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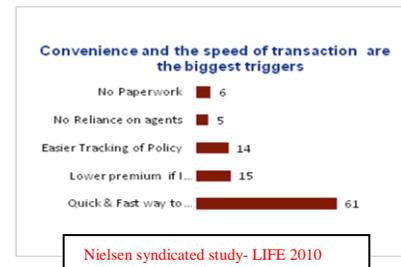
## PRESS RELEASE

### “Size of Online Insurance Expected to Double by 2013 end”: Sandeep Ghosh, CEO, Bharti AXA Life

– *Bharti AXA Life spells out growth strategy for online platform, launches iProtect Plan* –

**Mumbai, February 3, 2012:** Bharti AXA Life Insurance, the private life insurance joint venture between Bharti Enterprises and the world’s largest insurance company - AXA, today announced its growth plan through the online distribution platform at the launch of its first online term insurance product – Bharti AXA Life iProtect plan

Announcing Bharti AXA Life’s growth strategy for the online platform, Sandeep Ghosh, said “Online is fast growing as a medium of search and purchase amongst Indians. Recent studies show that the internet penetration in India has doubled in the last 5 years and is expected to triple by 2015 to over 250 million users. E-commerce in financial services has grown over 30% year on year for the last 3 years, insurance being a significant part of it.”



Online is going to form an important part of Bharti AXA Life’s distribution strategy. Consumer preference has played a pivotal role in the company’s foray into this new channel. Talking about this newly launched distribution channel Mr. Ghosh added, “Online as a distribution channel requires a fundamentally different perspective of looking at insurance sales. Various studies indicate that affordability, convenience and access are the prime motivators for consumers to buy online insurance. Bharti AXA Life iProtect is one of the most competitive term plans in the market today. The functionality we have built as part of the user interface will help the customer purchase the policy in a few simple steps. To add to the To add to their convenience, we have gone a step further dedicated a special customer service team- “tele-assist”, to assist our customers in the buying process. The company plans to reach out to its customer both

The company has consciously bundled its strong product proposition with a customer centric-centric service benefit. Mr. Ghosh added, “iProtect is an online term plan and we understand that the moment of truth for this category is claim settlement. In times of distress, the family of the deceased may

#### Bharti AXA Life iProtect

- **One of the most competitive** online term plans in the market
- **Simple and easy process** designed keeping the customer convenience in mind
- **No medical test up to 50 lacs cover.**
- Medical tests available in over 2500 centers across 950 cities
- Policy available at **special-rate premiums for non-smokers**
- **Tele-Assist feature** – A special customer service team to assist the customer during the online buying process The policy is available at **special-rate premiums for non-smokers**
- **Family Care Benefit:** Release of Rs. 100,000 from Sum Assured within 48 hours of claim submission, in event of



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require immediate money to meet unforeseen expenses. Our unique and industry first service guarantee – “Family Care benefit” ensures a release of Rs. 100,000 within 48 hours of claim intimation.”

The company wants to provide the online customers a unique product and service proposition backed by best in class and convenient buying experience.

**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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