



Bharti AXA Life Insurance Co. Ltd.

Citizens' Charter

Jan 2014

“A customer is the most important visitor on our premises. He is not dependent on us. We are dependent on him. He is not an interruption in our work. He is the purpose of it. He is not an outsider in our business. He is part of it. We are not doing him a favour by serving him. He is doing us a favour by giving us an opportunity to do so.”

— Mahatma Gandhi

Customer centricity is a key value of our organisation . Our brand attributes Available, Reliable and Attentive echo this focus and all our actions demonstrate them as well.

QUALITY POLICY

Bharti AXA Life strives to be the preferred company in financial protection and wealth management in India through its commitment to quality, dedication to customers and continual improvement in every aspect of business and customer relations

We will **reach out to customers**, understand their needs, deliver quality and customized solutions, create long lasting relationship and thereby win their trust



We will create the **best place to work** that will offer employees empowerment, pride, sense of belonging and personal growth opportunities for the future



We will **grow together with our distributors** through the spirit of partnership that is transparent, offer fair compensation and build a mutually beneficial long-term relationship

We will set the highest standards in **business conduct and ethics** and communicate to our customers distributors and employees what we stand for



We will **create value for the shareholders** by consistently accomplishing business plans, profitability and growing upwards on the graph of success and service levels

ISO9001:2008 Certified Operations, Customer & Distributor services and Claims

Sandeep Ghosh
Managing Director & Chief Executive Officer



jeevan suraksha ka
naya nazariya

Claims Services

Claims Assistance Manager*

Claim settlement is a key moment of truth for our customers. At times of distress, a claimant should not be made to run from pillar to post to get what may be rightly theirs. At such times, customers seek a personal touch, someone who guides the claimant through the process.

At Bharti AXA Life, we have decided to act. We bring you the Dedicated Claims Handler who will assist the claimant throughout the claims process at his request.

The claims handler would provide assistance to the claimant throughout the Claim process starting from intimation till the claim decision. He will explain to the claimant about the claim processing, documents required, assist him with form filing and query resolution. The claims handler will visit the claimant, if required, and on ongoing basis will update the claimant at each milestone.

Guaranteed Fund Value release in 48 Hours*

Normally in any insurance claim, the death claim proceeds are paid after full investigation and satisfaction of the insurer that the claim is genuine. However, death benefit under a Unit Linked plan also contains Fund Value which in a true sense is the customer's own money.

As a Company, we believe in handling the claims with utmost sensitivity. In order to provide the immediate financial support to the family of the deceased insured, which is the basic purpose of buying insurance, the Company releases the Fund Value under Unit Linked Insurance Policies (if applicable) accrued under the policy within 48 Hours of receipt of claim intimation* else we promise an additional payout of 1% of fund value for delay of every working day. The remaining components of the death benefit are processed as per the policy terms.

Once the Fund Value is released an SMS is sent, also a call is made to the nominee informing about the payment of fund value.

** Terms & Conditions apply*

Grievances Redressal Services

At Bharti AXA Life we have familiarized our customers on the Grievance Procedure by publishing the same in the policy bonds, website, and complaint communications. We have a system for receiving, registering and disposing of grievances.

Thus, a customer can lodge his grievance thru our website, by writing to our generic complaints ID, by walking into any of the nearest branches or contacting our contact centre.

We have defined the time of 2 weeks from the receipt of the complaint, for resolution of grievances. Written acknowledgement of the grievance is issued to customer within 2 days from the date of its receipt.

Our Grievance Redressal Procedure

Step 1: Inform us about your grievance

In case you have any grievance, you may approach our Grievance Redressal Cell:

- Lodge your complaint online at www.bharti-axalife.com
- Call us at our toll free no. 1800 102 4444
- Email us at complaints.unit@bharti-axalife.com
- Write to us at the address mentioned above
- Visit our nearest branch and meet our Grievance Officer who will assist you to redress your grievance/ lodge your complaint

Step 2: Tell us if you are not satisfied

In case you are not satisfied with the decision of the above office you may contact our Grievance Redressal Officer within 8 weeks of receipt of the resolution communication:

- Write to our Grievance Redressal Officer at the address mentioned above
- Email us at cro@bharti-axalife.com

You are requested to inform us about your concern within 8 weeks of receipt of resolution, post which we will deem the complaint to be satisfactorily resolved.

Step 3: If you are not satisfied with the resolution provided by the company

In case you are not satisfied with the decision/ resolution of the Company, you may approach the Insurance Ombudsman. To locate a convenient Ombudsman office, please visit: www.bharti-axalife.com / www.irda.gov.in

ISO 9001:2008 certified

We will provide superior customer service experience through highest quality controls and processes. And we endeavor to bring our best service for you always. Our operations, customer and distributor services and claims are ISO 9001:2008 certified.

Speedy Policy Issuance:

We will process all complete applications for insurance received during normal business hours within 3 working days.

Service Excellence through Technology:

We will constantly engage in use of the latest technology to make Customer service experience fast and hassle-free. Our multiple premium payment options, customer portal and customer contact points are a testimony to this commitment.

Service Commitment:

We will offer all our services within fixed timelines. We have clear turnaround timelines for every customer query and we stick to those in all our customer interactions.

General	
Processing of Proposal and Communication of Decisions including requirements/issue of policy /cancellations	15 days
Obtaining copy of the proposal	30 days
post policy issue service requests concerning mistakes/refund of proposal deposit and also Non claim related service requests	10 days
Life Insurance	
Surrender value/annuity/pension processing	10 days
Maturity claim/survival benefit/penal interest not paid	15 days
Raising claim requirements after lodging the claim	15 days
Death claim settlement without investigation requirement	30 days
Death claim settlement /repudiation with investigation requirement	6 months
Grievance	
Acknowledge a grievance	3 working days
Resolve a grievance	15 days

This is displayed in all branches.

DISCLAIMERS:

1. 'Guaranteed 48 hours Fund Value release' means release of the cheque on intimation of death of Life Insured, towards the Fund Value accrued under above policy, in the beneficiary's name within 48 hours and does not in any way indicate acceptance of any other policy liability.
2. Fund Value means the market value of the units as on date of Intimation excluding sum assured and any other death benefit after deducting applicable charges as per 'policy bond' as on date of Intimation.
3. Applicable only for in - force Unit Linked Policies subject to submission of claim documents.

4. The 48 hour period shall be reckoned from the time acknowledgement slip has been duly stamped at the branch to the time the cheque towards the fund value is released in the beneficiary name. However, while calculating 48 hours the intervening period on account of Saturdays, Sundays, Holidays declared by the Company and Public Holidays shall be excluded.
5. For any claim intimation received on Saturdays, Sundays, Holidays declared by the Company and Public Holidays and on any working days after 3.00 p.m., the 48 hour period would be reckoned from 9.00 a.m. from the next working day.
6. For each working day's delay beyond 48 hours, in release of fund value, the Company shall pay 1% additional interest of the fund value.
7. Balance policy benefits, if any, will be released on a later date subject to terms and conditions of the policy.
8. Death claim intimation should be supported by the death certificate, claimant statement form and KYC of the beneficiary.
9. Communication via SMS / Call (if phone number available) will be sent to the beneficiary intimating the details of payout within 48 hours.
10. Cases where policy is in "lapse" status as on the Date of Death OR for cases where Claimant is other than beneficiary as per the Company records, are excluded.

This Charter is a summary of what Bharti AXA Life Insurance Company Limited proposes to offer to the stakeholders. This Charter does not become a part of the policy bond or policy contract of the customers of Bharti AXA Life Insurance Company Limited.