

PRESS RELEASE

Bharti AXA Life Insurance focuses on the Young Adult Segment

-Launches Young India Plan, a unique product proposition that offers customized life stage based solutions

Mumbai, May 14, 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 life insurance plan – Bharti AXA Life Young India Plan. This plan is part of the company's "Strategy of Proof" framework that is predicated on redefining the life insurance category through a set of tangible product propositions aimed at meeting the customer's lifestage needs.

Announcing the launch, Sandeep Ghosh, Managing Director and CEO, Bharti AXA Life Insurance, said "Bharti AXA Life Young India Plan, as a product proposition is true to our brand positioning of 'Jeevan Suraksha Ka Naya Nazariya' and has customer centricity at its core. Targeted at the young adult segment, the plan is truly unique. Espousing the philosophy of customer empowerment, the plan allows the customer to choose any two important milestones in life for money back and also offers upto 25 times base protection at marriage and child birth"

Recent studies have shown that marriage and birth of child in the family are key milestones in the customers' life. At these life stages, they need additional money to meet the requirements that may arise and also added protection to secure their family against any unforeseen event. Bharti AXA Life Young India Plan meets the customers' needs in a unique way. Explaining this Mr. Ghosh said "Every customer has his individual life stage needs. At Bharti AXA Life we understand that, and through the Bharti AXA Life Young India Plan, we let them define the points at which they want to avail of the benefits of this policy. Customers will get money back in form of 'Good Times Money Back' when they ask for it. Similarly they may decide the extent of increase in additional protection during marriage and child birth. So every

Bharti AXA Life Young India Plan

- **Flexi Cover:** The feature provides for an increase of upto 25 times the base Sum Assured on reaching the milestones of marriage and child-birth, without any additional medical tests
- **Good Times Money Back Option:** The policy holder may opt to receive lump sum payouts on key milestones of his choice during the policy period
- **Waiver of Premium:** The policy holder can opt for a premium waiver facility, whereby all future premiums on the policy are waived-off incase of an unfortunate demise of the policyholder
- **Maturity Benefit:** The policy holder will be eligible to receive 200 per cent of base Sum Assured, along with accrued annual Reversionary Bonus, if any.



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plan is tailored to the customers' individual lifestage needs. Also, once bought this policy adapts itself to the customers' life stage needs, without any hassles. So once underwritten, the customer may opt for increased protection at a later date, without undergoing additional medicals."

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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