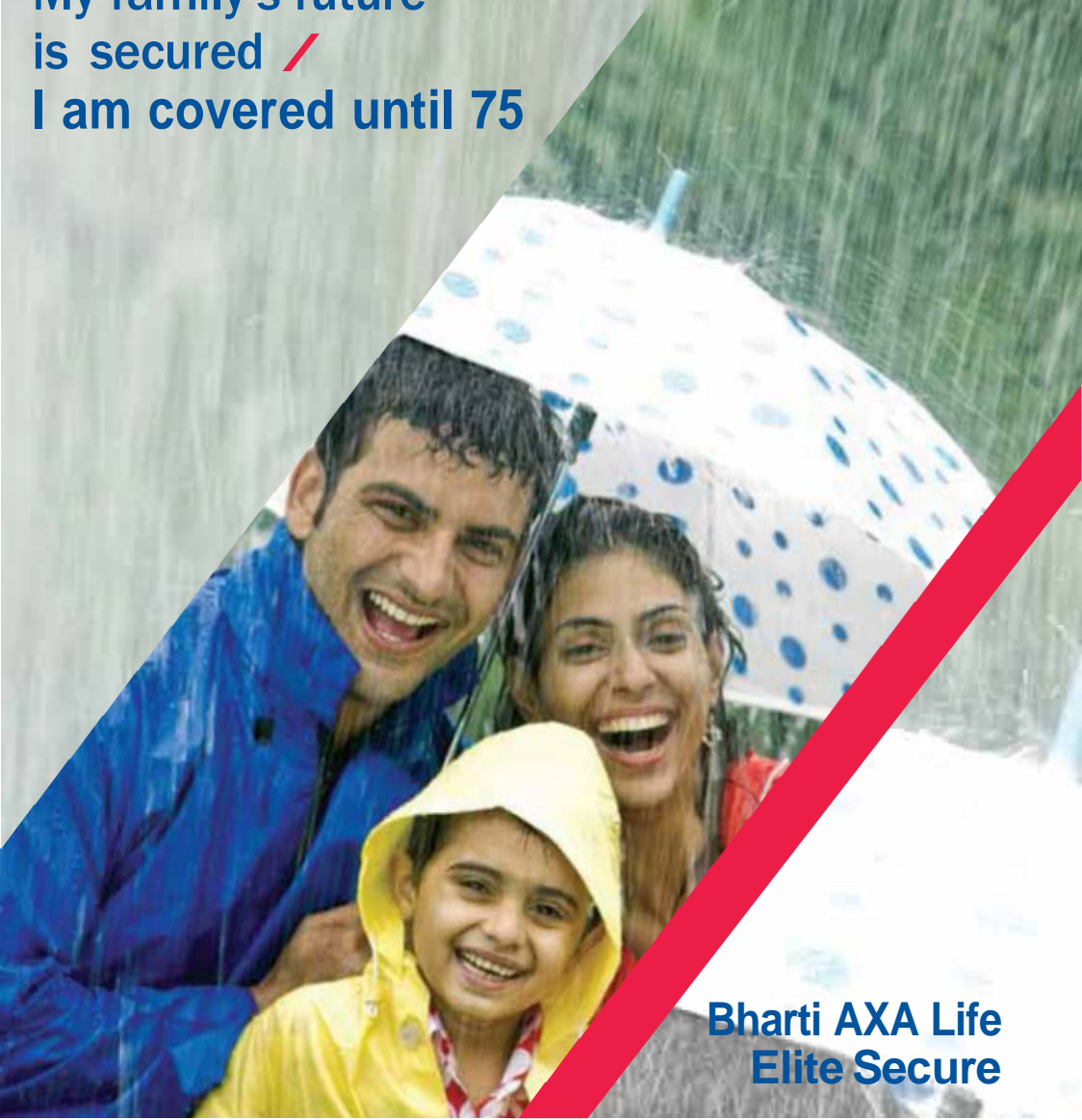


Life Insurance

My family's future
is secured /
I am covered until 75



**Bharti AXA Life
Elite Secure**

Bharti AXA Life Elite Secure

Insurance planning can help protect your personal assets & business interests, your family's standard of living and can help you leave back a legacy for your family. Choosing the appropriate life insurance cover can help preserve the assets that you spent years accumulating for your loved ones. Your family's dreams and aspirations are very precious to you. So why not make sure that they are protected as well? In case of an unfortunate event, even the best-laid plans can go wrong if not well protected with the correct level of life insurance.

Now, Bharti AXA Life Elite Secure, a simple long-term life insurance product available to you at a very affordable cost. This plan ensures that your family is well-protected against any eventuality.

Key reasons to buy

Your advantages with Bharti AXA Life Elite Secure:

- A product to be confident of providing your loved ones with financial protection against an unfortunate event of death;
- Complete protection for your family against the financial loss or burden, with full Sum Assured payment in case of an unfortunate death.

About us:

Bharti AXA Life Insurance is a joint venture between Bharti Enterprises, one of India's leading business groups with interests in telecom, agri business and retail, and AXA, one of the world's leading organisations with interests in financial protection and wealth management. The joint venture company has a 51% stake from Bharti and 49% stake of AXA.

As we further expand our presence across the country with a large network of distributors, we continue to provide innovative products 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.

How does the product work for you?

Bharti AXA Life Elite Secure is a simple, long-term and affordable insurance plan. The product works as follows;

1. You choose the policy benefit period and the Sum Assured (subject to a minimum of Rs 25, 00,000). The available policy terms are 5, 10, 15, 20, 25 years and a "To age 75" years - a unique product option, where you can choose to cover your life upto 75 years.
2. You pay the premium (Base Policy premium) regularly as per the mode of premium payment chosen by you. (Please note that the premiums applicable will be different for standard and substandard lives.)
3. In case of the unfortunate event of death of the Life Insured during the policy term, the Company shall pay the Sum Assured to the nominee.

How is my Premium calculated?

- o The premium will be determined based on your age as on last birthday, gender, base sum assured, policy term option chosen by you and your smoking habits
- o The premium rates for Life Cover are lower for non-smokers and female lives.
- o Premium payment mode:

You can choose Monthly, Quarterly, Semi-annual or Annual. Monthly Premium* = 0.09 of Annualised Premium, Quarterly Premium* = 0.27 of Annualised Premium, Semi-annual Premium = 0.52 of Annualised Premium.

* Through Auto Pay only

Advance Premium:

(i) Collection of advance premium shall be allowed within the same financial year for the premium due in that financial year. However, where the premium due in one financial year is being collected in advance in earlier financial year, the same may be collected for a maximum period of three months in advance of the due date of the premium.

(ii) The premium so collected in advance shall only be adjusted on the due date of the premium.

What is the suggested life cover that one must have?

Choosing the appropriate life cover depends on a lot of factors like – How many working years you have left, number of dependents, annual income etc.

However, for sake of ease we have shown a table that displays the suggested Sum Assured and corresponding annual premium for sample ages at entry and income under Bharti AXA Life Elite Secure.

Sample suggested Sum Assured for various income levels and Retirement at age 55 years										
Age at entry	30		35		40		45		50	
Income (in Rs)	Suggested Sum Assured (in Rs Lacs)	Premium (in Rs)	Suggested Sum Assured (in Rs Lacs)	Premium (in Rs)	Suggested Sum Assured (in Rs Lacs)	Premium (in Rs)	Suggested Sum Assured (in Rs Lacs)	Premium (in Rs)	Suggested Sum Assured (in Rs Lacs)	Premium (in Rs)
5 Lacs	68.75	12650	60.5	13371	50.25	13769	37.15	13597	26	11856
10 Lacs	137.5	23650	120	24840	100	25800	74.4	25519	52	21944
15 Lacs	206	35432	181.5	37571	150.7	38881	111	35631	77.5	32705

The premiums mentioned above are assumed for a healthy male life and exclude the impact of applicable taxes(if any) and cess.

What are the key benefits of the product?

Life insurance benefit: In case of unfortunate event of death of the Life Insured during the Policy Term, the following benefits will be payable to the Nominee, subject to Policy being in force. The Death Benefit will be highest of:

- 10 times Annualized Premium*
- 105% of all premiums paid as on date of death
- Absolute amount assured to be paid on death equal to the Base Sum Assured under the Policy
- Guaranteed Sum Assured on Maturity which is zero under this product

*Annualized Premium does not include modal factors and underwriting extra

The Death Benefit shall become payable on/from the date of intimation of death, subject to acceptance of the claim by the Company.

The life insurance benefit is provided by the sum assured in the product. The minimum Sum assured for this plan is Rs 2,500,000.

Comprehensive overall protection benefits: Along with the life insurance benefit, Bharti AXA Life Elite Secure offers you with a range of rider options to choose from by paying a nominal additional amount to help you secure comprehensive financial protection against any unfortunate eventuality. Please ask your advisor to show you the separate rider brochure and explain the details and applicable terms and conditions.

The Premium pertaining to health related or critical illness riders shall not exceed 100% of premium under the Base Policy, the Premiums under all other life insurance Riders put together shall not exceed 30% of premiums under the Base Policy and any benefit arising under each of the

above mentioned Riders shall not exceed the Sum Assured under the Base Policy.

Tax Benefits: Tax benefits are as per Income Tax Act 1961 and are subject to amendments from time to time. Applicable taxes(if any) and Education Cess will be levied as per prevailing tax laws.

Revival of the policy: You have a flexibility to revive all the benefits under your policy within two years after the due date of the premium in default. However, the Company would require:

- a) A written application from you for revival is made within two (2) years from the date of first unpaid premium;
- b) Satisfactory evidence of insurability of the Life Insured;
- c) Payment of an amount equal to all unpaid premiums together with interest at such rate as the Company may charge for such Revival, as decided by the Company from time to time, subject to prior approval from IRDAI. The revival interest rate will be calculated on the 1st of April every year and will be derived as average of last six months 10 year G.Sec* yield of the immediate last financial year plus 0.5%.
- d) Terms and conditions as may be specified by the Company from time to time.

The revival shall be as per the Board approved underwriting policy. The effective date of revival is the date on which the above conditions are satisfied and the risk is accepted by the Company. The revival of the Policy may be on terms different from those applicable to the Policy before it lapsed. The revival will take effect only on it being specifically communicated by the Company

Can I surrender my policy?

We would want you to pay premiums regularly till the end of the policy term. However incase you are not able to pay all premiums and want to surrender the policy, the policy will be terminated, however no surrender value is payable to you under this product.

Case study

Aman, a 40 year old non-smoker salaried professional, is worried about the uncertainties in life. He wishes to secure his and his family's future in case of any unfortunate event and is thinking about buying both- a Life as well as a Health Plan. He comes across Bharti AXA Life Elite Secure. How the product acts as a perfect solution to his needs is described below:

For Protection (Life Cover) – Sum Assured = ₹ 1 crore for a policy term of 20 years he pays a premium of 31,000 p.a.

In event of an **unfortunate event of Aman's Death**, anytime before the Age of 60 years, his family will get 1 Crore as Death Benefit.

Premiums at a glance:

Sum Assured (in Rs)	Age at entry/ Policy Benefit Period	5 years	10 years	15 years	20 years	25 years	To age 75
25 lacs	30	3925	3925	4150	4400	5100	9825
	40	5750	6400	7350	8775	10475	15200
	50	11400	13800	16700	20150	24725	24725
50 lacs	30	7100	7100	7500	7950	9200	17850
	40	10400	11800	13700	16350	19550	28200
	50	21100	26050	31550	38150	46550	46550
1 crore	30	12200	12200	13100	14200	17200	33800
	40	18700	21200	25800	31000	37300	54200
	50	40200	49300	60300	73200	90100	90100

These are the annual premiums of sample Sum Assured for Bharti AXA Life Elite Secure. These are based on the assumptions of a healthy male life, and do not include the impact of applicable taxes(if any) & cess.

Product Parameters

Parameter	Eligibility
Minimum age at entry	18 years
Maximum age at entry	<ul style="list-style-type: none"> 75 - Term) for 10,15,20 and 25 year terms 65 years for 5 year term and "To age 75" term
Maximum age at maturity	<ul style="list-style-type: none"> 75 years for 10,15,20 and 25 year terms and "To age 75" term 70 years for 5 year term
Minimum Sum Assured	Rs. 2,500,000
Premium Payment Term	Throughout the Policy Benefit Period
Premium Modes	Annual, Semi-annual, Quarterly* and Monthly.*

* Monthly & Quarterly premium payment mode should be in ECS

Terms & conditions

- This product brochure is indicative of terms, conditions, warranties and exceptions contained in the Insurance Policy.
- Please refer to the policy bond for further details. 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.
- Suicide : In case of death due to suicide within 12 months:
 1. From the date of inception of the policy, the nominee or beneficiary of the policyholder will be entitled to at least 80% of the premiums paid, provided the policy is in force or
 2. From the date of revival of the policy the nominee or beneficiary of the policyholder shall be entitled to an amount which is higher of 80% of the premiums paid till the date of death or the surrender value as available on the date of death.
- Free-look Option: If you disagree with any of the terms and conditions of the Policy, then 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 in case of offline Policy and within 30 days of receipt of the Policy in case of Policy sourced through distance marketing (i.e. online sales). The Policy will accordingly be cancelled and an amount equal to the premium received, less stamp duty and underwriting and medical expenses, if any incurred by The Company will be refunded to you. All Your rights under this Policy shall stand extinguished immediately on the cancellation of the Policy under the free look option.

If the Policy is opted through Insurance Repository (IR), the computation of the said Free Look Period will be as stated below:- For existing e-Insurance Account: Computation of the said Free Look Period will commence from the date of delivery of the e mail confirming the credit of the Insurance Policy by the IR.

For New e-Insurance Account: If an application for e-Insurance Account accompanies the proposal for insurance, the date of receipt of the 'welcome kit' from the IR with the credentials to log on to the e-Insurance Account(e IA) or the delivery date of the email confirming the grant of access to the eIA or the delivery date of the email confirming the credit of the Insurance Policy by the IR to the eIA, whichever is later shall be reckoned for the purpose of computation of the free look period.

- Bharti AXA Life Elite Secure is the name of the traditional insurance product. The name of the product does not in any way indicate the quality of the product, its future prospects.
- This is a non participating Policy, i.e. the Policy does not provide for participation in the distribution of surplus or profits that may be declared by The Company.
- For exclusions pertaining to the Riders, please refer to the Rider brochure.

Assignment and Nomination

Assignment: Assignment shall be in accordance with the provisions of sec 38 of the Insurance Act 1938 as amended from time to time.

[A Leaflet containing the simplified version of the provisions of Section 38 is enclosed in appendix – II for reference]

Nomination: Nomination shall be in accordance with the provisions of sec 39 of the Insurance Act 1938 as amended from time to time.

[A Leaflet containing the simplified version of the provisions of Section 39 is enclosed in appendix – III for reference]

SECTION 41 OF INSURANCE ACT 1938

2. “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. Provided that acceptance by an insurance agent of commission in connection with a policy of life insurance taken out by himself on his own life shall not be deemed to be acceptance of a rebate of premium within the meaning of this sub-section if at the time of such acceptance the insurance agent satisfies the prescribed conditions establishing that he is a bona fide insurance agent employed by the insurer.
3. Any person making default in complying with the provisions of this section shall be punishable with fine which may extend to ten lakh rupees”

SECTION 45 OF INSURANCE ACT 1938

Fraud, Misrepresentation and forfeiture would be dealt with in accordance with provisions of Sec 45 of the Insurance Act 1938 as amended from time to time. *[A Leaflet containing the simplified version of the provisions of Section 45 is enclosed in appendix – I for reference]*

Appendix I: Section 45 – Policy shall not be called in question on the ground of mis-statement after three years

Provisions regarding Policy not being called into question in terms of Section 45 of the Insurance Act, 1938, as amended from time to time are as follows:

1. No Policy of Life Insurance shall be called in question on any ground whatsoever after expiry of 3 years from:
 - a. the date of issuance of Policy or
 - b. the date of commencement of risk or
 - c. the date of reinstatement of Policy or
 - d. the date of rider to the Policy whichever is later.
2. On the ground of fraud, a Policy of Life Insurance may be called in question within 3 years from:
 - a. the date of issuance of Policy or
 - b. the date of commencement of risk or
 - c. the date of reinstatement of Policy or
 - d. the date of rider to the Policy whichever is later.

For this, the insurer should communicate in writing to the insured or legal representative or nominee or assignees of insured, as applicable, mentioning the ground and materials on which such decision is based.

3. Fraud means any of the following acts committed by insured or by his agent, with the intent to deceive the insurer or to induce the insurer to issue a life insurance Policy:
 - a. The suggestion, as a fact of that which is not true and which the insured does not believe to be true;
 - b. The active concealment of a fact by the insured having knowledge or belief of the fact;
 - c. Any other act fitted to deceive; and
 - d. Any such act or omission as the law specifically declares to be fraudulent.
4. Mere silence is not fraud unless, depending on circumstances of the case, it is the duty of the insured or his agent keeping silence to speak or silence is in itself equivalent to speak.
5. No Insurer shall repudiate a life insurance Policy on the ground of Fraud, if the Insured/beneficiary can prove that the misstatement was true to the best of his knowledge and there was no deliberate intention to suppress the fact or that such mis-statement of or suppression of material fact are within the knowledge of the insurer. Onus of disproving is upon the Policyholder, if alive, or beneficiaries.

6. Life insurance Policy can be called in question within 3 years on the ground that any statement of or suppression of a fact material to expectancy of life of the insured was incorrectly made in the proposal or other document basis which Policy was issued or revived or rider issued. For this, the insurer should communicate in writing to the insured or legal representative or nominee or assignees of insured as applicable, mentioning the ground and materials on which decision to repudiate the Policy of life insurance is based.
7. In case repudiation is on ground of mis-statement and not on fraud, the premium collected on Policy till the date of repudiation shall be paid to the insured or legal representative or nominee or assignees of insured, within a period of 90 days from the date of repudiation.
8. Fact shall not be considered material unless it has a direct bearing on the risk undertaken by the insurer. The onus is on insurer to show that if the insurer had been aware of the said fact, no life insurance Policy would have been issued to the insured.
9. The insurer can call 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 of age of life insured. So, this Section will not be applicable for questioning age or adjustment based on proof of age submitted subsequently.

[Disclaimer: This is not a comprehensive list of amendments of Insurance Laws (Amendment) Ordinance, 2014 and only a simplified version prepared for general information. Policyholders are advised to refer to Original Ordinance Gazette Notification dated December 26, 2014 for complete and accurate details.]

Appendix II: Section 38 - Assignment and Transfer of Insurance Policies

Assignment or transfer of a Policy should be in accordance with Section 38 of the Insurance Act, 1938 as amended from time to time. The extant provisions in this regard are as follows:

1. This Policy may be transferred/assigned, wholly or in part, with or without consideration.
2. An Assignment may be effected in a Policy by an endorsement upon the Policy itself or by a separate instrument under notice to the Insurer.
3. The instrument of assignment should indicate the fact of transfer or assignment and the reasons for the assignment or transfer, antecedents of the assignee and terms on which assignment is made.
4. The assignment must be signed by the transferor or assignor or duly authorized agent and attested by at least one witness.
5. The transfer of assignment shall not be operative as against an insurer until a notice in writing of the transfer or assignment and either the said endorsement or

instrument itself or copy thereof certified to be correct by both transferor and transferee or their duly authorised agents have been delivered to the insurer.

6. Fee to be paid for assignment or transfer can be specified by the Authority through Regulations.
7. On receipt of notice with fee, the insurer should Grant a written acknowledgement of receipt of notice. Such notice shall be conclusive evidence against the insurer of duly receiving the notice.
8. If the insurer maintains one or more places of business, such notices shall be delivered only at the place where the Policy is being serviced.
9. The insurer may accept or decline to act upon any transfer or assignment or endorsement, if it has sufficient reasons to believe that it is
 - a. not bonafide or
 - b. not in the interest of the Policyholder or
 - c. not in public interest or
 - d. is for the purpose of trading of the insurance Policy.
10. Before refusing to act upon endorsement, the Insurer should record the reasons in writing and communicate the same in writing to Policyholder within 30 days from the date of Policyholder giving a notice of transfer or assignment.
11. In case of refusal to act upon the endorsement by the Insurer, any person aggrieved by the refusal may prefer a claim to IRDAI within 30 days of receipt of the refusal letter from the Insurer.
12. The priority of claims of persons interested in an insurance Policy would depend on the date on which the notices of assignment or transfer is delivered to the insurer; where there are more than one instruments of transfer or assignment, the priority will depend on dates of delivery of such notices. Any dispute in this regard as to priority should be referred to Authority.
13. Every assignment or transfer shall be deemed to be absolute assignment or transfer and the assignee or transferee shall be deemed to be absolute assignee or transferee, except
 - a. where assignment or transfer is subject to terms and conditions of transfer or assignment OR
 - b. where the transfer or assignment is made upon condition that
 - i. the proceeds under the Policy shall become payable to Policyholder or nominee(s) in the event of assignee or transferee dying before the insuredOR

ii. the insured surviving the term of the Policy

Such conditional assignee will not be entitled to obtain a loan on Policy or surrender the Policy. This provision will prevail notwithstanding any law or custom having force of law which is contrary to the above position.

14. In other cases, the insurer shall, subject to terms and conditions of assignment, recognize the transferee or assignee named in the notice as the absolute transferee or assignee and such person
- a. shall be subject to all liabilities and equities to which the transferor or assignor was subject to at the date of transfer or assignment and
 - b. may institute any proceedings in relation to the Policy
 - c. obtain loan under the Policy or surrender the Policy without obtaining the consent of the transferor or assignor or making him a party to the proceedings
15. Any rights and remedies of an assignee or transferee of a life insurance Policy under an assignment or transfer effected before commencement of the Insurance Laws (Amendment), 2014 shall not be affected by this section.

[Disclaimer: This is not a comprehensive list of amendments of Insurance Laws (Amendment), 2014 and only a simplified version prepared for general information. Policy Holders are advised to refer to Original Insurance Law (Amendment), 2014.]

Appendix III: Section 39 - Nomination by Policyholder

1. The Policyholder of a life insurance on his own life may nominate a person or persons to whom money secured by the Policy shall be paid in the event of his death.
2. Where the nominee is a minor, the Policyholder may appoint any person to receive the money secured by the Policy in the event of Policyholder's death during the minority of the nominee. The manner of appointment to be laid down by the insurer.
3. Nomination can be made at any time before the maturity of the Policy.
4. Nomination may be incorporated in the text of the Policy itself or may be endorsed on the Policy communicated to the insurer and can be registered by the insurer in the records relating to the Policy.
5. Nomination can be cancelled or changed at any time before Policy matures, by an endorsement or a further endorsement or a will as the case may be.
6. A notice in writing of Change or Cancellation of nomination must be delivered to the insurer for the insurer to be liable to such nominee. Otherwise, insurer will not be liable if a bonafide payment is made to the person named in the text of the Policy or in the registered records of the insurer.
7. Fee to be paid to the insurer for registering change or cancellation of a nomination can be specified by the Authority through Regulations.
8. On receipt of notice with fee, the insurer should grant a written acknowledgement to the Policyholder of having registered a nomination or cancellation or change thereof.
9. A transfer or assignment made in accordance with Section 38 shall automatically cancel the nomination except in case of assignment to the insurer or other transferee or assignee for purpose of loan or against security or its reassignment after repayment. In such case, the nomination will not get cancelled to the extent of insurer's or transferee's or assignee's interest in the Policy. The nomination will get revived on repayment of the loan.

10. The right of any creditor to be paid out of the proceeds of any Policy of life insurance shall not be affected by the nomination.

11. In case of nomination by Policyholder whose life is insured, if the nominees die before the Policyholder, the proceeds are payable to Policyholder or his heirs or legal representatives or holder of succession certificate.
12. In case nominee(s) survive the person whose life is insured, the amount secured by the Policy shall be paid to such survivor(s).
13. Where the Policyholder whose life is insured nominates his
 - a. Parents or
 - b. spouse or
 - c. children or
 - d. spouse and children
 - e. or any of them

the nominees are beneficially entitled to the amount payable by the insurer to the Policyholder unless it is proved that Policyholder could not have conferred such beneficial title on the nominee having regard to the nature of his title.

14. If nominee(s) die after the Policyholder but before his share of the amount secured under the Policy is paid, the share of the expired nominee(s) shall be payable to the heirs or legal representative of the nominee or holder of succession certificate of such nominee(s).
15. The provisions of sub-section 7 and 8 (13 and 14 above) shall apply to all life insurance policies maturing for payment after the commencement of Insurance Laws (Amendment), 2014 (i.e 26.12.2014).
16. If Policyholder dies after maturity but the proceeds and benefit of the Policy has not been paid to him because of his death, his nominee(s) shall be entitled to the proceeds and benefit of the Policy.
17. The provisions of Section 39 are not applicable to any life insurance Policy to which Section 6 of Married Women's Property Act, 1874 applies or has at any time applied except where before or after Insurance Laws (Amendment) 2014, a nomination is made in favor of spouse or children or spouse and children whether or not on the face of the Policy it is mentioned that it is made under Section 39. Where nomination is intended to be made to spouse or children or spouse and children under Section 6 of MWP Act, it should be specifically mentioned on the Policy. In such a case only, the provisions of Section 39 will not apply.

[Disclaimer: This is not a comprehensive list of amendments of Insurance Laws (Amendment), 2014 and only a simplified version prepared for general information. Policy Holders are advised to refer to Original Insurance Law (Amendment), 2014.]

Your Bharti AXA Life Advisor

Life insurance coverage is available in this product.

For any further queries or feedback, please contact your Financial Advisor or get in touch with us on:

Customer Care No.:



1800 200 0048



SMS **SURAKSHA** to **56677**

We will get in touch within 24 hours to address your query.



For locating a branch near you, please visit



www.bharti-axalife.com

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IRDA of India clarifies to public that

- IRDAI is not involved in activities like selling insurance policies, announcing bonus or investment of premiums.

Public receiving such phone calls are requested to lodge a police complaint.

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Bharti AXA Life Insurance Company Ltd.
Regd. Office Address: Bharti AXA Life Insurance Company Ltd. [IRDAI Regd. No. 130] Unit No. 1904, 19th Floor, Parinee Crescenzo, 'G' Block, Bandra Kurla Complex, BKC Road, Behind MCA Ground, Bandra East, Mumbai - 400051, Maharashtra. Regn. No. 130. UIN: 130N025V02.
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jeewan suraksha ka
naya nazariya