

Axis Max Life Achieves Highest-Ever Claims Paid Ratio of 99.70% in FY25; Surpasses 99% Benchmark for Sixth Consecutive Year

Category: Business

written by International Khabar | May 23, 2025

AXIS MAX LIFE INSURANCE

India Ke Bharose Ka Number

99.70%

Death Claims Paid Ratio

SAALON SE BADHTA HUA, INDIA KA BHAROSA

99.70% 2025
99.65% 2024
99.51% 2023
99.34% 2022

More lives protected,
More claims honoured,
More bharosa, year after year,
Because **BHAROSA TUM HO**

Scan the QR code to buy Axis Max Life Term Plans or Contact your Life Advisor

Axis Max Life Term Insurance

*Individual Death Claims Paid Ratio as per Indian Insurance for FY 2024-2025.
The above information is subject to the terms and conditions of the Axis Max Life Insurance. Premiums and pay out are subject to the terms and conditions of the policy. The above information is for general information only and does not constitute an offer of insurance. For more details, please visit our website or contact your Life Advisor. The above information is for general information only and does not constitute an offer of insurance. For more details, please visit our website or contact your Life Advisor. The above information is for general information only and does not constitute an offer of insurance. For more details, please visit our website or contact your Life Advisor.

Axis Max Life Insurance Ltd. formerly known as Max Life Insurance Company Ltd (“Axis Max Life”/ “Company”), has settled 20,170 individual death claims worth ₹1,430.80 Cr. in FY 2024-25, achieving its highest-ever individual death claims paid ratio of 99.70%. This marks a consistent rise from 99.22% in FY20, reinforcing 99.70% as the Company’s new

benchmark for trust – **India Ke Bharose Ka Number™***.

AXIS MAX LIFE INSURANCE

India Ke Bharose Ka Number
99.70%
 Death Claims Paid Ratio

SAALON SE BADHTA HUA, INDIA KA BHAROSA

99.70%
2025
 99.65%
2024
 99.51%
2023
 99.34%
2022

More lives protected,
 More claims honoured,
 More bharosa, year after year,
 Because **BHAROSA TUM HO**

Scan the QR code to buy
 Axis Max Life Term Plans
 or Contact your Life Advisor

Axis Max Life Term Insurance

*Individual Death Claims Paid Ratio as per Audited Financials for FY 2020-2025.
 The lowest benchmark of 99% set for the industry, has been achieved only by 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 Group).
 Axis Max Life Insurance is a member of Axis Max Life Insurance Company (India) Ltd. a joint venture between Axis Bank (India) Ltd. and Max Life Insurance Company (India) Ltd. (an Equal Opportunity Employer).
 For more details on our policies, terms and conditions please visit the product website before purchasing a life. You may be entitled to certain benefits for term life or other policies. Please note that the benefits are subject to the terms of payment or receipt of benefits by you. The benefits are subject to change in the bank. You can call us on our Customer Helpline No. 1800 222 5177. Website: www.axismaxlife.com

MEMBER OF AXISBANK GROUP
 • We are not involved in activities like selling insurance policies, announcing bonus or dividend of premiums
 • Public receiving such phone calls are requested to lodge a police complaint

Axis Max Life Achieves Highest-Ever Claims Paid Ratio of 99.70% in FY25; Surpasses 99% Benchmark for Sixth Consecutive Year

Since inception, Axis Max Life has disbursed ₹10,109.85 Cr. in death claims across 2.23 lakh policies. With initiatives like InstaClaim™ and 3-Hours claims promise, Axis Max Life is reiterating its commitment to customer-centricity in everyday interactions.

Axis Max Life – Individual Death Claims Paid Ratio (%) (Consistent improvement over the last 5 years)				
FY 2020-21	FY 2021-22	FY 2022-23	FY 2023-24	FY 2024-25
99.35% ¹	99.34% ²	99.51% ³	99.65% ⁴	99.70% ⁵

Prashant Tripathy, CEO and Managing Director, Axis Max Life,

“Axis Max Life has achieved its highest-ever individual death claims paid ratio of 99.70% in FY25 – a [powerful validation of the deep trust](#) our customers place in us, and our steady commitment to honour that trust when it matters most. In an industry where the moment of truth lies in claim settlement, we continue to lead with purpose, precision, and empathy.”

“Anchored in the promise of ‘Bharosa’, Axis Max Life is deepening its customer-centricity by putting customers at the heart of every interaction. From achieving highest-ever 13th-month persistency to 3-Hours claims promise, we are redefining customer experience at scale. Our AI-led underwriting, intelligent servicing platforms, and same-day payouts are not just process enhancements – they are fundamental shifts in how we serve our customers with speed, transparency, and care.”

Reinforcing its customer-first approach, Axis Max Life has [strengthened its underwriting mettle with predictive analytics and enhanced](#) fraud controls through digital forensic tools. This has enabled the Company to consistently deliver superior customer experience, reiterated by its securing the No. 2 rank among Indian life insurers for the third consecutive year in Hansa Research’s Life Insurance CuES 2025 study with a steady improvement in its Net Promoter Score (NPS) from 59 to 64 over three years. Demonstrating strong customer retention, Axis Max Life has reported a 13th-month persistency of 87.6% (Premium basis), and a 61st-month persistency of 59.3% (Cumulative, Premium basis) in FY25 – both up by 100 bps year-on-year.

For more information, please log on to www.axismaxlife.com.

About Axis Max Life Insurance Limited

Axis Max Life Insurance Limited, formerly known as Max Life Insurance Company Ltd., is a Joint Venture between Max [Financial Services](#) Limited (“MFSL”) and Axis Bank Limited. Axis Max Life [Insurance offers comprehensive protection](#) and long-term savings life insurance solutions through its multi-channel distribution, including agency and third-party

distribution partners. It 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 annual audited financials for FY2024-25, Axis Max Life has achieved a gross written premium of INR 33,223 Cr.

¹Basis IRDAI Annual Report 2020-21

²Basis IRDAI Annual Report 2021-22

³Basis IRDAI Annual Report 2022-23

⁴Basis Audited Annual Financials 2023-24

⁵Basis Audited Annual Financials 2024-25

*India Ke Bharose Ka Number is Axis Max Life's Brand Campaign on the Claims Paid Ratio. Claims Paid Ratio is a ratio of the death claims paid against the number of death claims received in a Financial Year.

