

# Axis Max Life's Immersive 3D & Mixed Reality Out-of-Home Campaign Drives 'Double Bharosa' Message Across India

Category: Business

written by International Khabar | March 27, 2025

OOH Creatives | Size 1.8x1

Max Life Insurance is now

**AXIS MAX**  
LIFE INSURANCE

**BHAROSA, Now DOUBLED.**

India Ka Bharosa Ka Number  
**99.65%**  
Death Claims Paid Ratio

**3**  
Hours  
Claim Settlement ka Bharosa

Axis Max Life Insurance

Or Contact Our Life Advisor

1. Financial Death Claims Paid Ratio as per Annual Financials for FY 2024-25.  
2. For all policies issued by Axis Max Life Insurance, the premium paying policyholder has completed their continuous policy term, with a minimum of 10 years, and where the policyholder has not opted for withdrawal.  
3. The above 99.65% ratio is based on all policies issued by Axis Max Life Insurance in FY 2024-25.  
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**Axis Max Life Insurance Ltd.**, formerly known as Max Life Insurance Company Ltd. ("Axis Max Life"/ "Company"), has redefined Out-of-Home (OOH) advertising with an immersive 3D anamorphic display at Garuda Mall, Bangalore. This high-impact visual experience brought the concept of '**Double Bharosa**' to life, reinforcing the brand's commitment to trust and protection in a way that captivated audiences.

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\*Individual Death Claims Paid Ratio as per Audited Financials for FY 2023-2024

\*\*We will endeavour to settle claim within 3 hours for eligible, on-line premium paying policies that have completed three consecutive policy years, with a sum assured of up to Rs. 10 Lakhs, and where the claimants and nominee hold verifications. Additionally, the nominee will need to be present and all mandatory documents must be submitted within 3 days of making a claim. Axis Max Life Insurance office. The Brand Ambassadors or Dependent members have entered 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 further issues an Axis Life Insurance Company Limited is a joint venture between Max Financial Services Limited and Axis Bank Limited. For more details on this Factors, Terms and Conditions please read the prospectus carefully before concluding a sale. Website: www.axismaxlife.com

APN: Axis Max LIFE (E) Brand Refresh/NOA February 2025

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## Axis Max Life's innovative OOH Campaign drives Double Bharosa across India

Building on the excitement of this innovation, Axis Max Life extended the campaign [across 200+ sites in 20 cities](#), integrating cutting-edge technology with high-engagement activations. In Mumbai, the brand took over the streets with ten branded double-decker buses, ensuring strong visibility and recall. Additionally, Axis Max Life also [introduced a mixed reality experience](#) at over 45 locations including bus shelters and metro stations.

Timed with the cricket season and India's recent ICC Champions Trophy win, this digital-first innovation allowed commuters to scan a QR code and take a virtual picture with [brand ambassadors](#) Rohit Sharma and Ritika Sajdeh, transforming brand engagement into a personalized and memorable experience.

The 'Double Bharosa' [campaign was executed](#) at scale, spanning print, television, digital, and on-ground activations, creating a multi-dimensional brand presence. Through this integrated campaign approach, [Axis Max Life](#) successfully deepened consumer engagement, making its message of trust and

security more immersive, and impactful.

### **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 the annual audited financials for FY2023-24, [Axis Max Life Insurance has achieved a gross written premium](#) of INR 29,529 Cr.

For more information, please visit the company website at [www.maxlifeinsurance.com](http://www.maxlifeinsurance.com).

