

How do I safeguard my loved ones while ensuring steady earnings for a lifetime?



Bharti AXA Life Aajeevan Anand

A plan that offers a dual advantage of guaranteed regular payouts and Protection till you turn 100

Guaranteed regular payouts of 25% of the Sum Assured value will be paid every five years from the end of 10th policy year till you reach the age of 100 years if the policy is in force.



jeevan suraksha ka
naya nazariya

We understand that your dreams and aspirations are precious to you; especially those that involve your loved ones. Providing for these ever changing needs at different life stages becomes critical for you. Be it the dream wedding of your daughter, higher education for your son, a home for your family, or provision for your old age. We recognise this and bring to you Bharti AXA Life Aajeevan Anand - a plan that takes care of all your requirements including those of your family.

Bharti AXA Life Aajeevan Anand is a traditional participating whole life plan that ensures you a worry free life with adequate protection and guaranteed regular payouts till you reach the age of 100 years.

What are my advantages with Bharti AXA Life Aajeevan Anand?



Lifelong Protection with Limited Pay Period: You can choose your premium paying term as 10 years or 15 years at inception of the policy and your coverage under the policy will continue till you attain the age of 100 years.

Guaranteed Anticipated Benefit: This plan gives a steady stream of income till you reach the age of 100 years. This Guaranteed Anticipated Benefit is paid to you every 5 years, starting from the end of the 10th policy year.

High Sum Assured Discounts: You will be eligible to receive a discount on your premium rate if you opt for Sum Assured of ₹ 1,00,000 and above.

Tax Benefits: You receive tax benefits for premiums paid and benefits received, as per prevailing tax laws.

What are the benefits of Bharti AXA Life Aajeevan Anand?

Life Insurance/Maturity Benefit:

Life cover (Sum Assured) is paid in case of unfortunate event of death or on maturity.

Get Regular Income:

Guaranteed Anticipated Benefit: 25% of the Sum Assured is paid every 5 years starting from the end of 10th policy year till maturity or death (which ever is earlier)

Annual Cash Bonuses: This policy participates in the performance of the participating insurance fund and surplus (if any), is distributed as bonuses. This policy is not eligible for any bonuses during the first 5 policy years. Bonuses (if declared) are payable from end of 6th policy year onwards till maturity or death, which ever is earlier.

What premiums do I need to pay?

- Premium rates applicable to you will be dependant on your age, premium paying term, mode of premium payment and chosen Sum Assured
- **High Sum Assured discount:** You will get a discount in premium rate if you choose higher Sum Assured

Sum Assured	Premium Rate Discount
Equal to or greater than ₹ 1,00,000 and less than ₹ 2,50,000	Minimum discount rate is ₹ 15 per '000 Sum Assured. However, the discount on premium rate varies according to your age and premium payment term
Equal to or greater than ₹ 2,50,000	Minimum discount rate is ₹ 18 per '000 Sum Assured. However, the discount on premium rate varies according to your age and premium payment term

- **Premium Payment Mode:** You can choose either Monthly, Quarterly, Semi-annual or Annual Premium. Monthly Premium = 0.09 of Annual Premium, Quarterly Premium = 0.27 of Annual Premium, Semi-annual Premium = 0.52 of Annual Premium.

Service Tax & Cess will be levied as per prevailing rates.

What happens if I am unable to pay premiums?

While we recommend that all your premiums be paid on the respective due dates, we also understand that sudden changes in lifestyle like increased responsibilities or unexpected increase in household expenses may affect your future ability to pay premiums. You have following flexibilities in order to ensure that your benefits under the policy continue in full or part.

Grace Period: Grace period is the period given to you from your premium due date, to pay the premium without any impact on the benefits in your policy. Grace period for all modes is 30 days.

Reinstatement: In case you do not pay the premiums within your premium due date, your policy will be lapsed. If you would like to revive all your benefits under your policy then you have a flexibility to reinstate your policy within five years after the first unpaid premium. However, the Company would require:

- a) A written application from you for reinstatement
- b) Satisfactory evidence of insurability
- c) Payment of all overdue premiums with interest

Reduced Sum Assured (Paid up Sum Assured): If you have paid three annual premiums and your policy has lapsed due to any reasons then you have the option to convert your policy into 'paid up' state within the period allowed for reinstatement. The Sum Assured of your policy will be reduced as per the policy provisions. Your policy will not participate in the performance of participating insurance fund and no future bonuses will be payable to you. Future payouts of Guaranteed Anticipated Benefit will not be made and the reduced Sum Assured will be payable on maturity or death, whichever is earlier.

Can I surrender my policy?

We would want you to pay premiums regularly and stay invested till maturity to get maximum benefits under the policy. However, in case you are not able to pay all premiums as per your chosen premium payment term and want to exit the policy earlier then only surrender value will be payable to you.

Surrender Value: Your policy will acquire surrender value only if three annual premiums are paid. The minimum guaranteed surrender value under the policy is 20% of all premiums paid till date, excluding the first year premium and any extra premium paid. The Company may declare surrender value (will be declared from time to time) that are higher than the guaranteed surrender values. No surrender value will be payable if you exit the policy in first three policy years. The Guaranteed Anticipated Benefit paid in that policy year shall be deducted from this surrender value. Surrender of the policy shall extinguish all rights and benefits of the policyholder under the policy.

How does the policy help me in case of a financial crisis?

Loans Under Policy: Financial burdens cannot be predicted and may arise any time. Thus this policy offers flexibility to take loan from the Company. This is only possible if all your premiums due under the policy are paid and the policy has acquired surrender value. The loans given under the policy are as per provisions under the policy.



Do I get the flexibility to enhance my policy through additional features?

Yes. To enhance your protection, you can customise your policy by opting for the following rider:

Critical Illness Benefit Rider: This rider pays a lump-sum benefit in case of diagnosis of any of the six critical illnesses: Cancer, Stroke, Heart Attack, Coronary Artery Bypass Graft Surgery, Major Organ Transplant and Kidney Failure.

Please refer to the rider brochure for more details.

What are the tax benefits under this product?

You can avail of the tax benefits on the premiums paid and the benefits received as per the prevailing tax laws under Section 80C and Section 10 (10D) of the Income Tax Act, 1961. The tax benefits are subject to change as per change in tax laws from time to time.

Product at a Glance:

Parameter	Eligibility Criteria
Minimum age at entry	91 days
Maximum age at entry	60 years
Premium payment term options available	10 years & 15 years
Minimum Sum Assured	₹ 50,000
Minimum Premium	₹ 5325 for Annual mode ₹ 2769 for Semi annual mode ₹ 1438 for Quarterly mode ₹ 479 for Monthly mode
Premium Payment Modes	Annual, Semi annual, Quarterly* & Monthly*

*Through ECS only

Case Study:

Rahul is 35 years old and plans to retire in the next 15 years. His wife is a homemaker and son attends college.

He has a few concerns around his financial preparedness:

- He may exhaust all his savings on mortgage repayment and education of his son
- His retirement savings like PF, PPF may get compromised because of daily expenses
- He would like a product that provides him a regular stream of income throughout his life.
- He also wants to secure his family by ensuring they get a lump sum amount in case of an unfortunate event

Proposed Solution: Rahul purchases Bharti AXA Life Aajeevan Anand with 15 year premium payment term. He chooses a Sum Assured of ₹ 10,00,000. Assuming that Rahul is in good health, his premium as per his age and Sum Assured is ₹ 85,500 p.a (exclusive of any tax).

Life Insured	Rahul, Age 35 Years
Life cover till Age 100 years	₹ 10,00,000
Maturity Amount at Age 100 years	₹ 10,00,000
Annual Premium (exclusive of tax)	₹ 85,500
Premium Payment Term	15 years
Age at which Guaranteed Anticipated Benefit will start and thereafter will be paid every 5 years	45 years
Age at which Annual Bonuses (Non-Guaranteed) will start	41 years
Cumulative Guaranteed Benefits including maturity paid if Rahul survives till age of 100 years	₹ 37,50,000
Cumulative Non-Guaranteed Benefits paid for the period assuming 10% Gross rate of return	₹ 6,00,000
Cumulative Non-Guaranteed benefits paid for the period assuming 6% Gross rate of return	₹ 3,00,000

Needs Met:

- In case of an unfortunate event of death before maturity of the policy, his family will get ₹ 10,00,000 as death benefit.
- The policy helps Rahul preserve his other savings, ensuring these funds are used as intended.

Terms and Conditions:

1. Free look option: If you disagree with any of the terms and conditions of the policy, you have the option to return the original Policy Bond along with a letter stating reasons for the objection within 15 days of receipt of the Policy Bond ('the free look period'). The policy will accordingly be cancelled and an amount equal to premiums paid less stamp duty and underwriting expenses incurred by the Company will be refunded to the policyholder.

2. If the Life Insured under the policy, whether medically sane or insane, commits suicide, within one year of the date of issuance of the policy, the policy shall be void and the Company will only be liable to pay the premiums paid till date.
3. If the Life Insured under the policy, whether medically sane or insane, commits suicide, within one year of the date of reinstatement of the policy, the policy shall be void and the Company will only be liable to pay the surrender value.
4. If the policy has lapsed, you have the option to either reinstate the policy or convert the policy into paid up. If you have not exercised any of the options available within the period allowed for reinstatement, then the surrender value, if acquired shall be payable and the policy will cease to exist.
5. This is a participating traditional insurance policy

SECTION 41 OF INSURANCE ACT 1938

1. No person shall allow or offer to allow, either directly or indirectly, as an inducement to any person to take out or renew or continue an insurance in respect of any kind of risk relating to lives in India, any rebate of the whole or part of the commission payable or any rebate of the premium shown on the policy nor shall any person taking out or renewing or continuing a policy accept any rebate except such rebate as may be allowed in accordance with the published prospectus or tables of the insurer. Provided that acceptance by an insurance agent of commission in connection with a policy of life insurance taken out by himself on his own life shall not be deemed to be acceptance of a rebate of premium within the meaning of this sub section if at the time of such acceptance the insurance agent satisfies the prescribed conditions establishing that he is a bona fide insurance agent employed by the insurer.
2. Any person making default in complying with the provisions of this section shall be punishable with fine which may extend to five hundred rupees.

SECTION 45 OF INSURANCE ACT 1938

‘No policy of life insurance shall after the expiry of two years from the date on which it was effected, be called in question by an insurer on the ground that statement made in the proposal for insurance or in any report of a medical officer, or referee, or friend of the insured, or in any other document leading to the issue of the policy, was inaccurate

or false, unless the insurer shows that such statement was on a material matter or suppressed facts which it was material to disclose and that it was fraudulently made by the policyholder and that the policyholder knew at the time of making it that the statement was false or that it suppressed facts which it was material to disclose.

Provided that nothing in this section shall prevent the insurer from calling for proof of age at any time if he is entitled to do so, and no policy shall be deemed to be called in question merely because the terms of the policy are adjusted on subsequent proof that the age of the life insured was incorrectly stated in the proposal.’

About Us

Bharti AXA Life Insurance is a joint venture between Bharti, one of India’s leading business groups with interests in telecom, agri business and retail, and AXA, world leader in financial protection and wealth management. The joint venture company has a 74% stake from Bharti and 26% stake of AXA.

As we further expand our presence across the country with a large network of distributors, we continue to provide innovative products and service offerings to cater to specific insurance and wealth management needs of customers. Whatever your plans in life, you can be confident that Bharti AXA Life will offer the right financial solutions to help you achieve them.

Disclaimers

- Insurance is the subject matter of the solicitation.
- **Bharti AXA Life Insurance Company Limited**, Registration No.: 130
Registered Office: Unit 601 & 602, 6th Floor, Raheja Titanium, Off Western Express Highway, Goregaon (E), Mumbai-400 063.
- Bharti AXA Life Aajeevan Anand UIN: 130N039V01
- Bharti AXA Life Critical Illness Benefit Rider UIN: 130C001V01

Get in touch with us

For any further queries regarding the product, or any other feedback, please contact your Financial Advisor or The Customer Service Representative of the Company during business hours (9:00 a.m. to 9:00 p.m.) at the following number:

1800-102-4444

SMS SERVICE to 56677

We will get in touch within 48 hours to address your query.

Email us: service@bharti-axalife.com

Visit us: www.bharti-axalife.com

Your Bharti AXA Life Advisor

Life insurance coverage is available in this product

Bharti AXA Life Insurance Company Ltd.

Regd. Office Address: Unit - 601 & 602, 6th Floor, Raheja Titanium, Off Western Express Highway, Goregaon (E), Mumbai - 400 063.
Regn. No. 130, UIN: 130N039V01, Advt no: II-Nov2010-194
Insurance is the subject matter of the solicitation.



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