



PRESS RELEASE

Bharti AXA Life Insurance launches ULIP with increasing guarantee

First-of-its kind benefit for Indian customers

Mumbai, June 3, 2009: Bharti AXA Life Insurance Company Limited, the private life insurance joint venture between Bharti Enterprises and AXA, world leader in financial protection, today announced the launch of an innovative premium guarantee product - '**Guarantee Builder**'.

Speaking at the launch, Mr Nitin Chopra, CEO, Bharti AXA Life said, "The launch of Guarantee Builder is in line with our objective to provide best-in-class products to suit the needs of different customer profiles. While our other ULIPs partner with customers in their financial planning for long-term needs, our premium guarantee product addresses the needs of those traditional and new investors who are wary of market volatility - as is the case currently - but would still like to participate in the Indian growth story.

As the name suggests, Guarantee Builder provides the perfect balance of growth and protection. Aligned to our focus on providing innovation that is packaged for long-term customer benefit, Guarantee Builder is also not just a premium guarantee product. It provides customers the benefit of **increasing** Guaranteed Maturity Value (GMV), which is a first-of-its-kind benefit offered to Indian customers."

GMV is the sum of the investment premiums payable over the term of the policy. Guarantee Builder provides customers the comfort of the **GMV increasing by 1% each year** till it reaches **115%** of GMV at maturity (if the *Reference Rate** is at least 3.5% for each financial year).

Mr Shyamal Saxena, Chief Distribution and Marketing Officer of Bharti AXA Life said, "At maturity, the customer gets the fund value or 115% of the GMV, whichever is higher. Thus, the customer is not just insulated from the impact of the market fall, but is also provided an opportunity to enjoy the benefits of long-term investing with a higher GMV."



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In addition, the new Guarantee Fund, **Build n Protect** provides customers the option to remain invested in equity up to 40% over the long-term. In the event of the customer wanting to shift to larger equity allocation, Guarantee Builder provides the flexibility to move out of the guarantee by switching out of **Build n Protect Fund** and investing in non-guaranteed funds.

“Such flexibility in product design allows the policyholder to manage investments effectively in any market condition. This, we believe, provides customers the confidence to manage a financial crisis situation, while allowing them to shift to high yield funds in a stable market environment.

Another significant flexibility for customers is the policy reinstatement facility, which provides customers the assurance of not foregoing the Guarantee even if premium payments have been missed inadvertently,” Mr. Saxena adds. The GMV has a **reinstatement period of 2 years** from lapse, provided all due premiums are paid along with interest.

The special addition of 2.5% of average policy fund value at the end of the 10th and 15th year respectively provides customers the benefit of wealth creation over the long-term. The protection is comprehensive as Guarantee Builder provides **Death Benefit of Sum Assured PLUS Fund Value**, with Sum Assured being ten times the annual investment premium.

**Reference Rate = Interest Rate (Yield) on the 10 year Government of India Bond declared by RBI on 31st March every financial year.*