

life insurance

wealth creation with
long time protection /

**get upto 250%
of the first year
premium back**



**Bharti AXA Life
Aspire Life PLUS**



life insurance

In this policy, the investment risk in the investment portfolio is borne by the policyholder

Now Bharti AXA Life Insurance gives you just the right Policy that will help you make all your aspirations come true. You can now make big plans for the future, reassured with the knowledge that your investments are creating a pool of wealth that will ensure a secure future for you and help realize your dreams.

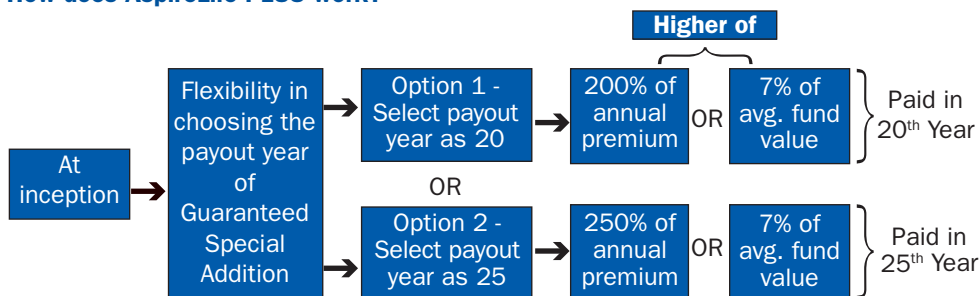
What is Bharti AXA Life AspireLife PLUS?

AspireLife PLUS - A unique product which not only offers up to 250% of your annual premium, in case the market returns are better, you will get 7% of the average fund value. Now you can reach what you aspire for.

What are your advantages with Bharti AXA Life AspireLife PLUS?

1. Get back up to 250% of your annual premium or Special Additions whichever is higher as Guaranteed Special Addition.
2. You have the option to choose the year in which the Guaranteed Special Addition will be paid
3. You have the option of investing across 6 funds, depending upon your risk appetite and return expectation and you can make use of the switch facility to change your asset allocation.
4. You also have the following flexibilities in your Policy.
 - a. Flexibility of partial withdrawal;
 - b. Cover Continuance, in case of discontinuance of premium;
 - c. Switch among investment funds;
 - d. Redirect your future premium into different investment funds.
5. Tax benefits for premium paid and benefits received, as per the prevailing tax laws.

How does AspireLife PLUS work?



Benefits of Bharti AXA Life AspireLife PLUS

Life Insurance Benefit:

The Sum Assured is 10(ten) times the Annual premium paid by you.

- 1) In the unfortunate event of death of the Life insured during the first policy year the Sum Assured under the Policy shall be payable.
- 2) In the unfortunate event of death of the Life insured after first policy year, during the policy term, the following shall be payable:

Before Guaranteed Special Addition is payable	Incase of Option 1	Sum Assured under the Policy (net of partial withdrawals made from Policy Fund Value in the 12 months prior to death)	Policy Fund Value plus 200% of Annual Premium
	Incase of Option 2	Sum Assured under the Policy (net of partial withdrawals made from Policy Fund Value in the 12 months prior to death)	Policy Fund Value plus 250% of Annual Premium
After Guaranteed Special Addition is paid	For both Options	Sum Assured under the Policy (net of partial withdrawals made from Policy Fund Value in the 12 months prior to death)	Policy Fund Value

Maturity benefit:

On maturity of the Policy, you will get the Policy Fund Value

Extended maturity benefit with Settlement option: You may want to take advantage of Bharti AXA Life's fund management expertise even after maturity of your policy. You can avail any of following options at maturity:

- I. Take entire maturity proceeds as Lump sum payment on maturity; or
- II. Take the maturity proceeds (Policy Fund Value) at regular intervals in installments over 5 years after the maturity date (extended maturity period). The value payable at such intervals will be calculated at the Unit Price as on the relevant date.
- III. A combination of the above mentioned two options.

At any time during the extended maturity period, you have an option to withdraw the balance available Policy Fund Value as on that date. However, you will not be entitled to life insurance benefit or partial withdrawals/switches between investment funds or top ups during this period.

Please note that during the Extended Maturity Period, the investment risk in the investment portfolio continues to be borne by the Policyholder.

Guaranteed Special Addition (GSA):

At inception of the Policy, you have the option of selecting the payout year in which the Guaranteed Special Addition (GSA) will be credited to the investment fund, subject to the Policy being in force. These options are:

GSA payout Option	Policy Year in which GSA will be credited to the investment fund
Option 1	End of 20th Year
Option 2	End of 25th Year

This payout option, once chosen at the inception, cannot be altered. The Guaranteed Special Addition payable will be as shown in the table below:

GSA Payout Option chosen	Guaranteed Special Addition (payable at the end of policy year)	
	Higher of	
Option 1	200% of first year Annual premium	7% of the Average Policy Fund Value
Option 2	250% of first year Annual premium	7% of the Average Policy Fund Value

The Average Policy Fund Value is equal to the average of the Policy Fund Value as on the last date of each of the preceding 36 months.

Please note that you need to choose the Guaranteed Special Addition payout year at the inception of the policy itself. No Guaranteed Special Addition is payable in case the policy is surrendered before the Guaranteed Special Addition payout year.

Choice of Investment funds: You have a choice of investing your premiums in any or all of the six investment funds, as per your financial objective.

Investment Fund	Objective	Asset Allocation	Risk-Return Potential
Growth Opportunities Plus Fund	To provide long term capital appreciation through investing in stocks across all market capitalization ranges (Large, Mid or small)	Listed Equities: 80% - 100%, Cash & Money Market Securities: 0% - 40%	High
Grow Money Plus Fund	To provide long term capital appreciation through investing across a diversified high quality equity portfolio	Listed Equities: 80% - 100%, Cash & Money Market Securities: 0% -40%	High
Build India Fund	To provide long term capital appreciation, through exposure to equity investments in Infrastructure and allied sectors, and by diversifying investments across various sub-sectors of the infrastructure sector	Listed Equities: 80% - 100%, Corporate Bonds and Bank deposits: 0% - 20%; Cash & Money Market Securities: 0% - 20%	High
Save'n'grow Money Fund	To provide steady accumulation of income in medium to long term by investing in high quality debt papers and government securities and a limited opportunity of capital appreciation. This would be more of a defensively managed fund	Listed Equities: 0% - 60%, Corporate bonds and bank deposits: 0% - 50%, Government bonds and securities: 0% -40%, Cash & Money Market Securities: 0% -40%	Moderate
Steady Money Fund	To provide steady accumulation of income in medium to long term by investing in high quality debt papers and government securities	Corporate bonds and bank deposits: 20% - 80%, Government bonds and securities: 20% -80%, Cash & Money Market Securities: 0% -40%	Low
Safe Money Fund	To provide capital protection through investments in low-risk money-market & short-term debt instruments with maturity of 1 year or lesser	Corporate bonds and bank deposits: 0% - 60%, Government bonds and securities: 0%-60%, Cash & Money Market Securities: 0% -40%	Low

Manage your investments with Switch and Premium Redirection facility: Through the feature of switches & premium redirection you can manage your asset allocation between equity & debt depending on your needs. For example you may wish to move your money to a low-risk investment fund option before maturity of the policy to protect against adverse movements in equity markets.

You can switch 12 times in a policy year free of charge, beyond which a charge of Rs.100 per switch is levied. The minimum value of a switch should be Rs 1,000.

You can also redirect your future premiums after first policy year into different funds with Premium Redirection facility. This facility can be availed any number of times free of charge. The minimum allocation in any chosen investment fund should be 5%. The change will be effective from the next premium due date.

Top up premiums: You can invest a bonus received from your employer or profits earned from your business or any other surplus in your existing investments to achieve your financial goals faster.

With the Top up option, you can boost your contribution anytime after the first policy year. The minimum amount of a single top up is Rs. 1,000. The total amount of top up in a policy year cannot be more than 25% of total annualized regular premiums paid till that date.

Top up premium has no effect on your Sum Assured.

Liquidity benefit with partial withdrawal:

We all need money during our lifetime to fulfill certain goals. From time to time, you may need money for any urgent need.

You can withdraw money from your Policy Fund Value anytime after completion of three policy years. Each partial withdrawal should be a minimum of Rs. 1, 000 and maximum withdrawal amount should not be more than 20% of the Policy Fund Value in a Policy Year. Only two partial withdrawals are allowed in a Policy Year, which are free of charge. The minimum fund value after partial withdrawal should not be less than 120% of annual premium.

Cover Continuance Option: While we recommend that all your premiums be paid on the respective due dates, we also understand that due to sudden changes in lifestyle like increased responsibilities or unexpected increase in household expenses may affect your future ability to pay premiums.

Now you need not worry if you are unable to pay premiums into your policy. The cover continuance option entitles you to continue your Policy with all benefits if you are unable to pay premiums after paying five Annual Premiums. Once you have opted for this option, you cannot pay any further premiums or top ups under the Policy.

What are the applicable charges in this product?

Premium allocation charge: This charge is levied as per the following table pertaining to the respective Policy Year.

Policy year	% of Annual Premium
1	100%
2	5%
3	5%
4	5%
5	5%
6+	0%

Top up premiums are subject to an allocation charge of 1.50%. Service tax including cess and surcharge as per prevailing rates, will be applicable on all charges in the first Policy year and will be deducted from the Policy Fund Value in the second Policy year (for monthly mode of premium payment the deduction will be made in the 13th and 14th Policy month and for all other modes the deductions will be made in the 13th Policy month).

Mortality Charge: This charge is levied to provide you the life insurance benefit. This charge is applied on the Sum at Risk (as defined below) and is deducted proportionately by cancellation of units on a monthly basis.

Sum at Risk is defined as the excess of Sum Assured over Policy Fund Value as on the corresponding Policy Date in the Policy Month.

Annual Mortality Charge per thousand of Sum at Risk for sample ages of healthy lives is as follows:

Gender/Age (in years)	30	35	40	50
Male	1.40	1.72	2.58	6.64
Female	1.40	1.47	1.99	4.84

Policy Administration Charge: This charge is deducted by cancellation of units from the policy fund value on a monthly basis. The charge is Rs. 63 per month, which is charged from second year onwards. This charge will increase by 5%p.a. compounded annually. No Policy Administration Charge is levied in the first Policy Year.

Fund Management Charge: This is a charge that is levied on each of the Investment Funds and is adjusted in the unit price calculation on a daily basis. The charges for the funds are as follows:

Fund Name	Annual Rate
Growth Opportunities Plus Fund	1.35%
Build India Fund	1.35%
Grow Money Plus Fund	1.35%
Save'n'grow Money Fund	1.25%
Steady Money Fund	1.00%
Safe Money Fund	1.00%

Surrender Charges: The Surrender Charge is applied when you surrender your policy. The Surrender Value that you will receive will be the policy fund value less this charge. The surrender charges for the first policy year is applicable on the annual premium, while the surrender charge after the first policy year is applicable on the policy fund value and are as follows:

- Surrender Charge if Policy is surrendered in the first Policy Year

Complete Policy Years for which premiums have been paid	Surrender Charge as a percentage of annual premium
Less than one year	100%
One year	95%

Surrender Charge if Policy is surrendered after first Policy Year

Policy Year	Surrender Charge as a percentage of Policy Fund Value
2nd year	40%
3rd year	20%
4th year	10%
5th year	5%
6th year onwards	0%

Please Note that No Guaranteed Special Addition is payable in case the policy is surrendered before the payment of Guaranteed Special Addition

If Policy is surrendered within first three policy years then the surrender value as on the date of intimation of surrender will be paid only after the completion of three policy years.

Service Tax & cess is applicable on all charges as per prevailing rates.

Product at a glance:

Basic Plan		Minimum	Maximum
Age at Entry		0 years	55 years
Age at Maturity		25 years	80 years
Sum Assured		180,000	No Limit
Policy Term		25 years	
Premium Payment Modes		Annual, Semi-Annual, Quarterly* and Monthly*	
Top up Premium		1,000	25% of total annual premiums paid till date
Premium	Yearly	18,000	No Limit
	Half-Yearly	9,000	No Limit
	Quarterly*	4,500	No Limit
	Monthly*	1,500	No Limit

* Through ECS only

The following table shows the benefit of Bharti AXA Life AspireLife PLUS for a 30 year old Male paying a premium of Rs. 25,000 per annum for 25 years and opting for a Guaranteed Special Addition Payout year as at the end of 25th policy year (Option 2).

Assumed Rate of Returns	6%	10%
Sum Assured (Rs.)	250,000	
Policy Fund Value at Maturity (Rs.)	10,95,424	19,34,703
Guaranteed Special Addition (Rs.) in the 25th policy year	65,720	1,11,236
IRR	4.13%	7.94%

This illustration does not take into account the impact of Service tax and cess

Some benefits are guaranteed and some benefits are variable with returns based on the future performance of your Insurer carrying on life insurance business. If your policy offers guaranteed returns then these will be clearly marked “guaranteed” in the illustration table on this page. If your policy offers variable returns then the illustration on this page will show two different rates of assumed future investment returns. These assumed rates of return are not guaranteed and they are not the upper or lower limits of what you might get back, as the value of your policy is dependent on a number of factors including future investment performance.”

What are the tax benefits under this product?

You can avail of the tax benefits on the premium paid and the benefits received as per the prevailing tax laws under Section 80C and Section 10(10D) of the Income Tax Act, 1961. The tax benefits are subject to change as per change in tax laws from time to time.

Terms and conditions

1. In the event of death of the Life Insured before attaining the age of five years, or before the Policy Anniversary

Death of the Life Insured	Death Benefit Payable
In the first Policy Year	200% or 250% of first year Annualised Regular Premium depending on the GSA Payout Option chosen by the Policyholder
After the first Policy Year	Policy Fund Value plus the Guaranteed Special Addition

2. If any premium due within the first three years of the policy remains unpaid even after the grace period of 30 days, the policy lapses and all the benefits under the policy ceases to exist. You can however, revive the policy by paying all the unpaid premiums within a period of two years from the due date of the last unpaid premium. If the Policy is not reinstated during the Reinstatement Period, the Policy will stand terminated and the Policy Fund Value as at the expiry of Reinstatement Period net of Surrender Charge as on the lapse date shall be payable at the completion of the third Policy Year or at the end of the Reinstatement Period, whichever is later.
3. If the due premiums have been paid for atleast three consecutive Policy Years from the Policy Date and subsequent premiums are unpaid, You may reinstate the Policy within two years from the date of first unpaid premium by resuming premium payment by paying all the unpaid premiums and the appropriate Premium Allocation Charge shall be deducted from the above mentioned payment. During the period allowed for reinstatement, the Policy shall continue to be in effect by levying applicable Policy Charges. At the end of the allowed period for reinstatement, if you have not opted for reinstatement, only the Policy Fund Value, after deducting applicable surrender charges will be paid and the policy will terminate. In an event of death during the reinstatement period, the death benefit shall be paid out.
4. At anytime during the policy term, after completion of three policy years, if the fund value falls below the 120% of annual premium, then the policy will be terminated & the surrender value will be paid out. Please Note that No Guaranteed Special Addition is payable in this case.

5. Guaranteed Special Addition will not be paid if the Policy is surrendered before the actual payout of the Guaranteed Special Addition or the policy has lapsed.
6. The Guaranteed Special Addition Payout Option chosen at the commencement of the Policy cannot be changed.
7. Free-look option:- If You disagree with any of the terms and conditions of the Policy, You have the option to return the original Policy Bond along with a letter stating reasons for the objection within 15 days of receipt of the Policy Bond (“the free look period”). The Policy will accordingly be cancelled and an amount equal to the Premium received less (stamp duty and underwriting expenses incurred by The Company) will be refunded to the Policyholder. All the rights under the Policy shall stand extinguished immediately on the cancellation of the Policy under the free look option.
8. If the Life Insured under the Policy, whether medically sane or insane, commits suicide, within one year of the Issue Date the Policy shall be void and The Company will only be liable to pay all the Premiums paid by You as on the date following the intimation of death
9. If the Life Insured under the Policy, whether medically sane or insane, commits suicide, within one year of the date of reinstatement of the Policy, the Policy shall be void and The Company will only be liable to pay the Policy Fund Value as on the Valuation Date following the intimation of death.
10. This is a non participating Unit Linked Insurance policy

SECTION 41 OF INSURANCE ACT 1938

“No person shall allow or offer to allow, either directly or indirectly, as an inducement to any person to take out or renew or continue an insurance in respect of any kind of risk relating to lives in India, any rebate of the whole or part of the commission payable or any rebate of the premium shown on the policy nor shall any person taking out or renewing or continuing a policy accept any rebate except such rebate as may be allowed in accordance with the published prospectus or tables of the Insurer.”

SECTION 45 OF INSURANCE ACT 1938

“No policy of life insurance shall after the expiry of two years from the date on which it was effected, be called in question by an insurer on the ground that statement made in the proposal for insurance or in any report of a medical officer, or referee, or friend of the insured, or in any other document leading to the issue of the policy, was inaccurate or false, unless the insurer shows that such statement was on a material matter or suppressed facts which it was material to disclose and that it was fraudulently made by the policyholder and that the policyholder knew at the time of making it that the statement was false or that it suppressed facts which it was material to disclose.

Provided that nothing in this section shall prevent the insurer from calling for proof of age at any time if he is entitled to do so, and no policy shall be deemed to be called in question merely because the terms of the policy are adjusted on subsequent proof that the age of the Life insured was incorrectly stated in the proposal.”

The Company also has the right to revise the asset allocation of any investment fund (s) with prior approval from IRDA.

Revision of charges:

The Company reserves the right to revise the following charges from time to time, subject to the following maximum limits, with prior approval from the Insurance Regulatory and Development Authority ('IRDA'):

- **Fund Management Charge:** The maximum charge will be the minimum of 2% of each of the investment fund, subject to IRDA approval or the cap described by IRDA.
- **Switch charge:** This charge shall not exceed Rs.300 per switch.

Computation of Unit Price

The unit pricing shall be computed based on whether the Company is purchasing (appropriation price) or selling (expropriation price) the assets in order to meet the day to day transactions of unit allocations and unit redemptions i.e. the life insurer shall be required to sell/purchase the assets if unit redemptions/allocations exceed unit allocations/redemptions at the valuation date.

The Appropriation price shall apply in a situation when the Company is required to purchase the assets to allocate the units at the valuation date. This shall be the amount of money that the company should put into the fund in respect of each unit it allocates in order to preserve the interests of the existing policyholders. The Unit price will be computed as follows: Market value of investment held by the fund plus the expenses incurred in the purchase of the assets plus the value of any current assets plus any accrued income net of fund management charges less the value of any current liabilities less provisions, if any. This gives the net asset value of the fund. Dividing by the number of units existing at the valuation date (before any new units are allocated), gives the unit price of the fund under consideration.

The Expropriation price shall apply in a situation when the Company is required to sell assets to redeem the units at the valuation date. This shall be the amount of money that the company should take out of the fund in respect of each unit it cancels in order to preserve the interests of the continuing policyholders. The Unit price will be computed as follows: Market Value of investment held by the fund less the expenses incurred in the sale of the assets plus the value of any current assets plus any accrued income net of fund management charges less the value of any current liabilities less provisions, if any. This gives the net asset value of the fund. Dividing by the number of units existing at the valuation date (before any units are redeemed), gives the unit price of the fund under consideration.

Risks of investment in unit-linked policies:

- 'Bharti AXA Life AspireLife PLUS' is the name of the unit linked insurance product. Unit linked insurance products are different from traditional Insurance products and are subject to the risk factors.
- The premium in unit linked insurance policy are subject to investment risk associated with capital market and the NAV of the units may go up or down based on the performance of the investment funds and the factors influencing the capital markets and the insured is responsible for his/her decisions.
- Bharti AXA Life Insurance Company Ltd. is only the name of the insurance company and Bharti AXA Life AspireLife PLUS is only the name of the unit linked insurance policy and does not in any way represent or indicate the quality of the policy, its future prospects and performance or the returns.
- Bharti AXA Life AspireLife PLUS does not provide for participation in the distribution of surplus or profits that may be declared by the Company.
- Growth Opportunities Plus Fund, Build India Fund, Grow Money Plus Fund, Steady Money Fund, Save'n'grow Money Fund and Safe Money Fund are the names of the Investment Funds and do not in any manner indicate the quality of the Investment Funds, their future prospects or returns. There can be no assurance that the objective of any of the investment funds will be achieved.
- Please know the associated risks and the applicable charges, from your Insurance advisor or the Intermediary or the policy bond.
- All the tax benefits under the Policy are subject to the tax laws and other financial enactments as they exist from time to time. The tax benefits are subject to change with change in tax laws.

About Us

Bharti AXA Life Insurance is a joint venture between Bharti, one of India's leading business groups with interests in telecom, agri business and retail, and AXA, world leader in financial protection and wealth management. The joint venture company has a 74% stake from Bharti and 26% stake of AXA.

As we further expand our presence across the country with a large network of distributors, we continue to provide innovative product and service offerings to cater to specific insurance and wealth management needs of customers. Whatever your plans in life, you can be confident that Bharti AXA Life will offer the right financial solutions to help you achieve them.

Disclaimers

- This product brochure is indicative of terms, conditions, warranties and exceptions contained in the insurance policy bond. In the event of conflict, if any, between the terms and conditions contained in this brochure and those contained in the policy bond, the terms and conditions contained in the policy bond shall prevail.
- Insurance is subject matter of solicitation.
- Bharti AXA Life Insurance Company Limited, Registration No.: 130
Unit - 601 & 602, 6th Floor, Raheja Titanium, Off Western Express Highway, Goregaon (E), Mumbai- 400 063.

Your Bharti AXA Life Advisor

Get in touch with us

For any further queries regarding the product, or any other feedback, please contact your Financial Advisor OR The Customer Service Representative of The Company during business hours (9:00 a.m. to 9:00 p.m.) at the following numbers:

1800-102-4444

SMS SERVICE to 56677

We will get in touch within 48 hours to address your query

Email us: service@bharti-axalife.com

Visit us: www.bharti-axalife.com

Bharti AXA Life Insurance Company Ltd.

Regd. Office Address: Unit - 601 & 602, 6th Floor, Raheja Titanium,
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Regn. No. 130. UIN: 130L028V01.

Insurance is the subject matter of the solicitation.

Advt no: II-Aspire Life Brochure-Dec-2009-311.



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