

life insurance

**Now I can secure  
my family's future  
with just a click.**



**New**

## **Bharti AXA Life eProtect**

- An affordable online term insurance plan that ensures protection for your loved ones the hassle-free way.
- In built Family Care Benefit Feature
  - Cover up to 75 years of age
  - Flexible tenures



jeevan suraksha ka /  
**naya nazariya**



## Why Bharti AXA Life eProtect?

**Keeping your loved ones safe and protected is of paramount importance to you. You spend most of your life building a happy and comfortable living for them. Should something unfortunate were to happen to you, their future would need to be well protected and their lifestyle sustained.**

**At Bharti AXA Life, we have decided to act. We bring to you Bharti AXA Life eProtect plan - a simple, hassle-free, online term insurance plan that ensures protection for your family at a nominal cost. So now you can apply for the life insurance cover suited to your needs at the click of a button.**

### **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, one of the world's leading company 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 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.

# What are the benefits of Bharti AXA Life eProtect?

## Affordable Premium Rates

You can get yourself insured at affordable premium rates.

## Life Insurance Benefit

In case of an unfortunate death of the Life Insured, an amount equal to Sum Assured will be paid as a life insurance benefit to the nominee.

## Family Care Benefit\*\*

Unfortunate events in life come unannounced and during this time of distress your family could require contingency support. Family Care Benefit is a unique proposition by way of which, in case of death of the life insured, the Company will pay ₹ 1,00,000 within 48 hours of submission of all relevant claim documents, (provided policy being in force), if the life insured has completed two policy years from the date of issuance of the policy or the date of latest reinstatement. Subsequently, if the claim is settled, the balance Sum Assured (after adjusting the Family Care Benefit of ₹ 1,00,000) will be paid to the nominee.

## Reward for Non-Smokers, Premium Discounts Available

You will be eligible for reduced rates (as compared to smoker rates) if you are a non-smoker and you have applied for a sum assured in excess of ₹ 50,00,000.

## Hassle-Free Buying

Now get the advantage of life insurance cover at the click of a button. Bharti AXA Life eProtect offers you convenience at your finger tips, as you can buy this term plan online to save the time and effort that would have been required otherwise.

## Tax Benefits

You can avail the tax benefits on the premiums paid and the benefits received subject to the prevailing provisions under Income Tax Act, 1961. The tax benefits are subject to change as per change in tax laws from time to time.

\*\* Please refer terms and conditions for details on Family Care Benefit.

**Immediate payout of Family Care Benefit\*\* to the nominee  
within 48 hours of submission of all documents**

## How does this product work?

**Bharti AXA Life eProtect is a simple, pure term insurance protection plan that can be purchased online. The product works as follows:**

- You choose your cover (Sum Assured) and tenure of the cover (Policy Term) as per your choice. The premium will be determined based on your age as on last birthday, gender, Sum Assured, term option chosen by you and your smoking habits.
- The fixed policy term options available are 10, 15, 20, 25 and 30 years. The Customized policy term options available are such that the policyholder will receive life insurance coverage till the fixed chosen Cover Ceasing Age of 60, 65, 70 and 75 years respectively. The policy term options available will depend on maximum cover ceasing age under this product.
- You can choose Annual or Semi-annual premium payment mode.  
Semi-annual premium = 0.52 times of Annual premium.

In case of an unfortunate death of the Life Insured during the policy term and provided the policy was in force at the time of death, the Company shall pay an amount equal to the Sum Assured to the nominee, as mentioned in the Policy. This Policy does not have any maturity benefits.



## Product at a glance

Parameter	Eligibility Criteria
Minimum sum Assured	₹ 25,00,000
Death Benefit	Sum Assured
Premium Payment Term	Same as policy Term
Premium Payment Modes	Annual & Semi Annual

## Policy Term Options

### For Age Band (18-39 years, Age last birthday)

Parameter	Fixed Policy Terms	Customized policy term
	Fixed policy benefit period	Cover Ceasing Age option of 60 years or 65 years
Policy Term	10,15,20,25 and 30 years (Minimum policy term is 10 years)	Cover Ceasing Age chosen – (Age at entry) (Minimum policy term is 10 years)
Maximum age at entry	39 years	39 years
Maximum cover ceasing Age	69 years	65 years

### For Age Band (40- 65 years, Age last birthday)

Parameter	Fixed Policy Terms	Customized policy term
	Fixed policy benefit period	Cover Ceasing Age option of 60 years, 65 years, 70 years and 75 years
Policy Term	10,15,20,25 and 30 years (Minimum policy term is 10 years)	Cover Ceasing Age chosen – (Age at entry) (Minimum policy term is 10 years)
Maximum age at entry	65 years	65 years
Maximum cover ceasing Age	75 years	75 years

Convenience of online buying

## What happens if I am unable to pay premiums?

While we recommend that all your premiums be paid on the respective due dates, we also understand that sudden changes in lifestyle like increased responsibilities or unexpected increase in household expenses may affect your future ability to pay premiums. You have following flexibilities in order to ensure that your benefits under the Policy continue in full.

### Grace Period

Grace Period is the period given to you from your premium due date, to pay the premium without any impact on the benefits of the Policy. Grace Period for all modes is 30 days. In case of the death of the Life Insured during the Grace Period of 30 days allowed for payment of due premium, the Death Benefit less the unpaid due premium shall be payable and the Policy will be terminated.



### **Revival/Reinstatement:**

The effective date of reinstatement is the date on which the below conditions are satisfied and the risk is accepted by the Company. The reinstatement of the Policy may be on terms different from those applicable to the Policy before it lapsed. The reinstatement will take effect only on it being specifically communicated by the Company.

A Policy which has lapsed may be reinstated for full benefits subject to the following conditions;

- a) The application for reinstatement is made within two (2) years from the date of first unpaid premium
- b) Satisfactory evidence of insurability of the Life Insured is produced,
- c) Payment of an amount equal to all unpaid premiums together with interest at such rate as the Company may charge for such Reinstatement, as decided by the Company from time to time.
- d) Terms and conditions as may be specified by the Company from time to time.

In case of death of the Life Insured during the reinstatement period, No benefit is payable to the nominee. If the Policy which has lapsed is not reinstated within the period allowed for reinstatement, the Policy shall be terminated on the completion of the period allowed for reinstatement and no benefits shall be payable.

## **Can I surrender my Policy?**

We would want you to pay premiums regularly till the end of the Policy Term. However, in case you are not able to pay all premiums and want to surrender the Policy, the Policy will be terminated. No surrender value is payable to you under this product.

**Affordable premium rates**

## Sample Premium Rates

Premium for Sum Assured of ₹ 1 Crore			
Age (Yrs)	Term (Yrs)		
	10	20	30
25	₹ 6,100	₹ 6,100	₹ 6,400
30	₹ 6,800	₹ 7,000	₹ 7,300
35	₹ 8,700	₹ 9,300	₹ 9,700
40	₹ 12,200	₹ 13,500	₹ 14,700

Premium calculated is annual premium excluding service tax, for a healthy individual male (non-smoker). Premium rates for smokers will vary. Premium will also change based on the underwriting decisions for the individual life made by the company. Please refer to our website to calculate your premium. The premiums are further subject to service tax and any other charges levied by the Government of India.





# Terms and conditions

1. 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 30 days of receipt of the Policy bond (the “free–look period”). The Policy will accordingly be cancelled and an amount equal to premiums paid less stamp duty and medical expenses, if any, incurred by the Company will be refunded to the Policyholder.
2. Suicide Exclusion: If the Life Insured, whether medically sane or insane, commits suicide resulting in death directly or indirectly as a result of such suicide within one year of the Issue Date; or one year of the date of the latest reinstatement of the Policy, the company shall pay the nominee or beneficiary of the policyholder 80% of the premiums paid till the date of death, provided the policy is in force.
3. The \*\*Family Care Benefit amount will be released subject to following conditions:
  - If the life insured has completed two policy years from the date of issuance of the policy or the date of latest reinstatement and has paid all the due premiums.
  - The Company shall release a cheque on intimation of death of the life insured in the nominee’s name within 48 hours of submission of all relevant claim documents and it does not in any way indicate acceptance of any other Policy liability.
  - The 48-hour period shall be reckoned from the time the primary claim documents like the original Policy bond, death certificate of life insured and claimant’s statement along with his or her KYC documents are submitted at the branch and acknowledged to the time the cheque is released in the nominee’s 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.

- For any claim intimation received on Saturdays, Sundays, Holidays declared by the Company and Public Holidays, and on any working days after 3 p.m., the 48-hour period will be reckoned from 9 a.m. of the next working day.
  - In case of multiple policies of Bharti AXA Life eProtect, the lump sum amount will be restricted to ₹ 1,00,000 only.
  - Balance Sum Assured (after adjusting the Family Care Benefit amount), will be released on a later date if the claim is settled and will be subject to the terms and conditions mentioned herein.
  - Cases where the claimant is other than nominee as per the Company records are excluded.
4. 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.



## 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.

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.

Any person making default in complying with the provisions of this section shall be punishable with fine which may extend to five hundred rupees.”



## SECTION 45 OF INSURANCE ACT 1938

“No Policy of life insurance effected before the commencement of this Act shall after the expiry of two years from the date of commencement of this Act and no Policy of life insurance effected after the coming into force of this Act shall, after 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.”

### Disclaimers

- Bharti AXA Life Insurance Co. Ltd. is the name of the insurance Company and Bharti AXA Life eProtect is the name of the traditional insurance product and does not in any way indicate the quality of the product or its future prospects.
- Tax benefits are as per the Income Tax Act, 1961, and are subject to any amendments made thereto from time to time.
- This product brochure is indicative of the terms, conditions, warranties and exceptions contained in the insurance policy.
- Life insurance coverage is available under this Policy.

## 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:



24/7 Toll Free:

**1800 200 0048**



SMS **SURAKSHA to 56677**

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



To buy online, please visit

**[buyonline.bharti-axalife.com](http://buyonline.bharti-axalife.com)**

**Bharti AXA Life Insurance Company Ltd.**

Regd. Office address: Unit - 601 & 602, 6th Floor, Raheja Titanium, Off Western Express Highway, Goregaon (E), Mumbai - 400 063. Reg. No. 130. Advt. No.: II-December-2013-923.

Bharti AXA Life eProtect UIN: 130N052V03.

Insurance is the subject matter of the solicitation.



jeevan suraksha ka  
**naya nazariya**