

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

Category: Business

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DOH Creatives | Size 1.8x1



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.

Max Life Insurance is now

AXIS MAX
LIFE INSURANCE

BHAROSA, Now DOUBLED.

India ke Bharosa Ka Number
99.65%
Death Claims Paid Ratio

3
Hours
Claim Settlement ka Bharosa

Axis Max Life Insurance

Or Contact Our Life Advisor

*Standardized Death Claims Paid Ratio as per Standard Financials for FY 2023-2024

**We will endeavor to settle claims within 3 hours for eligible, on-line premium paying policies that have completed their continuous policy term, 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 at any 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 neither 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/COO 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.

