AXIS MAX
LIFE INSURANCE

Make sure **loans benefit your family.Not burden** them.

Secure your loan and don't let your family bear the burden of repayment.



Life Insurance Coverage Is Available In This Product.

AXIS MAX LIFE

GROUP CREDIT LIFE PREMIER PLAN

Be Secured Be Happier
(UIN: 104N095V03)

A Protection Plan t hat provides cover against loans in the event of death during period o f coverage.

Life is all about fulfilling your dreams for your loved ones. You plan to fulfill goals like children's education, their marriage and your peaceful retirement. We understand the significance of such milestones and secure your financial future from the burden of any loan taken to pursue your dreams.

PURPOSE
Presenting Axis Max Life Group Credit Life Premier Plan, a Non-Linked, Non-Participating Group Pure Risk Life Insurance Product providing life cover to the borrowers of Banks/Financial Institutions under one Group Master Policy. The product can be offered to new or existing borrowers. The purpose of this product is to provide risk cover against loan in case of an eventuality. This plan offers a lumpsum benefit enabling the member's family to settle the loan liability in case of an unfortunate event.

BENEFIT
Benefits for Banks/Financial Institution - Axis Max Life Group Credit Life Premier Plan is a product where in case of death of the borrower, the amount of outstanding loan (as per the option chosen) is paid out by us.

1. The product protects the borrower from increased default risk resulting from his/her death.

2. Protection against loan liability acts as an added advantage to the offering.

Benefits to the Loan Borrower - In case of the member/borrower's demise, the family does not have to surrender/forgo the asset since the loan will be paid out for the amount of Sum Assured by us.

1. Loan liability is taken care of in case of an eventuality thereby ensuring that the member's family is relieved of any financial burden.

Please note that the benefit is payable only in the event of death during the period of coverage or in case of Total & Permanent Disability (TPD) caused due to any accident provided the member has opted for Accelerated Benefit.

Axis Max Life Group Credit Life Premier Plan at a Glance

Features	Advantages	Benefits
Risk Cover	a) Coverage to the member(s)/member's family from burdensome loan obligation in case of his/her unfortunate death. b) Protects Bank from increased default risk resulting from the death of borrower."	Option A: Level Cover: The Risk Cover or Sum Assured will be the same throughout the Coverage Term. This is applicable only to interest only loans. Option B: Decreasing Cover: The Risk Cover or Sum Assured will reduce as per the Sum Assured Schedule derived using the Loan Interest Rate & the Coverage Term at the time of coverage inception."

Features	Advantages	Benefits
Wide Scope of Entry Ages	Qualifies maximum types of loans offered by Nationalised Banks."	Minimum Entry Age of l4 years for Education Loan and I8 years for all types of loans other than Education loan. Maximum Entry Age limit of 75 years.
Moratorium Option	Available for both Level & Reducing Cover, wherein the member can choose service or not to service interest payment.	Member can choose Moratorium Period of 1 month to 10 years (in multiples of 1 month). Moratorium Period is always less than the Coverage Term.
Protection Enhanced (Accelerated Benefit)"	Enhanced protection by covering Total & Permanent Disability caused due to an accident during the coverage Term.	Flexibility to enhance protection by covering Total & Permanent Disability caused due to accident, which when triggered will lead to enhancement benefit payable.

Product Specification

Item	Details	
a) Premium Payment Term/Mode	Single Pay	
b) Minimum/Maximum Entry Age (age as on last birthday)	Minimum	14 years for Education loan
		18 years for all types of loans other than Education Loan
c) Maximum Maturity Age (age as on last birthday)	Maximum	75 Years
		77 Years
d) Initial Sum Assured	Minimum	10,000
	Maximum	No limit, subject to board—approved underwriting policy
e) Policy Term	Minimum	
	Maximum	
	The policy term cannot exceed the Loan Tenure	
f) Group Size	Minimum	50 members within a policy year
	Maximum	No Limit
g) Type of Risk Coverage	The Group Master Policyholder or Life Insured/Scheme. Member will have the option to choose from the following types of covers: a) Level Cover# - The Risk Cover or Sum Assured will be same throughout the Coverage Term. This is applicable only to interest - only loans. b) Decreasing Cover# - The Risk Cover or Sum Assured will reduce as per the Sum Assured Schedule derived using the Loan Interest Rate and the Coverage Term at the time of coverage inception. Our liability will be determined basis the Sum Assured Schedule and not the actual outstanding loan amount at the time of claim. #If the member chooses the Moratorium Option and further no payment is made towards the EMI of the loan, then the cover under both Level and Decreasing Cover will increase during the Moratorium Period. Thereafter, described as above.	
h) Type of Loans Covered	1. Housing Loan 2. Loan against Property 3. Personal Loan' 4. Business Loan2 5. Car Loan 6. Education Loan 7. Agriculture Loan	
i) Members Covered	Following Member types are covered under this scheme: 1. Single Life 2. Joint Life (two life's), with benefit payable on first death	
j) Moratorium Option	Moratorium Period of 1 (one) month to 10 (ten) years (in multiple of 1 month) can be chosen.	

Item	Details
k) Death Benefit	1. Primary Benefit - The Death Benefit which is equal to Sum Assured is referred to as the 'Primary Benefit'. The risk cover shall terminate post the payment of the Primary Benefit. 2. Optional Benefit - Protection Enhancement (Accelerated) Benefit - The product allows the member the flexibility to enhance protection by covering Total & Permanent Disability (TPD) caused due to an accident which when triggered will lead to advancement of benefit payable under the basic form of the plan. The Accelerated Total & Permanent Disability Benefit (caused due to accident) Cover is referred to as the 'Optional Benefit'. The coverage shall terminate post payment of the Optional Benefit. (Please refer to the policy document for further details with respect to optional benefit). The benefit payable on death is the Sum Assured as per the Death Benefit schedule in respect of the specific member of the group as mentioned in the Certificate of Insurance. The member's insurance coverage shall cease on occurrence of whichever one is early :
l) Termination	a) On the expiry date b) The date the member attains the maximum cover ceasing age c) The date a death claim has been admitted under the policy in respect of that member d) The date any Protection Enhancement (Accelerated) Benefit claim has been admitted under the policy in respect of that member e) The date a surrender value has been paid to that member f) The date a valid Free Look Request has been received The policy may be terminated by either the Master Policyholder or us by giving 90 (ninety) days prior notice to the other party. In the event of such termination in respect of members already covered, the coverage shall continue until the date of the expiration of insurance cover. In such case no new enrolment will be entertained by us."
m) Maturity Benefit	Nil
n) Policy Loan	Not Applicable

1Personal Loan includes Gold Loan, Furniture Loan, Computer Loan, Credit Card Loan, Consumer Durables Loan, Retail Loan.
2Business Loan includes Commercial Equipment Loan, Commercial Vehicle Loan, Working Capital Loan. Merchandising Loan.

Axis Max Life Group Credit Life Premier Plan at a Glance

Type Of Cover	Moratorium	No Moratorium
Level Cover#	Not Applicable	"Sum Assured remains same throughout the Coverage Term"
Level Cove with Interest Paid	Sum Assured remains same throughout the Coverage Term.	Not Applicable
Level Cover without Interest Paid	The Sum Assured will be as per the Sum Assured Schedule, wherein, the sum assured will increase each month by the interest amount due until the end of Moratorium Period. Thereafter, the Sum Assured will remain Level and is equal to Initial Sum Assured plus all accrued interest at the end of the Moratorium Period.	Not Applicable
Decreasing Cover#	Not Applicable	
Decreasing Cover with Interest Paid	The Sum Assured will be as per the Sum Assured Schedule, wherein, the Sum Assured will remain Level until the end of the Moratorium Period and thereafter, reduce each month till the end of the Coverage Term.	Not Applicable
Decreasing Cover without interest paid	The Sum Assured will be as per the Sum Assured Schedule, wherein, the Sum Assured will initially increase each month until the end of the Moratorium Period by the interest amount due and thereafter, reduce each month till the end of the coverage term.	Not Applicable

Additional Advantages

Moratorium Period: Member can choose Moratorium Period of 1 (one) month to 10 (ten) years (in multiple of 1 month).

Payment of Interest during Moratorium Period: Option to service or not service interest payments during Moratorium Period.
The Sum Assured payable on death under each of the possible combinations will be as follows:

BHAROSA TUM HO



Death Claims Paid Ratio



^Individual Death Claims Paid Ratio as per Annual Audited Financials for FY 25-26, Claims Paid Ratio rounded off to the nearest single decimal figure. I*As per financials closed on 30th June 2026

LIFE INSURANCE COVERAGE IS AVAILABLE IN THIS PRODUCT. THE LIFE INSURANCE CONTRACT IS BETWEEN THE PROPOSER AND Axis Max LIFE INSURANCE. THIS LIFE INSURANCE PRODUCT IS OFFERED AND UNDERWRITTEN BY AXIS MAX LIFE INSURANCE 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. Registered Office Address: Plot no. 90-C, Sector-18, Urban Estate, Gurugram, Haryana – 122015. 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 bene ts on your premiums and policy bene ts. Please note all the tax bene ts are subject to tax laws prevailing at the time of payment of premium or receipt of bene ts by you. Tax bene ts are subject to changes in tax laws. CIN: U74899HR2000PLC143012. You can call us on our Customer Helpline No. 1860 120 5577. Website: www.axismaxlife.com

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