

## PRESS RELEASE

### Bharti AXA Life launches an improved version of eProtect

**Mumbai, December 4, 2012** - Bharti AXA Life Insurance, the private life insurance joint venture between Bharti Enterprises and the world's largest insurance company - AXA, today announced the launch of its improved online term insurance plan 'Bharti AXA Life eProtect'.

Announcing the launch, Sandeep Ghosh, CEO Bharti AXA Life Insurance, said "Online life insurance has shown tremendous growth potential in the last 12 months. We launched our online channel earlier this year with Bharti AXA Life eProtect and the customer response has been very encouraging. Within 6 months of launch, we are currently amongst the top five players in the online term market. We have incorporated customer feedback to our existing term product in the new version of the online product to ensure that it is truly a best in class product in the market"

Life cover for eProtect has now been increased to age 75 years. The maximum age of entry has been increased to 65 years as well. This is in line with the increased life expectancy in India. "We found that customers today are looking for insurance products that offer comprehensive protection, especially after retirement. An individual's responsibilities towards his family do not necessarily end with retirement. By increasing the tenure of eProtect, we are providing a longer coverage at extremely affordable premiums, making the new version one of the most competitive products in the markets", Mr. Ghosh added. Bharti AXA Life eProtect also provides a unique and industry first service guarantee – "Family Care benefit" that ensures a release of Rs. 100,000 during times of distress within 48 hours of claim intimation. To ensure that existing customers do not lose out on this opportunity, Bharti AXA Life will offer the current customers of eProtect an option to upgrade to the new version at a nominal cost.

#### Bharti AXA Life eProtect

- **One of the most competitive** online term plans in the market
- **Simple and easy buying process** designed keeping customer convenience in mind
- **Life Cover to age 75 years**
- **Maximum age at entry up to 65 years**
- **No medical test below 50 lacs cover**
- Policy available at **reduced premiums rates for non-smokers**
- **Tele-Assist feature** – A telephone based customer service team to assist the customer during the online buying process
- **Family Care Benefit:** Release of Rs. 100,000 within 48 hours of claim submission, in event of policy holder's demise to help the family members at times of distress

Bharti AXA Life eProtect is an easy to buy product available exclusively online at <http://buyonline.bharti-axalife.com>. The whole buying process takes less than 15 minutes.



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### **About Bharti AXA Life Insurance Company Ltd**

Bharti AXA Life Insurance Company Ltd is a joint venture between Bharti Enterprises and AXA, world leader in financial protection and wealth management. The joint venture company has a 74% stake from Bharti Enterprises and 26% stake of AXA Asia Life.

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