



Bharti AXA Life launches first single premium ULIP

***InvestConfident offers unique investment proposition
with special addition of units***

Mumbai, 09 May 2007 Bharti AXA Life, the private life insurance joint venture between Bharti Enterprises and AXA, world leader in financial protection, has today announced the launch of its first single premium unit-linked product – ***InvestConfident***. This is the third market-linked product from the company, following the launch of ***FutureConfident*** and ***WealthConfident***.

According to Mr Nitin Chopra, CEO of Bharti AXA Life, “This single premium unit-linked plan provides an ideal platform to cater simultaneously to the investment and protection needs of premium consumer segments like professionals, entrepreneurs and the business community, who have variable incomes or one-time surpluses.”

The product offers a unique value proposition for customers from the investment perspective by adding additional units to the policy every 5 years starting from 5th policy year until maturity. After the 5th policy year, the policy offers 1.5% addition of the Policy Fund Value, while from the 10th year and every 5 years thereafter, the addition amounts to 2%.

“In addition to providing customers insurance protection, the policy provides them an opportunity to remain invested in the markets with a unique loyalty benefit of addition of units from the 5th policy year - all with a one-time premium payment,” adds Mr Chopra.

On the protection side, with the benefit period extending upto 70 years of age, ***InvestConfident*** offers accidental death benefit of Rs 500,000 in addition to life cover amounting to five times the single premium.

The product offers a unique investment and insurance proposition that allows the customer the flexibility to increase investment and protection potential through recurring top-ups as high as the initial lump sum amount every year, and to match risk-return appetite through three fund choices. The policy allows partial withdrawals after the third policy year.