



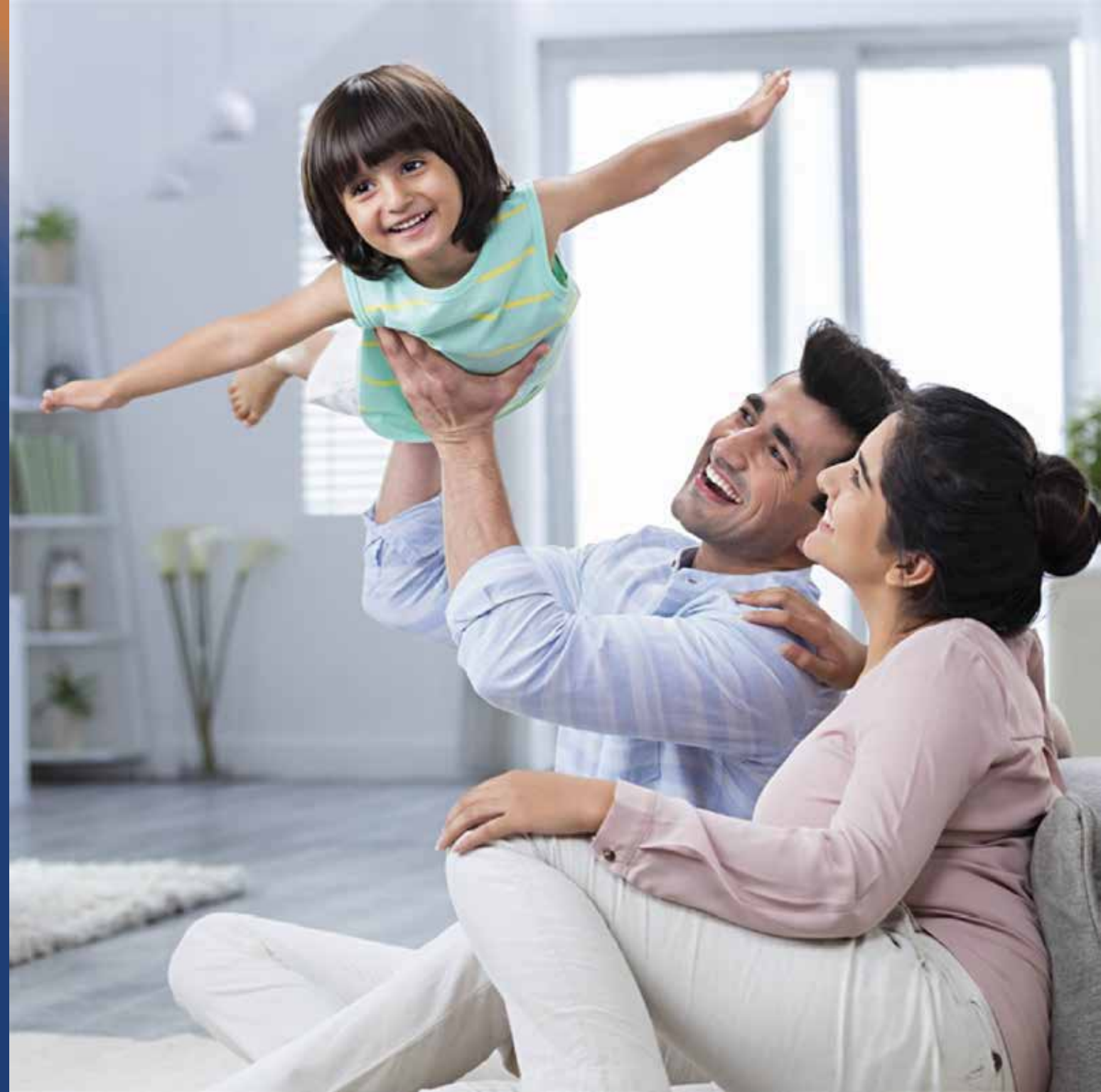
BRAND BOOK

**HELLO
NAMASTE
SAT SRI AKAAL
NOMOSHKAR
VANAKKAM
AADAB**

Welcome to the
brand world of Max Life Insurance.
This is our brand book,
the elements that make us
what we are and the change
we bring to the lives of Indians

AS ONE OF THE ADMIRABLE LIFE INSURANCE BRANDS...

We need to
understand our consumers
and find a meaningful way
to be a valuable part
of their lives





OUR CULTURAL INSIGHT

Indians usually place low value on the individual and are driven by a collective sense of being social. But **today the onus is on the individual** to create wealth and value in their own lifetime



OUR TARGET AUDIENCE

Believes in mindful living

Heroes not victims, their actions determine outcomes

Proactive not reactive, they plan for their future and believe in self action

Goal oriented and believe in life expansion, they participate in life and plan for their financial future



THE ROLE WE PLAY

This is the human truth that defines the role Max Life Insurance plays in our consumer's everyday life.

We believe in inspiring our consumer to

Be Self Aware - Making them reevaluate how they live their lives

Take Self Action - Encouraging actions that add value to their life

OUR BRAND PURPOSE

Building a brand on
consumer insight

To inspire you to
increase the
value of your life

OUR TAGLINE

#YouAreTheDifference™

“You” are the difference...
in people’s life

“You” are the difference...
in your family’s life

“You” are the driving force...
that moves your family forward

Your actions, choices and decisions
determine the life your loved ones
get to live



MAX LIFE BELIEVES

Only a better, stronger YOU, can make sure your loved ones get the life they deserve.

Only if you **take care of yourself, value yourself**, will you be able to take care of others or grow their value.

A fitter, stronger, better prepared **You**, **is the best INSURANCE** your loved ones can get, and Max Life Insurance is committed in partnering you to continuously increase the value of your life.

INCREASING THE VALUE OF YOUR LIFE

The value you place on yourself

The way you think of yourself

The value you create in this world

The impact of the decisions and choices you make

The value you leave behind

The legacy you create and leave behind



OUR REASON TO BELIEVE

Here is why we think we can partner our consumers in this journey:



21 years of being a stable and growing company



1 Lakh Crore+ Assets under Management with a proven track record of being Trustworthy



Claims Paid Ratio - We keep our promise to our customers



With ***60,000+** retail touch points, wide network of branches and Life Advisors

Because of this, we are continuously innovating to offer **customized Product solutions** to our consumers

*54,000+ Life Advisors, 300+ Max Life Offices, 4,500+ Axis branches, 1,100+ Yes Bank Branches and others



OUR PRODUCTS

TERM PLANS



Life changes with time,
why shouldn't Your plan
As You live your life,
You will build new risks
Our term plans cover both
your risk of dying and
the risk of living
Cover is the value
You place on your life
Premiums are simply
the money You pay
for your cover

You are the
best Insurance for
your loved ones

#YouAreTheDifference™

SAVINGS PLANS

Every journey is unique
Our plans put
You at the center
You get to design
every aspect of them
No one knows you
better than You
And our programs come
with built in behavior incentives
To help You grow
your superpowers
A fitter, smarter, savvy
You will get to your goals faster

And there is such
great joy in getting
to Your goals

#YouAreTheDifference™



WEALTH PLANS



You are your family's best plan
And You choose the outcomes
you want for them
The life You want them to have
The risks You are willing to take
You set the limits
Incentivize Yourself,
reward Yourself, stay motivated

Raise the bar of life for You and
those around You

#YouAreTheDifference™

Life expectancy is
going up everyday
You are going to live longer, better
Your life must always
move forward
Your tomorrow should be better
than today
Make yourself immune to the
vagaries of life
After all, Your ability to do the
things you want
Is what keeps You growing

Choose your benefits, Plans
And **make insurance**
rewarding

#YouAreTheDifference™

LIFELONG INCOME PLANS





**OUR PLATFORMS WITH
INDIA STATURE**

INDIA KE BHAROSE KA NUMBER



We at Max Life Insurance strongly believe
in keeping a proven track record and being trustworthy



INDIA PLAYS PROTECTION FRONT FOOT PE

For those who
understand their
real value and
protect their loved ones
by being the
#ProtectorOfTheMatch



INDIA PROTECTION QUOTIENT



AN INITIATIVE BY MAX LIFE INSURANCE
IN PARTNERSHIP WITH KANTAR

India Protection Quotient reveals how urban India feels
about their current state of financial protection and
preparedness to face financial uncertainty

INDIA RETIREMENT INDEX STUDY



I.R.I.S. IN PARTNERSHIP WITH KARVY INSIGHTS

India Retirement Index Study reveals the readiness of urban India when it comes to planning for a happy and peaceful retired life with their loved ones

THE FAMILY RUN



An engagement platform for local community runs
enabling mindful living

Be Fit, Be Protected, Be Happy



**KNOW MORE ABOUT
OUR BRAND**

OUR BRAND PERSONALITY

WE ARE

Optimistic
Insuring out of love
I with others
Confident
Reliable

WE ARE NOT

Fearful
Insuring out of guilt
I over others
Arrogant
Boring

DIVERSITY, EQUITY & INCLUSION

Together, we are building
the most admired company,
celebrating **diversity**
every day, inspired by
equitable practices



BRAND COLOUR (PRIMARY)

Blue will always be the primary colour

Caring
Peace of Mind



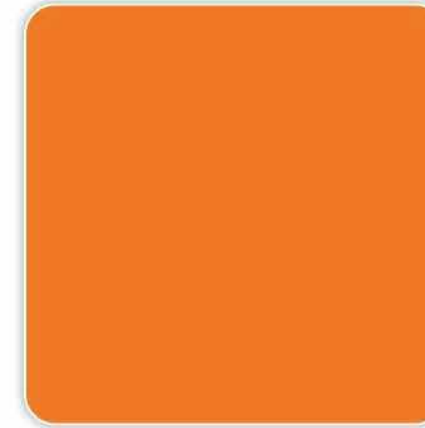
Credible
Honest

R 20 | G 58 | B 114
C 100 | M 70 | Y 0 | K 40
Pantone 281C

BRAND COLOUR (SECONDARY)

Orange can be used as a secondary highlight colour

Warmth
Dynamic



Optimistic
Youthful

R 242 | G 121 | B 48
C 0 | M 65 | Y 100 | K 0
Pantone 1505C

LOGO AND USAGE

The MAX LIFE INSURANCE Logo must be clearly visible on any background or surface



Therefore, the logo should be used in a white box with curved edges on darker or photographic backgrounds. The flame should always touch the 'I' of Insurance

JV LINE AND USAGE



Width of the Joint Venture line should be 3 times the size of Max Life Insurance logo

On a dark background creative the Joint Venture line can be shown in reverse (Monotone)

As per the placement of Max Life Insurance logo that can be left, center or right side of the creative, the Joint Venture line will always be placed at the bottom, aligned to the logo

VISUAL IMAGE (US)



Clean extendable
Object Image



Simplified clutter-free
vectors



Candid family
images



Clutter-free in-action
images

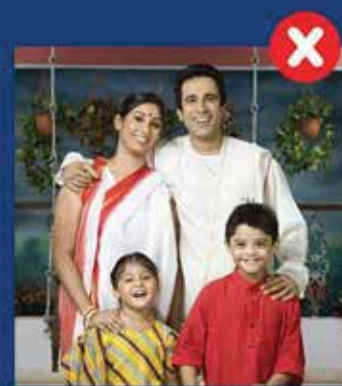
VISUAL IMAGE (NOT US)



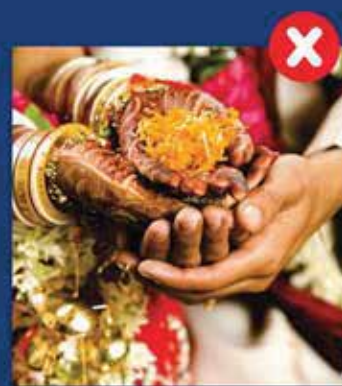
Colourful



Sad & depressed



Cluttered



Excessively zoomed



CREATIVE REFERENCE

BRAND

Max Life Insurance logo should always be placed at the top left corner of the creative unless part of the proposition's logo unit

MAX LIFE INSURANCE

India ki Laakhon families ka,
Badhta Bharosa

India Ke Bharose Ka Number
99.35%
Claims Paid Ratio

Ab aur bhi behtar hua.
Max Life Insurance ka Claims Paid Ratio

Know more, search for
max life insurance
Or
Contact our Agent Advisor

#YouAreTheDifference

A Max Financial and AXIS BANK JV

Headline can be placed either on the left, right or center

The Joint Venture Line should be placed at the bottom left

MAX LIFE INSURANCE

Retirement
KI KAHANI
INDIA
KI ZUBANI

#RetirementReadyIndia

INDIA RETIREMENT INDEX STUDY

A Max Financial and AXIS BANK JV

MAX LIFE INSURANCE

BHAROSA GUARANTEED RETURNS KA

WITH
SMART HEALTH PLAN

A Max Financial and AXIS BANK JV

MAX LIFE INSURANCE

Protecting your family is your habit.
Your resolve made India more protected.

A Max Financial and AXIS BANK JV

Disclaimer to be placed at the bottom

DIGITAL

Image used has to be zoomed in up to the chest with the face clearly visible

Disclaimers should be placed at the bottom of the creative



Max Life Insurance logo should be placed at the top right corner of the creative

In the headline, the key words should be highlighted and the copy should be minimal for easy registration

The Call to Action should be clearly visible and highlighted by using a colour box



CUSTOMER MARKETING

The Max Life logo should be on the top left of the creative

The headline and sub-headline can be aligned left, right or center as per creative

The Call To Action should be highlighted and clearly visible

The contact band is placed between the disclaimer and the brand band

The Joint Venture Line should be placed at the bottom left

MAX LIFE INSURANCE

UPDATE THE NOMINEE DETAILS OF YOUR POLICY

CUSTOMER LOGIN SECTION

WALK-IN TO BRANCH OFFICES

AND KEEP YOUR LOVED ONES FINANCIALLY PROTECTED.

YOU CAN UPDATE THE NOMINEE DETAILS BY

- Visiting the Customer Login section on our website
- Walking-in to our branch offices

CLICK HERE TO UPDATE YOUR NOMINEE DETAILS AND AVAIL OTHER POLICY RELATED SERVICES

We are committed to financially protect you and your loved ones, because for them #YouAreTheDifference

FOR ASSISTANCE, CONTACT

A Max Financial and AXIS BANK JV

The brand band to have India Ke Bharose Ka Number and Asset Under Management Logo

Disclaimer should be placed below the contact band

MAX LIFE INSURANCE

YOUR PARTNER FOR LIFE

IS NOW

MAX LIFE SERVICE RELATIONSHIP MANAGER

Contact your Service Relationship Manager from Monday to Saturday, 10:00 a.m. - 5:00 p.m.

We are committed to financially protect you and your loved ones, because for them #YouAreTheDifference

FOR ASSISTANCE, CONTACT

A Max Financial and AXIS BANK JV

MAX LIFE INSURANCE

PLANT YOURSELF SOME HEALTH!

THE WORLD HEALTHY DAY

Let's celebrate your efforts to make the world healthy #OurPlanetOurHealth

We are committed to financially protect you and your loved ones, because for them #YouAreTheDifference

FOR ASSISTANCE, CONTACT

A Max Financial and AXIS BANK JV

MAX LIFE INSURANCE

YOUR SATISFACTION IS OUR TOPMOST PRIORITY!

WE WILL ALWAYS HELP YOU WITH ALL YOUR RELATY-RELATED GRIEVANCES

IF ANY OF YOUR GRIEVANCES HAVE NOT BEEN ADDRESSED TO YOUR SATISFACTION, kindly raise it to us in the writing through any of the communication channels and we will do our best to help you out.

Write to us at complaints@maxlifefinancial.com from your registered email ID.

Write to us on social media to register the grievance.

Your request will be acknowledged within 2 business days and the grievances will be addressed within 10 business days of our acknowledgement.

To know more about our grievance policy

We are committed to financially protect you and your loved ones, because for them #YouAreTheDifference

FOR ASSISTANCE, CONTACT

A Max Financial and AXIS BANK JV

INTERNAL COMMUNICATION

The Max Life logo should be on the top left of the creative



Headline can be placed either on the left, right or center

I Lead I Am The Difference should always be integrated with the communication whenever possible

Disclaimer should be placed below the contact band

The Joint Venture Line
should be at the bottom
left of the creative



CHANNEL PARTNER - AXIS BANK

The image elements should be in burgundy

In the Burgundy Band the Axis Bank logo comes on the left and the Max Life Logo on the right

The headline should be in sentence case and the key word should be highlighted in burgundy

Disclaimer to be placed at the bottom of the creative along with the Axis Bank disclaimers

The Joint Venture Line should be placed on the bottom right

#YouAreTheDifference™



www.maxlifeinsurance.com

For any feedback and suggestions reach out to Rahul.Talwar@maxlifeinsurance.com

