

Aaj Ka SWAG, Kal Ke Milestones Guaranteed⁺!

Presenting



BECAUSE FOR YOUR LOVED ONES

BHAROSA TUM HO



WEALTH FOR MILESTONES					
Parameters	Scenario 1	Scenario 2	Scenario 3	Scenario 4	Scenario 5
Age of Life Assured in Years	35	35	35	35	35
Premium Payment Term / Policy Term	5 pay 10	8 pay 20	8 pay 16	10 pay 20	10 pay 30
Annualised Premium	2,00,000	2,00,000	2,00,000	2,00,000	2,00,000
Policy Continuance Benefit opted	No	No	Yes	No	No
Total Maturity Benefit**	13,36,677	41,78,360	30,51,807	50,02,104	1,04,66,767
Customer Internal Rate of Return	3.77%	5.98%	5.30%	6.04%	6.66%
Give-Get Ratio	1.34X	2.62X	1.92X	2.51X	5.24X

**Maturity benefit = Sum of (Accrued Guaranteed Additions + Sum Assured on Maturity)
The Customer Internal Rate of Return and Give-Get Ratio are including Auto Debit Booster.

Life assured is male

"Annualised Premium" shall be the premium amount payable in a year excluding the rider premiums, underwriting extra premiums, loadings for modal premiums and applicable taxes, cesses and levies.

"Sum Assured on Maturity" means an absolute amount of benefit which is guaranteed to become payable at the end of the policy term i.e. on maturity of the policy, in accordance with the terms and conditions of the policy.

Your family looks up to you to make their dreams a reality.
With **Smart Wealth Advantage Guarantee**, you can.
Get an assured sum at the end of your policy term,
while enjoying enhanced protection all along



Enhanced Flexibility

Choose your Premium Payment Term / Policy Term*



Liquidity

Get a guaranteed lump sum at the end of policy term



Enhanced Protection

In-built accidental death benefit of 50% of the Sum Assured~ (applicable after premium payment term is over)

Optional Policy Continuance Benefit##

*Minimum difference between PPT and PT has to be 5 years

Wealth for Milestones Variant: Key features

You can choose from 6 premium payment terms of 1, 5, 6, 8, 10 & 12 years and policy term from 5 to 20, 25 & 30 years, thus completely customising your plan and its tenure basis your long term goal and milestone.

A guaranteed lump sum amount will be payable at the end of the policy term, thus helping you to plan a financial gift for your loved ones on a special occasion.

An additional policy continuance benefit can also be opted for in order to ensure enhanced protection for your loved ones.



^AIndividual Death Claims Paid Ratio as per Audited Financials of FY 2023-24. As per Public Disclosure for H1 FY 2024-25.

This is a Non-Linked Non-Participating Individual Life Insurance Savings Plan with UIN: 104N124V13

^BPolicy Continuance Benefit is not available with Lifelong Wealth variant.

^CThe accrued income will be accumulated on an annual basis at the prevailing repo rate (published on RBI's website). Refer section 'Option to accrue the Income Benefit and loyalty income booster' (in Policy Contract).

^DWith "Save the Date", you can choose to take your annual income on any special date in a year. This option is not available with Wealth for Milestones variant. This option is available only in case the income payment frequency is annual and income benefit payment mode is arrear. You may be eligible for tax benefits as per prevailing tax laws.

The premium is exclusive of Goods and service tax and any other cess, underwriting extra premium (if any).

Collection of advance premium shall be allowed within the same financial year for the premium due in that financial year. However, where the premium due in a financial year is being collected in previous financial year, the premium may be collected for a maximum period of three months in advance of the due date of the premium. The premium so collected in advance shall only be adjusted on the due date of the premium. Such advance premium, if any, paid by the Policyholder shall not carry any interest.

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, 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

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- Public receiving such phone calls are requested to lodge a police complaint