



Bharti AXA Life Insurance launches Monthly Income Plan

-Bharti AXA Life Monthly Income Plan provides Guaranteed Tax-free Monthly Income and Life Insurance Cover-

Mumbai, July XX, 2011: Bharti AXA Life Insurance, the private life insurance joint venture between Bharti Enterprises and AXA, world leader in financial protection; today announced the launch of a unique traditional participating money-back plan, '**Bharti AXA Life Monthly Income Plan**'.

Announcing the launch, **Mark Meehan, Chief Marketing and Operations Officer, Bharti AXA Life Insurance**, said, "Each of us tends to postpone fulfilling the smaller desires of our loved ones. Be it a family vacation, a special gift to our wives or a renovation for our homes, we tend to delay life's little joys either due to time or financial constraints. From a financial perspective, a supplementary income can help bridge the gap in meeting our intended goals."

Bharti AXA Life Monthly Income Plan guarantees the policyholder additional monthly income. Furthermore, the plan also provides the policyholder with life cover, financially protecting the nominee, in case of the unfortunate death of the policyholder.

"**Bharti AXA Life Monthly Income Plan** is the first regular monthly income product in our portfolio. This is in line with our brand positioning of 'Jeevan Suraksha ka Naya Nazariya' that has customer centricity and trust at its core," added Mark Meehan.

About Bharti AXA Life Insurance Company Ltd

Bharti AXA Life Insurance Company Ltd is a joint venture between Bharti Enterprises and AXA, world leader in financial protection and wealth management. The joint venture company has a 74% stake from Bharti Enterprises and 26% stake of AXA Asia Life.

Bharti AXA Life Monthly Income Plan

- **Guaranteed Tax-free Monthly Income:** The policyholder will receive guaranteed tax-free monthly income at the end of the premium payment term.
- **Life cover:** In case of the policyholder's death, the nominee receives guaranteed monthly income for the Monthly Income Benefit period.
- **Multiple Policy Term options:** The plan provides policy term options of 15, 25 and 30 years.
- **Added Protection:** The policyholder can also opt for Premium Waiver and Critical Illness Riders.