



Bharti AXA Life launches first endowment product

***SaveConfident* combines triple benefit of liquidity, long-term savings & protection**

Mumbai, 17 April 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 traditional endowment product – ***SaveConfident***. This is the second traditional product launch of the company, following its term insurance product – ***SecureConfident*** - launch in December 2006.

According to Mr Nitin Chopra, CEO of Bharti AXA Life, “The annual payout feature of this money back insurance product is an innovation, offering customers the benefit of liquidity, in addition to long-term savings and protection. While it is imperative to plan for long-term financial and insurance requirements, it is equally important for customers to meet their immediate lifestyle and family needs. ***SaveConfident***, with its unique liquidity feature offering guaranteed annual payments for 10 continuous years from the sixth policy year, has been designed to cater to this specific need.”

So much so that on survival of the policy term which is fixed at 15 years, the total guaranteed annual regular payments to the customer amount to 110% of the basic Sum Assured. Though the policy benefit period is 15 years, the premium payment term for ***SaveConfident*** is limited to 12 years.

In addition, ***SaveConfident*** assures secured growth on the savings through an Annual Reversionary Bonus, from the very first policy year, besides a Terminal Bonus which is paid on maturity or on an earlier death.

On the insurance side, the product offers complete financial security. Death benefit comprises guaranteed Sum Assured, declared vested bonus and Terminal bonus (if any). In case of death due to accident, the product offers added double benefit.

Some of the policy benefits include loans following premium payment for the first three policy years and flexibility to pay premiums on yearly, half-yearly, quarterly or monthly basis.

“The product features have been tailored considering the typical needs of the Indian consumer and in keeping with our philosophy of catering to the mass market through our product and service propositions. With premiums as low as Rs 6000 per annum, ***SaveConfident*** will be an ideal product for the Indian mass market, which still seeks secured returns through insurance investments. Our traditional endowment product enables us to extend the triple benefits of insurance, savings and liquidity through a single product window to this largely uninsured population,” adds Mr. Chopra.