 16th policy year till attained age 85.</p> <p><b>(ii) Return of Premium Allocation Charges</b> At the end of the 10<sup>th</sup>,11<sup>th</sup>,12<sup>th</sup> and 13<sup>th</sup> policy years, 200% of the total premium allocation charges, deducted over the policy years 1,2,3 and 4 respectively, shall be added back as Return of Premium Allocation Charge to the Fund Value. Such additions shall continue provided the policy is in force and all due premiums till date have been paid.</p> <p><b>(iii) Return of Policy Administration Charges</b> 300% of policy administration charges shall be added back as Return of Policy Administration Charge to the Fund Value at maturity or at end of policy year (85 – Age at entry), whichever is earlier. Such additions shall continue provided the policy is in force and all due premiums till date have been paid.</p>
	<p><b>Guaranteed Loyalty Additions (GLA)</b></p>	<p>Guaranteed loyalty additions under the product differ according to the maturity age of the policyholder and sum assured multiple chosen by policyholder.</p> <p>Guaranteed loyalty additions percentage shall be applied on the sum assured chosen at inception (or premium chosen at inception times cover multiple) at the end of the respective policy year.</p> <p>The additional units shall be created in different funds in the same proportion as the fund value on the date guaranteed loyalty additions are to be paid by the Company.</p> <p><b>For Wealth Variant:</b> GLA shall be added to the fund value during the last 5 policy years at the end of the policy year provided all due premiums have been paid</p> <p><b>For Whole Life Variant:</b> GLA shall be added to the fund value from policy year (80-Age at entry+1) till policy year (85-Age at entry) at the end of the policy year provided all due premiums have been paid.</p>
	<p><b>Guaranteed Wealth Booster (GWB)</b></p>	<p>Guaranteed wealth booster shall be added to the fund value starting from the end of 20<sup>th</sup> policy year and once every 5 years thereafter (i.e. First GWB shall be credited at the end of 20<sup>th</sup> policy year and second at the end of 25<sup>th</sup> policy year and so on).</p> <p>GWB as a percentage of fund value is 3%.</p> <p>Guaranteed wealth booster percentage will be applied on the total fund value at the end of the respective policy year.</p> <p>The additional units shall be created in different funds in the same proportion as the fund value on the date guaranteed wealth boosters are due to be paid by the Company.</p>

S.No	Features	Specifications						
	Cover Continuance (CCB)	<p>Non-negative amounts called Cover Continuance Boosters (as explained below) shall be added in the form of addition of units as:</p> <table border="1" data-bbox="664 372 1656 675"> <thead> <tr> <th data-bbox="664 372 892 524">Policy Year</th> <th data-bbox="892 372 1271 524">Starting from policy year 1 to Minimum of policy year (Policy Term-1, 80-Entry Age)</th> <th data-bbox="1271 372 1656 524">Starting from Minimum of policy year (Policy Term, 80-Entry Age+1) upto maturity</th> </tr> </thead> <tbody> <tr> <td data-bbox="664 524 892 675">Timing of credit</td> <td data-bbox="892 524 1271 675">At the end of Policy Month if Fund Value falls below 10% of the Annualised Premium</td> <td data-bbox="1271 524 1656 675">At the end of each Policy Month if Fund Value falls below Fund Value implied by the Target Net Yield</td> </tr> </tbody> </table> <p>Cover Continuance Boosters shall only be added if the Policy is in force and all due Premiums have been paid and will be adjusted for Top-Up, Partial Withdrawals, Smart Withdrawals, underwriting loadings and Rider Charges. Please note CCB shall be applicable in case of death for 3D Life Secure Variant.</p> <p>Cover Continuance Booster shall only be applicable after receiving one annualised premium.</p> <p>Cover Continuance Booster at any point is the difference between Fund Value (Assuming no Top-Up and Partial Withdrawal) and the Fund Value implied by the Target Net Yield, where,</p> <p>Target Net Yield = Gross Yield – Target Gross Reduction-in-Yield (TGRIY)</p>	Policy Year	Starting from policy year 1 to Minimum of policy year (Policy Term-1, 80-Entry Age)	Starting from Minimum of policy year (Policy Term, 80-Entry Age+1) upto maturity	Timing of credit	At the end of Policy Month if Fund Value falls below 10% of the Annualised Premium	At the end of each Policy Month if Fund Value falls below Fund Value implied by the Target Net Yield
Policy Year	Starting from policy year 1 to Minimum of policy year (Policy Term-1, 80-Entry Age)	Starting from Minimum of policy year (Policy Term, 80-Entry Age+1) upto maturity						
Timing of credit	At the end of Policy Month if Fund Value falls below 10% of the Annualised Premium	At the end of each Policy Month if Fund Value falls below Fund Value implied by the Target Net Yield						
24	Riders	<p><b>Axis Max Life Critical Illness and Disability Secure Rider (UIN: 104A034V02):</b> This rider provides benefit upon diagnosis of any of the critical illnesses covered.</p> <p>Please refer to Axis Max Life Critical Illness and Disability Secure Rider prospectus for more details</p> <p><b>Axis Max Life Smart Ultra Protect Rider (UIN: 104A049V02):</b> This rider provides following rider benefit variants:</p> <ul style="list-style-type: none"> <li>• <b>Rider benefit variant 1 - Term Booster with Accelerated Terminal Illness:</b> provides additional lump sum benefit in the case of death or diagnosis of Terminal Illness of the Life Insured, whichever is earlier.</li> <li>• <b>Rider benefit variant 2 - Accidental Death Benefit:</b> provides additional lump sum benefit in the case of death due of accident of the Life Insured.</li> <li>• <b>Rider benefit variant 3 - Accidental Total and Permanent Disability:</b> provides additional lump sum benefit in the case of occurrence of total and permanent disability to the Life Insured due to accident.</li> <li>• <b>Rider benefit variant 4 – Payor Benefit:</b> provides funding of all future outstanding base premiums and waiver of all the future premiums under all attached riders in the case of death or diagnosis of Terminal Illness of the policyholder whichever is earlier.</li> </ul> <p>Please refer to Axis Max Life Smart Ultra Protect Rider prospectus for more details</p>						

S.No	Features	Specifications
25	<b>Investment Strategies Available under the plan</b>	<p>Below five investment strategies are available under the plan:</p> <ol style="list-style-type: none"> <li>1) Self-Managed Portfolio Strategy</li> <li>2) Systematic Transfer Plan (STP)</li> <li>3) Lifecycle Based Portfolio Strategy</li> <li>4) Trigger Based Portfolio Strategy</li> <li>5) Dynamic Fund Allocation (DFA) strategy</li> </ol> <p>Please note that if the policyholder had chosen Self-Managed Investment Strategy at inception then he/she cannot switch to any other investment strategy as all other strategies are available at inception only.</p> <p>From the other 4 investment strategies the policyholder can switch to Self-Managed Investment Strategy only.</p>
26	<b>Free Look Period</b>	<p>“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.</p> <p>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.</p> <p>In addition to the deductions above, the Company shall repurchase the units at the Net Asset Value (NAV) of the units on the date of cancellation.</p>
27	<b>Tax Benefit</b>	<p>Tax benefits are subject to the changes in tax laws. 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 the tax laws prevailing at the time of payment of premiums or receipt of benefits by you. You may seek an independent advice on tax benefits from your tax advisor. GST applicable on premium as per the prevailing tax laws</p>
28	<b>Other Flexibilities available under plan</b>	<ol style="list-style-type: none"> <li>1. <b>Switch:</b> You may switch between available Funds at any time during the Policy Term, subject to a minimum Switch amount of ₹500. There is no limit on number of switches done in a policy year.</li> <li>2. <b>Premium Redirection:</b> You can redirect the premium between available funds at any time by submitting a written request to us before the premium due date.</li> </ol>



S.No	Features	Specifications
		<p><b>3. Partial Withdrawal:</b> You can make partial withdrawals which will be effected by cancelling units after first five policy years.</p> <p><b>4. Smart Withdrawal:</b> This facility is provided you to systematically withdraw from your fund value as per your needs. Under this facility a pre-determined percentage of the fund value can be withdrawn from the fund value regularly.</p> <p><b>5. Settlement Option:</b> You can opt for a settlement option, in which case the policy will continue after the maturity date for a period not exceeding 5 years from the maturity date. The settlement option, if opted, shall entitle the policyholder to receive periodical payments (i.e. annual, semi-annual, quarterly or monthly) of unit fund value by cancellation of units at their prevailing NAV.</p> <p>Units payable under each instalment will be equal to:  Number of units before payment of instalment / Number of remaining instalments</p> <p><b>6. Increase or decrease in premium payment term:</b> An Increase or decrease in premium payment term is allowed under this plan. Any change in PPT may result in a change in timing of survival benefits payable under the policy.</p> <p><b>7. Increase in Policy Term:</b> An Increase in policy term is allowed under this plan</p>
29	<b>Surrender</b>	Where the product acquires a surrender value during the first five years, on receipt of intimation that you wish to surrender the policy during the first five years, the fund value, after deduction of applicable discontinuance charge, shall be transferred to the discontinued policy fund. The surrender value equivalent to the Discontinued Policy Fund Value shall become payable only after the completion of the lock-in-period. On surrender, after the lock - in - period, the surrender value shall be at least equal to the fund value as on the date of surrender
30	<b>Top Up</b>	Not available in this plan
31	<b>Policy loan Provisions</b>	Not available in this plan

For more details, kindly refer to the product sales brochure available on [www.axismaxlife.com](http://www.axismaxlife.com)

## How this plan works?

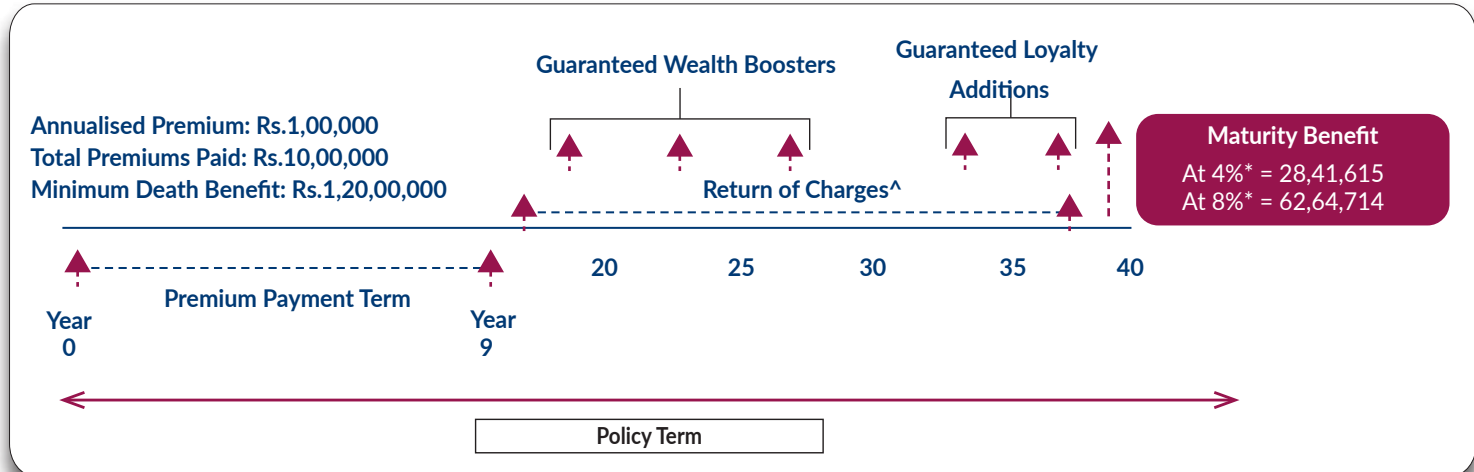
### Life Secure Variant

#### Example 1:

Mr. Gupta aged 35 years purchased Axis Max Life Smart Term with Additional Return ULIP (Life Secure Variant and Wealth Sub Variant) with the details as below:

Premium Payment Term = 10 years; Policy Term = 40 years; Mode of Payment = Annual

Annualized Premium = 1,00,000; Fund chosen: Growth Super Fund; Chosen Cover Multiple: 120 times of Annualized Premium



<sup>^</sup>Return of charges refer to

1. Return of Mortality charges on death benefit
2. Return of Premium Allocation Charges
3. Return of Administration Charges

#### Total Additions to fund during Policy Term

Assumed Rate of Return	Return of Premium Allocation Charge	Return of Policy Administration	Return of Mortality Charge	Guaranteed Wealth Boosters	Guaranteed Loyalty Boosters
At 4%*	50,000	6,39,558	34,41,048	70,024	23,40,000
At 8%*	50,000	6,39,558	32,24,565	3,45,962	23,40,000

On Survival till Maturity

At the end of the 40th Policy year, Mr. Gupta gets the Maturity benefit as given in the below table:

Maturity Benefit at end of year 40	Fund Value
At assumed rate of return of 4%*	28,41,615
At assumed rate of return of 8%*	62,64,714

Please note that the above assumed rates of return @ 4% and 8% p.a. respectively, for Balanced Fund, are only scenarios at these rates after recovering all applicable charges. These are not guaranteed and they are not the upper or lower limits of returns of the Funds selected in your policy, as the performance of the Funds is dependent on a number of factors including future investment performance. For more information, please request for your policy specific benefit illustration. Benefits payable provided the risk cover under the Policy is in-force

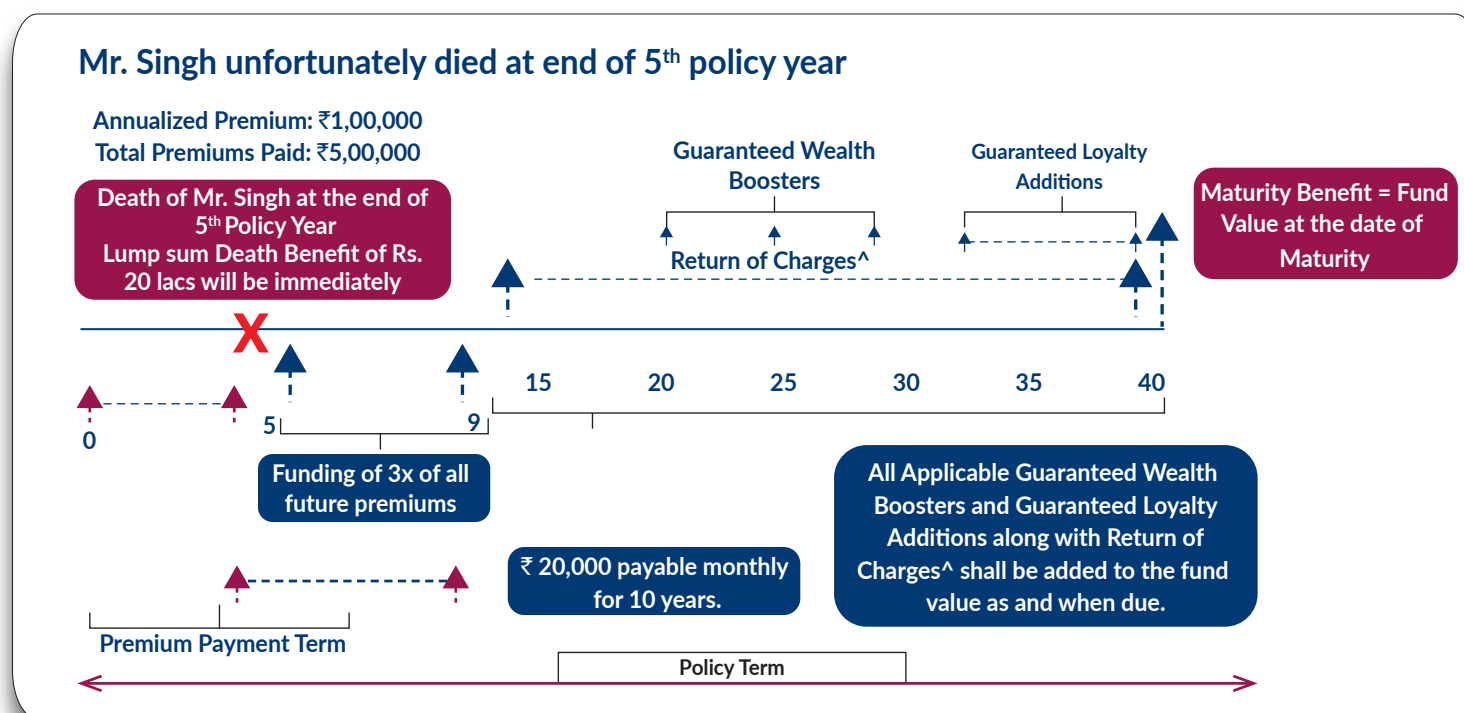
### 3D Life Secure Variant

#### Example 2:

Mr. Singh aged 35 years purchased Axis Max Life Smart Term with Additional Return ULIP (3D Life Secure Variant and Wealth Sub Variant) with the details as below:

Premium Payment Term = 10 years; Policy Term = 40 years; Mode of Payment = Annual

Annualized Premium = 1,00,000; Fund chosen: Growth Super Fund. Cover Multiple: 20 times of Annualized Premium



<sup>^</sup>Return of charges refer to

1. Return of Mortality charges on death benefit and Return of Morbidity charges on CI/Dismemberment Benefit
2. Return of Premium Allocation Charges
3. Return of Administration Charges

In case of death of the life insured in the 3<sup>rd</sup> year following benefits shall be payable:

- 1) **Lump sum benefit:** 20X of Annualized Premium = Rs.20,00,000
- 2) **Income Benefit:** 20% of Annualized Premium provided as Monthly Income's for 10 years = Rs. 20,000 per month for 10 years resulting to a total benefit of Rs.24,00,000.
- 3) **Funding of Premium:** 3 Times of all future outstanding premiums as and when due. For the next 5 years, Rs.3,00,000 shall be funded as per the premium payment frequency prevalent at the time of death of the life insured. Assuming 3X option was opted by the policyholder at the time of inception.
- 4) **Maturity Benefit:** All Guaranteed Wealth Boosters, Guaranteed Loyalty Additions, Return of Mortality Charges on death benefit and Return of Morbidity Charges on CI/Dismemberment Benefit, Return of Premium Allocation Charges & Return of Administration Charges as and when due shall be added to the fund value. At the maturity date the prevailing fund value shall be provided to the beneficiary.

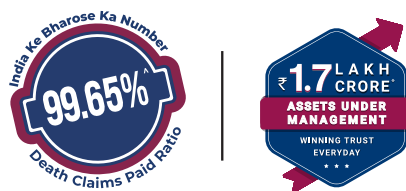
All premiums are payable at the beginning of the year.

## Charges under the policy

<b>Premium Allocation Charge</b>	<p>The premium allocation charge is levied as a % of each premium paid. The premium allocation charge is applicable only for first four years and NIL thereafter.</p> <p>The premium allocation charges are as follows:</p> <table border="1" style="margin-left: auto; margin-right: auto; border-collapse: collapse; text-align: center;"> <thead> <tr style="background-color: #003366; color: white;"> <th>Policy Year</th> <th>Allocation Charge</th> </tr> </thead> <tbody> <tr><td>1</td><td>7%</td></tr> <tr><td>2</td><td>6%</td></tr> <tr><td>3</td><td>6%</td></tr> <tr><td>4</td><td>6%</td></tr> </tbody> </table> <p>For female lives, first year's allocation charge will reduce by 0.50%. All other years will remain the same</p>	Policy Year	Allocation Charge	1	7%	2	6%	3	6%	4	6%																																		
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<b>Policy Administration Charge (All Years)</b>	<p>The policy administration charge (as a percentage of annualized premium) is 0.41% and will be deducted starting 5th policy year. The policy administration charge will inflate by 5% per annum compounded annually subject to a maximum of Rs. 500 per month. This charge will be levied at each monthly anniversary by cancelling Units from the Unit Account starting from the date of commencement of Policy.</p>																																												
<b>Fund Management Charge</b>	<p>The rates of fund management charge per annum for different funds are given below.</p> <table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <thead> <tr style="background-color: #003366; color: white;"> <th colspan="2">Fund Management Charge (% of Fund Value)</th> </tr> <tr style="background-color: #003366; color: white;"> <th>Fund Name</th> <th>Fund Management Charge (p.a.)</th> </tr> </thead> <tbody> <tr><td>High Growth Fund (SFIN: ULIF01311/02/08LIFEHIGHGR104)</td><td>1.25%</td></tr> <tr><td>Midcap Momentum Index Fund (SFIN: LIF02801/01/24MIDMOMENTM104)</td><td>1.25%</td></tr> <tr><td>Nifty Alpha 50 Fund (SFIN: ULIF02914/05/24ALPHAFIFTY104)</td><td>1.25%</td></tr> <tr><td>Nifty 500 Momentum 50 Fund (SFIN: ULIF03015/08/24MOMENFIFTY104)</td><td>1.25%</td></tr> <tr><td>Sustainable Wealth 50 Index Fund (SFIN: ULIF03223/12/24SUSTWEALTH104)</td><td>1.25%</td></tr> <tr><td>Smart Innovation Fund (SFIN: ULIF03301/03/25INNOVATION104)</td><td>1.25%</td></tr> <tr><td>Diversified Equity Fund (SFIN: ULIF02201/01/20LIFEDIVEQF104)</td><td>1.25%</td></tr> <tr><td>Growth Super Fund (SFIN: ULIF01108/02/07LIFEGRWSUP104)</td><td>1.25%</td></tr> <tr><td>Growth Fund (SFIN: ULIF00125/06/04LIFEGROWTH104)</td><td>1.25%</td></tr> <tr><td>Sustainable Equity Fund (SFIN: ULIF02505/10/21SUSTAINEQU104)</td><td>1.25%</td></tr> <tr><td>Pure Growth Fund (SFIN: ULIF02630/12/22PUREGROWTH104)</td><td>1.25%</td></tr> <tr><td>Nifty Momentum Quality 50 Fund (SFIN: ULIF03127/10/24MOMQUALITY104)</td><td>1.25%</td></tr> <tr><td>Balanced Fund (SFIN: ULIF00225/06/04LIFEBALANC104)</td><td>1.10%</td></tr> <tr><td>NIFTY Smallcap Quality Index Fund (SFIN: ULIF02702/08/23NIFTYSMALL104)</td><td>1.00%</td></tr> <tr><td>Conservative Fund (SFIN: ULIF00325/06/04LIFECONSER104)</td><td>0.90%</td></tr> <tr><td>Dynamic Bond Fund (SFIN: ULIF02401/01/20LIFEDYNBOF104)</td><td>0.90%</td></tr> <tr><td>Secure Fund (SFIN: ULIF00425/06/04LIFESECURE104)</td><td>0.90%</td></tr> <tr><td>Secure Plus Fund (SFIN: ULIF01628/04/09LIFESECPLS104)</td><td>0.90%</td></tr> <tr><td>Money Market II Fund (SFIN: ULIF02301/01/20LIFEMONMK2104)</td><td>0.90%</td></tr> <tr><td>Discontinuance Policy Fund (SFIN: ULIF02021/06/13LIFEDISCON104)</td><td>0.50%</td></tr> </tbody> </table> <p>This is a charge levied as a percentage of the value of assets and shall be appropriated by adjusting the Net Asset Value (NAV). The rate to be levied will be equal to the annual rate, as given above, divided by 365 and multiplied by the number of days that have elapsed since the previous unit valuation date.</p>	Fund Management Charge (% of Fund Value)		Fund Name	Fund Management Charge (p.a.)	High Growth Fund (SFIN: ULIF01311/02/08LIFEHIGHGR104)	1.25%	Midcap Momentum Index Fund (SFIN: LIF02801/01/24MIDMOMENTM104)	1.25%	Nifty Alpha 50 Fund (SFIN: ULIF02914/05/24ALPHAFIFTY104)	1.25%	Nifty 500 Momentum 50 Fund (SFIN: ULIF03015/08/24MOMENFIFTY104)	1.25%	Sustainable Wealth 50 Index Fund (SFIN: ULIF03223/12/24SUSTWEALTH104)	1.25%	Smart Innovation Fund (SFIN: ULIF03301/03/25INNOVATION104)	1.25%	Diversified Equity Fund (SFIN: ULIF02201/01/20LIFEDIVEQF104)	1.25%	Growth Super Fund (SFIN: ULIF01108/02/07LIFEGRWSUP104)	1.25%	Growth Fund (SFIN: ULIF00125/06/04LIFEGROWTH104)	1.25%	Sustainable Equity Fund (SFIN: ULIF02505/10/21SUSTAINEQU104)	1.25%	Pure Growth Fund (SFIN: ULIF02630/12/22PUREGROWTH104)	1.25%	Nifty Momentum Quality 50 Fund (SFIN: ULIF03127/10/24MOMQUALITY104)	1.25%	Balanced Fund (SFIN: ULIF00225/06/04LIFEBALANC104)	1.10%	NIFTY Smallcap Quality Index Fund (SFIN: ULIF02702/08/23NIFTYSMALL104)	1.00%	Conservative Fund (SFIN: ULIF00325/06/04LIFECONSER104)	0.90%	Dynamic Bond Fund (SFIN: ULIF02401/01/20LIFEDYNBOF104)	0.90%	Secure Fund (SFIN: ULIF00425/06/04LIFESECURE104)	0.90%	Secure Plus Fund (SFIN: ULIF01628/04/09LIFESECPLS104)	0.90%	Money Market II Fund (SFIN: ULIF02301/01/20LIFEMONMK2104)	0.90%	Discontinuance Policy Fund (SFIN: ULIF02021/06/13LIFEDISCON104)	0.50%
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<b>Mortality Charge</b>	<p>The charge will be levied on the basis of 'Sum at Risk' on every monthly anniversary by canceling units from the unit account. The mortality charge on death benefit will be on an attained age basis of the life insured over the duration of the contract. Sum at Risk (SAR) for the two variants under the product is defined as follows:</p> <p><b>Life Secure Variant:</b> Max (Max (Sum Assured on death, 105% of total premiums paid) – Total Fund Value, 0)</p> <p><b>3D Life Secure Variant:</b> The sum at risk for the 3D Life Secure Variant is defined as the sum of following: Higher of Sum Assured chosen at inception (or premium chosen at inception times cover multiple) or 105% of total premiums paid the date of death.</p> <p>Present value of 'Income Benefit' plus Present value of future 'Funding of Premium' benefit payable. Please note the present value of these benefits will be calculated at a discount rate of 6.05% p.a.</p> <p>Settlement Period: Max (105% of total premiums paid – Total Fund Value, 0) Please note that the 'applicable partial withdrawals' mentioned above refers to all the partial withdrawals made during the two years' period immediately preceding the date of calculation of sum at risk.</p>																																							
<b>Surrender/ Discontinuance Charge</b>	<p>This charge shall be levied on the Fund Value at the time of Discontinuance of Policy or effecting Complete Withdrawal (Surrender) whichever is earlier, as per the following table. This charge is expressed as the lower of (X% of Annualized premium, X% of Fund Value, 'Y' fixed rupee amount) where X and Y vary according to the year of premium discontinuance/surrender.</p> <table border="1" data-bbox="487 1272 1641 1708"> <thead> <tr> <th colspan="5">Maximum Discontinuance Charges for the policies having Annualised Premium</th> </tr> <tr> <th rowspan="2">Where the policy is discontinued during the Policy Year</th> <th colspan="2">Up to Rs 50,000 is lower of</th> <th colspan="2">Above Rs 50,000 is lower of</th> </tr> <tr> <th>% of Annualised Premium or Fund Value (X)</th> <th>Maximum (in Rs) (Y)</th> <th>% of Annualised Premium or Fund Value (X)</th> <th>Maximum (in Rs) (Y)</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>20%</td> <td>3000</td> <td>6%</td> <td>6000</td> </tr> <tr> <td>2</td> <td>15%</td> <td>2000</td> <td>4%</td> <td>5000</td> </tr> <tr> <td>3</td> <td>10%</td> <td>1500</td> <td>3%</td> <td>4000</td> </tr> <tr> <td>4</td> <td>5%</td> <td>1000</td> <td>2%</td> <td>2000</td> </tr> <tr> <td>5 and onwards</td> <td colspan="2">Nil</td> <td colspan="2">Nil</td> </tr> </tbody> </table> <p>No Surrender/Discontinuance charge shall be levied from 5th Policy Year onwards. For example: If the Annualized premium is ₹40,000 and the Fund Value at the end of the first year is ₹ 42,000, then the Discontinuance Charge will be the lower of (20% of 40,000, 20% of 42,000, 3,000) which works out to be ₹3,000.</p>	Maximum Discontinuance Charges for the policies having Annualised Premium					Where the policy is discontinued during the Policy Year	Up to Rs 50,000 is lower of		Above Rs 50,000 is lower of		% of Annualised Premium or Fund Value (X)	Maximum (in Rs) (Y)	% of Annualised Premium or Fund Value (X)	Maximum (in Rs) (Y)	1	20%	3000	6%	6000	2	15%	2000	4%	5000	3	10%	1500	3%	4000	4	5%	1000	2%	2000	5 and onwards	Nil		Nil	
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<b>Morbidity Charge</b>	<p>The charge will be levied on the basis of 'Sum at Risk' on every monthly anniversary by canceling units from the unit account. The morbidity charge on critical illness/dismemberment benefit will be on an attained age basis of the life insured over the duration of the contract. Sum at Risk (SAR) for the two variants under the product is defined as follows:</p> <p><b>Life Secure Variant:</b> Not applicable</p> <p><b>3D Life Secure Variant:</b> The sum at risk for the 3D Life Secure Variant is: Present value of future 'Funding of Premium' benefit payable. Please note the present value of these benefits will be calculated at a discount rate of 6.05% p.a.</p> <p><b>Settlement Period:</b> Not applicable</p>																																							

<b>Rider Charge</b>	Nil
<b>Switch Charge</b>	Nil
<b>Premium Redirection Charge</b>	There is no charge for premium redirection. There is no cap on the number of premium redirection during a year.
<b>Partial Withdrawal</b>	Partial withdrawals are free of any charge. A maximum of 12 partial withdrawals are allowed in any policy year.
<b>Miscellaneous Charges</b>	There are no miscellaneous charges. However, please note: All applicable taxes, cesses and levies as imposed by the Government from time to time will be levied on all charges as per the prevailing laws. Any further taxes and cess shall be passed on to You. For more details, kindly refer to the product sales brochure available on <a href="http://www.axismaxlife.com">www.axismaxlife.com</a>



<sup>^</sup>Individual Death Claims Paid Ratio as per Audited Financials for FY 2023-2024 | <sup>\*</sup>As per Public Disclosure for H1 FY 2024-2025

This is A Unit-Linked Non-Participating Individual Life Insurance Plan UIN: 104L128V01 | LIFE INSURANCE COVERAGE IS AVAILABLE IN THIS PRODUCT.

The Unit Linked Insurance Products do not offer any liquidity during the first five years of the contract. The policyholder will not be able to surrender / withdraw the monies invested in Unit Linked Insurance Products completely or partially till the end of the fifth year.

<sup>©</sup>Only available with 3D Life Secure Solution variant on death of the Life Insured

The premium paid in Unit Linked Insurance policies are subject to investment risks associated with capital markets and the NAVs of the units may go up or down based on the performance of fund and factors influencing the capital market and the insured is responsible for his/her decisions. The premium shall be adjusted on the due date even if it has been received in advance.

<sup>#</sup>Upto 3x return of mortality, morbidity and administration charges and 2x return of premium allocation charges. <sup>\*\*</sup>Available only with 3D Life Secure Variant.

Axis Max Life Insurance Limited is only the name of the insurance company and Axis Max Life Smart Term With Additional Returns [STAR] Unit Linked Non-Participating Individual Life Insurance Plan (UIN: 104L128V01) is only the name of the unit linked insurance contract and does not in any way indicate the quality of the contract, its future prospects or returns. Applicable taxes, cesses and levies as imposed by the government from time to time will be deducted from the premiums received or from the funds, as applicable. Unit Linked Insurance Products (ULIPs) are different from the traditional insurance products and are subject to the risk factors. Please know the associated risks and the applicable charges from your Insurance agent or the Intermediary or policy document issued by the insurance company. The various funds offered under this contract are the names of the funds and do not in any way indicate the quality of these funds, their future prospects or returns. Past performance is not necessarily indicative of future performance.

Return of Charges: RoC basis the charges deducted from inception till maturity will be paid on the date of maturity.

ULIPs are different from the traditional insurance products and are subject to the risk factors. The premium paid in ULIPs are subject to investment risks associated with capital markets and publicly available index.

The NAVs of the units may go up or down based on the performance of fund and factors influencing the capital market/publicly available index and the insured is responsible for his decisions.

Axis Max Life Insurance Limited is only the name of the insurance company and Axis Max Life STAR (Smart Term with Additional Returns ULIP) is only the name of the unit linked insurance contract and does not in any way indicate the quality of the contract, its future prospects or returns.

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, Jaccaranda 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:AxisMaxLife/FCB/Brand/STAR ULIP/February 2025

IRDAI Regn. No. 104

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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