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PRESS RELEASE

Bharti AXA Life launches 'Secure Savings' – - A twin benefit plan designed specially to provide guaranteed additions along with comprehensive insurance cover -

Mumbai, September 10, 2012: Bharti AXA Life Insurance, the private life insurance joint venture between Bharti Enterprises and AXA, the world's largest insurance company, today announced the launch of its new traditional non – participating endowment life insurance plan – Bharti AXA Life Secure Savings Plan. The policy offers customers guaranteed returns to meet evolving life stage needs and also provides life cover to financially secure their loved ones from contingencies.

Announcing the launch, Sandeep Ghosh, Managing Director and CEO, Bharti AXA Life Insurance, said, "Protection and goal oriented planning are prime motivators for the customers to invest in Life Insurance. They want to be ready for the challenges that every lifestage brings with it and be adequately prepared if anything unforeseen were to happen."

"Given the volatile investment scenario today, consumers are looking for safe investment opportunities that provide guaranteed returns on the money they save for key lifestages. Bharti AXA Life Secure Savings provides Guaranteed Additions of up to 10% of each year's cumulative base premium paid. The option of attaching accidental death benefit rider or the critical illness rider makes it a comprehensive insurance product." added Sandeep Ghosh

Bharti AXA Life Secure Savings

Protect

- **Guaranteed Additions:**
Guaranteed Additions up to 10 % of the yearly cumulative premiums paid
- **Life Insurance Benefit:** The plan provides base sum assured or 105% of premiums paid (whichever is higher) along with Guaranteed Additions in case of an unfortunate event of death of the life insured
- **Premium Discount:** The plan has an in-built premium discount if the annual premium is more than or equal to Rs 1,00,000
- **Riders:** The policy holder can opt for Accidental Death & Disability Benefit, Critical Illness Benefit and Premium Waiver Rider



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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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