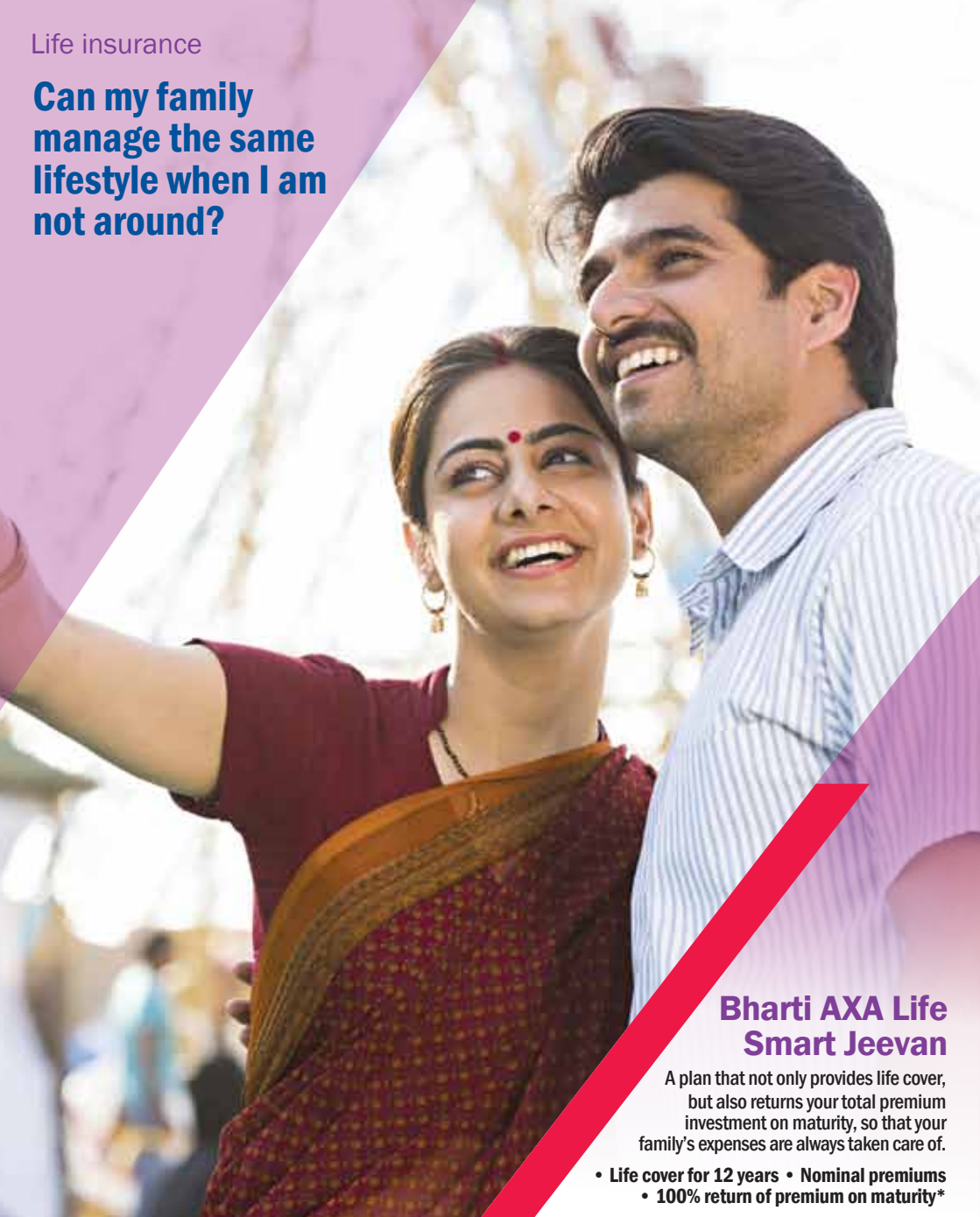


Life insurance

**Can my family
manage the same
lifestyle when I am
not around?**



Bharti AXA Life Smart Jeevan

A plan that not only provides life cover, but also returns your total premium investment on maturity, so that your family's expenses are always taken care of.

- Life cover for 12 years
- Nominal premiums
- 100% return of premium on maturity*

*100% return of premium on maturity subject to policy being in force and all due premiums being paid.





Bharti AXA Life Smart Jeevan – Non Linked Non-Participating Life Insurance Plan (A Return of Premium product)

In an unpredictable world, you should be prepared to provide for your family's needs in case something unfortunate were to happen to you as the cost of being unprepared would be your family's dreams. Also, your family could have needs that would require a large amount of money or you would feel the need to fulfil a dream of yours.

Bharti AXA Life Smart Jeevan provides your family protection for 12 years in case of something unfortunate happening to you for a nominal premium. It also has the return of premium benefit that provides you an opportunity to save money to fulfil your family's wishes that requires a large sum of money by giving back 100% of the money that you have invested at the end of 12 years.

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 Enterprises 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.

Product Features:

1. **Policy Term & Premium Payment Term** for Bharti AXA Life Smart Jeevan is 12 years
2. **Maturity Benefit is the Sum Assured on Maturity** and is equal to 100% of the premiums paid till end of the policy term and will be payable to you on maturity
3. **Death Benefit** is the amount that your beneficiary/nominee will receive in case of the unfortunate event of your death. The Sum Assured on Death will be highest of the following
 1. 11 times of Annualized Premium*
 2. 105% of all premiums paid
 3. Absolute amount assured to be paid on death equal to the Sum Assured under the policy
 4. Sum Assured on Maturity

*Annualized Premium does not include modal factors

In case the Policyholder holds multiple policies of Bharti AXA Life Smart Jeevan, the nominee will receive the cumulative Sum assured across all the policies, where the cumulative sum assured is subject to maximum of ₹5 lacs. If the cumulative Sum Assured exceeds ₹5 lacs, the nominee will be entitled to receive the Death Benefit under the policies which offer the highest sum assured such that the cumulative Sum Assured is less than or equal to ₹5 lacs. The premiums paid for the remaining policies will be refunded by the Company.

Boundary Conditions at a Glance:

Min entry age	18 years
Max entry age	50 years
Max Maturity age	62 years
Policy term	12 years
Premium Payment Term	12 years
Min Sum Assured	₹ 50,000
Max Sum Assured	₹ 500,000
Premium Payment Modes	Annual, Semi Annual, Quarterly*, Monthly*

* Through ECS only

How does the Product work?

Suraj (age 30 years) wishes to purchase a life insurance product that does not require much investment but at the same time ensures that he will receive maximum benefits. We advise him to purchase Bharti AXA Life Smart Jeevan. With this product, all Suraj needs to do is invest a nominal amount every year for 12 years. At the end of the Policy Term which also is 12 years, he receives the entire premium that he has paid till the end of the Premium Payment Term.

Suraj purchases a Bharti AXA Life Smart Jeevan Policy with a Sum Assured of ₹300,000 for which he pays an annual premium (excluding service tax) of ₹1,938.

- ✓ In case of unfortunate event of death, his family will receive higher of the following:
 - 11 times of Annualized Premium = $11 \times 1938 = ₹21,318$
 - 105% of all premiums paid (excluding any underwriting extra) = ₹24,419
 - Absolute amount assured to be paid on Death equal to the Sum Assured under the policy = ₹300,000
 - Sum Assured on Maturity = ₹23,256

Since the Sum Assured is the highest, his nominee will receive ₹300,000 as the Death Benefit

- ✓ If Suraj survives till the Maturity of the Policy, he will receive 100% of all premiums paid till end of Premium Payment Term, as given below

Premium paid per annum = ₹1938

Premium Payment Term = 12 years

Total Premium paid = $₹1938 \times 12 = ₹23,256$

Maturity Benefit payable = ₹23,256



How is my Premium calculated?

- Premium amount applicable to you will depend on the Sum Assured chosen and is a minimum of ₹ 323 per annum.

- **Premium payment mode:**

You can choose Monthly, Quarterly, Semi-annual or Annual mode.

Monthly Premium = 0.09285 of Annual Premium,

Quarterly Premium = 0.27143 of Annual Premium,

Semi-annual Premium = 0.52143 of Annual Premium.

Service Tax & cess will be levied as per prevailing rates

Other Features:

- **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 in your policy. In case of the unfortunate event of death of the Life Insured during the Grace Period, Death Benefit after deducting the unpaid due premium will be payable. Grace Period for all modes is 30 days.
- **Lapse of Policy:** If three Annualized Premiums have not been paid and the due premium has not been paid within the respective grace period allowed, then the Policy will lapse with effect from the date of such unpaid premium. Lapse of Policy shall extinguish all the rights and benefits which the Policyholder is entitled to under the Policy.
- **Revival:** 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;
 - 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.
 - 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.

If Policy has not acquired a Surrender Value:

In case you do not pay the premiums within your grace period, your policy will lapse and your insurance cover will cease to exist. You can revive the policy within the period allowed for revival of the policy. At the end of the revival period if the policy is not revived then the policy will be terminated and no benefits will be payable.

If Policy has acquired a Surrender Value:

In case you do not pay the premiums within your grace period, your policy will be converted into paid up. You have the option to revive the policy within the period given for revival of the policy. At the end of the revival period if the policy is not revived then the policy will continue in paid up status and the benefits payable shall be as specified below:

Paid Up Benefits	Benefit Payable
Death Benefit	t/n *Sum Assured on Death
Maturity Benefit	t/n *Sum Assured on Maturity
Surrender Benefit	Guaranteed Surrender Value Factor *Total of premiums paid till date of paid-up

Where,

- t is the number of months for which premiums have been paid
- n is the number of months for which premiums are payable
- Guaranteed Surrender Value factors applicable shall be as per the table below under heading "Surrender Value"

*Premiums will not include Service Tax and underwriting extra, if any

Surrender Value: Your policy will acquire Surrender Value after three consecutive annualized premiums. On Surrender you will receive the Guaranteed Surrender Value which is calculated as follows:

Guaranteed Surrender Value (GSV) = (Guaranteed Surrender Value Factor x Total of premiums* paid)

The guaranteed surrender value factors are as follows:

Policy Year	Guaranteed Surrender Value Factor
Policy Year 1	0%
Policy Year 2	0%
Policy Year 3	30%
Policy Year 4	50%
Policy Year 5	55%
Policy Year 6	60%
Policy Year 7	65%
Policy Year 8	70%
Policy Year 9	75%
Policy Year 10	80%
Policy Year 11	90%
Policy Year 12	90%

*Premiums paid do not include Service Tax and underwriting extra, if any

Terms And Conditions

1. Free-look option: - If the Policyholder disagrees with any of the terms and conditions of the Policy, there is an option to return the original Policy along with a letter stating reason/s within 15 days of receipt of the Policy. The Policy will accordingly be cancelled and the Company will refund an amount equal to the Premium paid and may deduct a proportionate risk premium for the period on cover, the medical expenses incurred by the Company (if any) and the stamp duty charges. All rights under this Policy shall stand extinguished immediately on cancellation of the Policy under the free look option.
2. If the Life Insured under the Policy, whether medically sane or insane, commits suicide, within one year of the date of commencement of risk, the Policy shall be void and The Company will only be liable to pay the premiums paid till date.
3. If the Life Insured under the Policy, whether medically sane or insane, commits suicide, within one year of the date of revival of the Policy, the Policy shall be void and The Company will only be liable to pay higher of the Surrender Value or 80% of the premiums paid till the date of death

SECTION 41 OF INSURANCE ACT 1938

- (1) "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 or property 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.

- (2) Any person making default in complying with the provisions of this section shall be liable for a penalty 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]***



Disclaimers

- Bharti AXA Life Insurance is the name of the Company and Bharti AXA Life Smart Jeevan is only the name of the traditional Non-participating insurance policy and does not in any way represent or indicate the quality of the policy or its future prospects
- This product brochure is indicative of the terms, conditions, warranties and exceptions contained in the insurance policy bond
- Life Insurance Coverage is available under this policy
- Bharti AXA Life Insurance Company Limited, IRDAI Registration No.: 130
Registered Office: Unit 601 & 602, 6th floor Raheja Titanium, Off Western Express Highway, Goregaon (E), Mumbai-400 063
- UIN: 130N069V01
CIN: U66010MH2005PLC157108

BEWARE OF SPURIOUS PHONE CALLS AND FICTITIOUS/FRAUDULENT OFFERS

IRDAI clarifies to public that:

- IRDAI or its officials do not involve in activities like sale of any kind of insurance or financial products nor invest premiums
- IRDAI does not announce any bonus
- Public receiving such phone calls are requested to lodge a police complaint along with details of the phone call, number

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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 by Insurance Laws (Amendment) Ordinance dtd 26.12.2014 are as follows:

01. 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 revival of Policy or
 - d. the date of rider to the Policywhichever is later.
02. 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 revival of Policy or
 - d. the date of rider to the Policywhichever 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.
03. 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.
04. 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.
05. 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.
06. 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.

07. 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.
08. 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.
09. 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. Policy Holders are advised to refer to Original Ordinance Gazette Notification dated December 26 , 2014 for complete and accurate details.]



Your Bharti AXA Life Advisor

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

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.

IRDAI Regd. No. 130. Bharti AXA Life Smart Jeevan UIN: 130N069V01

CIN: U66010MH2005PLC157108. Advt. No: II-Nov-2016-1400

