

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

Category: Business

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OOH Creatives | Size 1.8x1

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

Established Death Claims Paid Ratio as per Annual Financials for FY 2023-2024.
*Only with reference to death claims ratio. It does not include other pending policies that have completed their term or maturity, with a cover amount of up to Rs. 10 Lakhs, whether the individuals had opted for withdrawal benefits. The ratio is for the year-end and all amounts are in Lakhs. *On Monday holidays at any time. Max Life Insurance office.
The financial operations, departments have worked only for Axis Max Life Insurance India as per standard insurance company. Axis Max Life Insurance and does not have any kind of association or relationship with Axis Bank Limited. Axis Max Life Insurance is not a subsidiary of Axis Bank Limited. Axis Max Life Insurance is a separate entity.
Axis Max Life Insurance is a 100% owned subsidiary of Axis Max Life Insurance Ltd. For more details on our Terms and Conditions please visit the www.axismaxlife.com

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SOURCE OF SOURCE: #READPHONE CALLS
* 100% not involved in advertising the online request publicly, ensuring safety or improvement of services.
* Public receiving such phone calls are requested to keep a safe distance.

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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**We will reimburse to either claimant or 3 heirs for eligible, as per 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 require valid verification. Additionally, the maximum will reach for first and all remaining claimants of sum of standard death sum (Mandatory for filing of any Axis Max Life insurance policy).
The Brand Ambassadorship, Representations, have remained 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 Credit Card nor has any relationship with Axis Bank Limited. For more details on this feature, Terms and Conditions please visit the prospectus carefully before concluding a sale. Website: www.axismaxlife.com

APN: Axis Max LIFE (E) Brand Refresh/004/February 2025
REGD Reg. No. 234

BEWARE OF SPYBOTS / TRAPD PHONE CALLS!
• BDA is not involved in activities like selling insurance policies, assessing terms or investment of premiums
• Public receiving such phone calls are requested to lodge a police complaint

Axis Max Lifes 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.

