

About Max Life Insurance (www.maxlifeinsurance.com)

Max Life Insurance is a Joint Venture between Max Financial Services Limited (“MFSL”) and Axis Bank Limited. Max Life offers comprehensive protection and long-term savings life insurance solutions through its multi-channel distribution, including agency and third-party distribution partners. Max Life has built its operations over two decades through a need-based sales process, a customer-centric approach to engagement and service delivery and trained human capital. As per the annual audited financials for FY2023-24, Max Life has achieved a gross written premium of INR 29,529 Cr.

Max Life Insurance has progressed well on all business parameters in the Financial Year 2023-24 and has further strengthened its position owing to its continued focus on building a successful life insurance business to deliver the core value of long-term savings and protection.

As per Public Disclosure FY 2024:

- We have paid **99.65%** claims on individual business policies.
- The gross written premium of the company grew 17% to Rs. 29,529 crores
- Shareholders profit after tax at Rs. 360 crores
- Assets under management increased by 23% to Rs. 150,836 crores
- The solvency ratio of 172%, 1.15 times more than the mandatory 150%, indicates the company’s strong and stable financial position
- Conservation ratio at 93% and 13th-month persistency at 89%
- Policyholder Bonus Paid at Rs. 1,436 crores
- Sum assured in force at Rs. 1,779,409 crores, recorded an increase of 27% over the previous financial year
- Expense of management to gross direct premium ratio stood at 22%
- Grievance incidence rate was 44 per 10,000 policies for the year

For more information, please visit the company website at www.maxlifeinsurance.com

Disclaimer:

The Life Insurance Products are offered and underwritten by Max Life Insurance Company Limited. The Life Insurance contract is between the Proposer and Max Life Insurance Company Limited’

Andhra Pradesh Mahesh Co-operative Urban Bank Ltd is a Corporate Agent of Max Life Insurance Company Limited. Max Life Insurance Company Limited is a Joint Venture between Max Financial Services Limited and Axis Bank Limited. Ltd. Max Life Insurance Co. Ltd.,11th Floor, DLF Square Building, Jacaranda Marg, DLF City Phase II, Gurugram - 122002 (Haryana). Insurance is the subject matter of solicitation. For more details on risk factors, terms and conditions, please read the prospectus carefully before concluding a sale. Tax benefits on the Insurance Product are subject to the conditions and limits mentioned in the Income Tax Act 1961 as amended from time to time. Customer is advised to take an independent view from tax consultant. Trade logos displayed belongs to Max Financial Services Ltd. and Axis Bank Ltd. respectively and with their consents, are used by Max Life Insurance Company Limited. The purchase of Max Life Insurance product by Andhra Pradesh Mahesh Co-operative Urban Bank Ltd customer is purely voluntary, and is not linked to avilment of any other facility from Andhra Pradesh Mahesh Co-operative Urban Bank Ltd.MaxLife Insurancecustomer help line numbers18601205577, Website- <https://www.maxlifeinsurance.com> ,SMS'LIFE' to 5616188.

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Corporate Agent (Andhra Pradesh Mahesh Co-operative Urban Bank Ltd) Regn. No:CA0105

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1. IRDAI is not involved in activities like selling insurance policies or announcing bonus or investment of premiums.
2. Public receiving such phone calls are requested to lodge a police complaint