



jeevan suraksha ka
naya nazariya

PRESS RELEASE

Bharti AXA Life launches two new Unit Linked Plans - Targeted at HNI and Child segment

- Bharti AXA Life Future Invest & Bharti AXA Life Power Kid Plan

Mumbai, 11 Nov, 2011: Bharti AXA Life Insurance, the private life insurance joint venture between Bharti Enterprises and AXA, the world's largest insurance company, today announced the launch of two new plans – 'Bharti AXA Life Future Invest, a limited pay plan focused on wealth creation and Bharti AXA Life Power Kid Insurance Plan, a unit linked, comprehensive child plan'.

According a research conducted recently, securing child's future is one of the top reasons why customers buy Life Insurance- especially in the context of educational expenses. In addition to this, inflationary pressure is adding importance to wealth creation that will help beat the rising costs.

Bharti AXA Life understands this challenge faced by the customers today and has thus launched two new Unit Linked Insurance Plans. Announcing the launch, **Sandeep Ghosh, CEO - Bharti AXA Life Insurance**, said, "Taking into account all the expenses involved towards a child's education and the need to secure his future; Bharti AXA Life Power Kid Insurance Plan focuses on young parents encouraging them to start planning for their children's future lifestage needs"

He further added, "While Bharti AXA Life Power Kid Insurance plan is a comprehensive financial solution to secure your child's future, Bharti AXA Life Future Invest provides long term wealth creation through a limited premium payment term. A stand out feature of this product is the zero allocation charge ensuring higher investable inflows in to the fund."

Bharti AXA Life Power Kid Insurance Plan has multiple benefits. It's been specially designed to ensure that a child's key lifestage needs are met, while also protecting his/ her future against any unforeseen events. Some of its unique features are - Career development Allowance, Emergency Allowance and Education Allowance. In case something unfortunate were to happen to you as the policyholder, all the

Bharti AXA Life Power Kid Insurance Plan

- **Option of Education Allowance:**
10% of base Sum Assured will be paid out on subsequent Policy anniversaries till maturity.
- **Career Development Allowance:**
15% of residual Fund Value will be paid out at the beginning of each of the last 5 years of policy term
- **Emergency Allowance:** To address immediate liquidity needs, Rs 100,000 will be paid within 48 hours of claim intimation
- **Accidental Death Benefit:** In case of policyholder's death due to accident, an additional benefit equal to the Base Sum Assured will be paid over the Death Benefit



jeevan suraksha ka
naya nazariya

future premiums will be paid by Bharti AXA Life into the investment fund and the Policy will remain in force.

Bharti AXA Life Future Invest promises long term gains over a short-term premium payment term. It is a unit-linked plan that lets you accrue the benefits for the policy term of 10 years while you pay premiums only for 5 years. Unlike the other options available in the market in the same category, Zero allocation charges in Bharti AXA Life Future Invest ensures that all your hard earned money is put where it should be – in investments.

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.

For further details, please contact:

Rahul Prabhakar
Genesis Burson-Marsteller
M. +91. 9820936396
rahul.prabhakar@bm.com

Huda Inamdar
Genesis Burson-Marsteller
M. +91. 9930601183
huda.inamdar@bm.com

Bharti AXA Life Future Invest –

- **Zero Allocation Charges:** Policy holders are not charged for Premium Allocation
- **Limited Premium Payment:** The policy premium is paid for 5 years while protection & policy benefits are provided for a period of 10 years
- **Partial Withdrawal Option:** The policy holder has the option to avail partial withdrawal of the sum assured after the policy has completed 5 years
- **Inbuilt Accidental Death Benefit:** In case of an unfortunate death by accident, the nominee receives an additional Sum Assured equal to the base Sum Assured (optional).