

Why settle for one benefit, when you can get lump sum at maturity and regular payouts too?



Bharti AXA Life Elite Advantage.

A plan that offers Guaranteed Payouts[#] of **8.5% to 9.5%** from the end of the policy term and 100% Sum Assured at Maturity*. It also provides comprehensive protection until the end of the policy term. With two benefits in one plan, now you don't have to compromise anymore.

Maximum age at entry is 65 years

*Payable at the end of Maturity Payout Period.

[#]Starts after the policy term, provided the policy is in force, and depends upon premium payment term and premium band.



Bharti AXA Life Elite Advantage - Non-Linked, Non-Participating Savings & Protection Oriented Life Insurance Plan

With increasing responsibilities, your life stage needs change and the desire to fulfill the dreams of your loved ones becomes stronger. You wish the best for your family and tending to their needs is your priority. Your child's education, renovating your house, a long overdue vacation or securing your golden years, the list just keeps on increasing with time. You also want your family to be financially protected in case something unfortunate were to happen. You will always be willing to walk that extra mile to ensure that their needs and dreams are provided for and that they lead a protected, comfortable life, both today, as well as in the years to come.

At Bharti AXA Life, we have decided to act. We present to you Bharti AXA Life Elite Advantage (a non-participating, non-linked savings and protection oriented Life Insurance plan) that offers benefits of a savings product and protection for your family in case something unfortunate were to happen. It provides guaranteed regular returns after the end of the policy term, so that the payouts continue even after the Life Cover period is over. You will also receive Sum Assured at the end of Maturity Payout Period provided the policy is in force and all due premiums are paid. The life insurance cover available with this plan ensures protection for your loved ones in case of any eventuality and the payouts with Bharti AXA Life Elite Advantage are passed onto your family provided the policy is in force, thus, helping ensure that your loved ones continue to lead the same lifestyle that you have worked so hard for.

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, one of the world's leading organisations with interests in financial protection and wealth management. The joint venture company has a 51% stake from Bharti and 49% 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.

Advantages with Bharti AXA Life Elite Advantage

Option to choose your Premium Payment Term

There are three Premium Payment Terms available. You can opt between a Premium Payment Term of 5, 7 and 12 years. The Policy Term depends upon the premium term chosen.

Basic Life Insurance Cover

Get Higher of Sum Assured on Maturity **or** 11 times the base Annualised Premium **or** 105% of premiums paid until date of death, in case of an unfortunate event of loss of life of the Life Insured.

Maturity Benefit

In case the Life Insured survives till the maturity of the Policy and all premiums are duly paid, then the benefits, as mentioned below, will be payable to the Policyholder.

- **Guaranteed Payout**

A percentage of Sum Assured on Maturity is paid during the Maturity Payout Period.

- **Sum Assured**

100% of Sum Assured on Maturity is paid at the end of 20th year.

Tax Benefits

You can avail of the tax benefits on the premiums paid (subject to a maximum of ₹1,50,000) and on the benefits received [subject to the prevailing provisions under Section 80C and Section 10 (10D) respectively of the Income Tax Act, 1961]. The tax benefits are subject to change as per change in tax laws from time to time.

Guaranteed Payouts after the completion of the policy term until maturity, provided the policy is in force

Key benefits with Bharti AXA Life Elite Advantage

Maturity Benefit

If the Life Insured survives till the maturity of the Policy and all premiums are duly paid, then the benefits, as mentioned below, will be paid to the Policyholder.

1. Guaranteed Payout

A percentage of Sum Assured on Maturity is paid during the Maturity Payout Period starting from the end of the policy term till the end of the 19th year. The frequency of the guaranteed payout will be Annual/Semi-Annual/Quarterly as chosen by the Policyholder.

2. Sum Assured

100% of Sum Assured on Maturity is paid at the end of 20th year from the Policy Date.

The percentage of Guaranteed Payout depends upon the Policy Term, Premium Payment Term and the Premium Amount as mentioned below:

Policy Term	Premium Payment Term	Guaranteed Payout (End of year)	Annualised Premium (₹)	Guaranteed Payout as % of Sum Assured on Maturity
10 years	5 years	End of 10 th to end of 19 th year	24,000-49,999	8.5%
			50,000-99,999	9%
			1,00,000 and above	9.5%
12 years	7 years	End of 12 th to end of 19 th year	15,000-49,999	8.5%
			50,000-99,999	9%
			1,00,000 and above	9.5%
12 years	12 years	End of 12 th to end of 19 th year	12,000-49,999	8.5%
			50,000-99,999	9%
			1,00,000 and above	9.5%

The Policyholder has an option to take the above mentioned maturity benefit as a lump sum. The lump sum shall be calculated as a Net Present Value of future payouts at guaranteed rate of 5% p.a.

Maturity Payout Period

The Maturity Payout Period is a period post the Policy Term when the guaranteed payouts as shown in the table above and the Sum Assured at Maturity are paid. This is dependent on the Policy Term as shown below:

- For Policy Term of 10 years, the Maturity Payout Period is from the end of 10th year till the end of 20th year.
- For Policy Term of 12 years, the Maturity Payout Period is from the end of 12th year till the end of 20th year.

Death Benefit

In case of the unfortunate event of death of the Life Insured during the Policy Term, the following benefits will be payable to the Nominee, subject to Policy being in force. The Sum Assured on death will be the higher of:

- a) Sum Assured on Maturity, **or**
- b) 11 times Annualised Premium, **or**
- c) 105% of all premiums paid (excluding any additional charges as levied by the Company over and above the standard premium rates).

In the event of death of the Life Insured:

- a. During the grace period allowed for payment of due premiums: The Death Benefit (after deducting the unpaid due Premium) shall be payable
- b. While the policy is in lapse status: No benefit shall be payable
- c. When the policy is in paid up status: Paid up value on death will be payable
- d. During the Maturity Payout Period: No Death Benefit shall be Payable in case of the death of the Life Insured during the Maturity Payout Period. The unpaid Guaranteed Payout will be paid to the Nominee as per the Schedule mentioned in the Maturity Benefit section and the Sum Assured on Maturity will be paid at the end of 20th year.

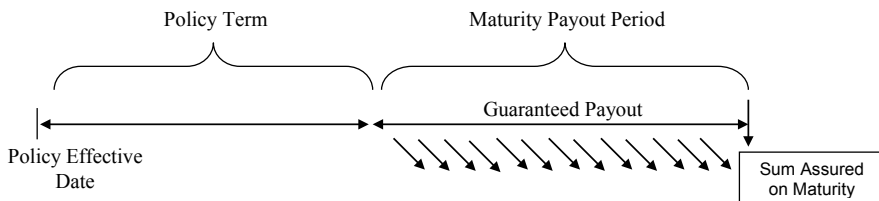
The nominee has an option to take the above mentioned maturity payout as a lump sum. The lump sum shall be calculated as a Net Present Value of future payouts at a guaranteed rate of 5% p.a. This rate may be revised by the Company from time to time subject to prior approval from IRDA.

On death of the Policyholder (where the Policyholder and Life Insured are different), the Legal heirs of the Policyholder may succeed the erstwhile Policyholder. If none of the Legal heirs are willing to become the Policyholder therein, then the surrender value as applicable will be paid in accordance with the relevant provisions of the Policy to the person/s entitled to receive the same as per law and accordingly all Policy benefits shall stand extinguished.

Choice of Policy Payment Term of 5, 7 or 12 years.

How does this product work?

Bharti AXA Life Elite Advantage is a traditional non-participating savings & protection oriented plan. You pay premium for the chosen Premium Payment Term. At the end of Policy Term, the Maturity Benefit Period will start during which Guaranteed Payouts will be paid from the end of the Policy Term until the end of the 19th year. At the end of the 20th year, 100% of the Sum Assured on Maturity will be paid to the Policyholder.



How is my Premium calculated?

- The Premium amount applicable to you will be dependent on your age, policy term, premium payment mode and Sum Assured chosen by you.

Premium payment mode:

You can choose either Monthly, Quarterly, Semi-annual or Annual payment modes
Monthly Premium* = 0.0867 of Annualised Premium, Quarterly Premium* = 0.26 of Annualised Premium, Semi-annual Premium = 0.51 of Annualised Premium.

* Through Auto Pay only.

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



Other Features:

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.

Loans under policy

Financial burdens cannot be predicted and may arise any time. Thus this policy gives flexibility to take loan from the company. This is only possible if your policy is in force and has acquired surrender value. The loans given under the policy are as per provisions under the policy. Maximum loan amount will not exceed 70% of Surrender Value. The loan outstanding including both the principal and interest will be deducted from any benefits payable and the residual amount (if any) only will be paid to the Policyholder.

Lapsation

If the Policy has not acquired a Surrender Value

In case you do not pay the premiums within your grace period, your policy will lapse and your insurance cover will cease to exist. You have the option to reinstate the policy within the period given for reinstatement of the policy. At the end of the reinstatement period if the policy is not reinstated, then the policy will be terminated and no benefits will be payable.

If Policy has acquired a Surrender Value

In case you do not pay the premiums within your grace period, your policy will be converted into paid up. You have the option to reinstate the policy or surrender the policy within the period given for reinstatement of the policy. At the end of the reinstatement period, if the policy is not reinstated or surrendered, then the policy will continue in paid up status and the paid up value will be payable either on death, or on maturity, or on surrender of the policy.

Reinstatement

You have the flexibility to reinstate all the benefits under your policy within two years of the due date of the premium in default. However, the Company would require:

- a) A written application from you for reinstatement
- b) Satisfactory evidence of insurability
- c) Payment of an amount equal to all unpaid premiums together with interest at such rate as the Company may charge for such reinstatement, as decided by the Company from time to time
- d) Terms and conditions as may be specified by the Company from time to time

Reduced Paid-up Value

If you have paid two Annualised Premiums for Premium Payment Terms of 5 years and 7 years and three Annualised Premiums for Premium Payment Term of 12 years and your policy has lapsed due to any reason, then your policy will be converted into 'paid-up'. Once the Policy becomes paid up, you need not pay any further premiums. The paid-up value will consist of the reduced Sum Assured which will be paid out either on death of the life insured, or on maturity of the policy whichever is earlier.

The guaranteed payouts will not be applicable in case of paid up policy.

Can I surrender my policy?

We would want you to pay premiums regularly and stay invested until maturity to get maximum benefits under the policy. However, in case you are not able to pay all premiums and want to exit the policy earlier, then only the Surrender Value (if acquired) will be payable to you.

Surrender Value: The Policy acquires a Surrender Value provided at least two Annualised Premiums (in respect of Premium Payment Terms of 5 and 7 years) and three Annualised Premiums (in respect of Premium Payment Term of 12 years) have been paid.

The minimum guaranteed Surrender Value will be as per the table below:

Policy Year/Premium Payment Term	Surrender value as a % of sum of premiums paid less all extra premium		
	5 years	7 years	12 years
1	-	-	-
2	30%	30%	-
3	30%	30%	30%
4	50%	50%	50%
5	50%	50%	50%
6	55%	55%	55%
7	60%	60%	60%
8	65%	65%	65%
9	70%	70%	70%
10	75%	75%	75%
11	-	80%	80%
12	-	80%	80%

The Company may declare Special Surrender Values from time to time, subject to prior approval from IRDA.

On surrender of the policy, a lump sum amount equal to the higher of Special Surrender Value and Guaranteed Surrender Value as defined in the table above, will be paid to the Policyholder and the contract gets terminated.

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

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

Bharti AXA Life Hospi Cash Rider (UIN : 130B007V02)

A complete hospitalisation solution that ensures a lump sum payout on surgery, fixed benefits for each day of hospitalisation and ICU benefits. Please refer to the rider brochure for complete details on terms and conditions and exclusions before opting for the rider.



Boundary Conditions

Parameter	Eligibility Criteria
Minimum age at entry (age as on last birthday)	8 years for 10 year Policy Term 6 years for 12 year Policy Term (The risk coverage will start immediately on policy commencement for all lives including minors)
Maximum age at entry (age as on last birthday)	65 years
Maximum Maturity Age (age as on last birthday)	75 years for 10 year Policy Term 77 years for 12 year Policy Term
Minimum Sum Assured	Depends on the minimum premium
Minimum Annualised Premium	₹ 24,000 for 5 year Premium Payment Term ₹ 15,000 for 7 year Premium Payment Term ₹ 12,000 for 12 year Premium Payment Term
Policy Term	10 and 12 year
Premium Payment Term	5 years for 10 year Policy Term 7/12 years for 12 year Policy Term
Premium Payment Modes	Annual, Semi-Annual, Quarterly*, Monthly*
Maturity Payout Period	End of 10 th year till end of 20 th year for 10 year Policy Term End of 12 th year till end of 20 th year for 12 year Policy Term
Guaranteed Payout frequency	Annual, Semi-Annual, Quarterly

* Through Auto Pay only.

Case Study (For illustration purpose only):

Mohan is 35 years old. He is married and has a 1 year old daughter. His wife is a homemaker.

Concerns:

1. He is concerned about expenses that he would incur when his daughter grows up. For e.g. higher education, marriage expenses etc.
2. Mohan is looking for a guaranteed benefit product as he wants to be certain about the future of his daughter. He does not want to invest in unit-linked insurance policies or equities.
3. He also wants to secure his family by ensuring they are protected in case of an unfortunate event.

Proposed solution:

Mohan purchases Bharti AXA Life Elite Advantage Plan and invests ₹1,00,000 as Annualised Premium. He chooses a Policy Term of 12 years and a Premium Paying Term of 12 years. Assuming that Mohan is in good health, his Sum Assured as per his age is ₹ 12,29,256.

Life Insured	Mohan, Age 35 Years
Sum Assured on Maturity (paid at the end of 20 th year)	₹ 12,29,256
Annualised Premium (exclusive of tax)	₹ 1,00,000
Guaranteed Payout (9.5% of Maturity Sum Assured)	₹ 1,16,779 (paid annually)
Guaranteed Payout	End of 12 th policy year until the end of 19 th policy year

Needs met:

1. He will receive the maturity benefit in regular installments from the end of the policy term until the end of the 19th year. These payouts could serve as a second income and also help in paying his daughter's school expenses.
2. The lump sum amount that he will receive at the end of the 20th year could be used for his daughter's higher education expenses.
3. In case of the unfortunate event of his death before the maturity of the policy, his family will get higher of 100% of Sum Assured **or** 105% of the Premiums paid **or** 11 times the Annualised Base Premium.

Terms and conditions

1. Free-look option: If Policyholder disagrees with any of the terms and conditions of the Policy, there is an option to return the original Policy along with a letter stating reason/s within 15 days of receipt of the Policy. The Policy will accordingly be cancelled and the Company will refund an amount equal to the Premium paid and may deduct a proportionate risk premium for the period on cover, the medical expenses incurred by the Company (if any) and the stamp duty charges. All rights of the Policyholder under this Policy shall stand extinguished immediately on cancellation of the Policy under the free look option.

If the Policy is opted through Insurance Repository (IR), the computation of the said Free Look Period will be as stated below:

For existing e-Insurance Account: Computation of the said Free Look Period will commence from the date of delivery of the email confirming the credit of the Insurance policy by the IR.

For New e-Insurance Account: If an application for e-Insurance Account accompanies the proposal for insurance, the date of receipt of the 'welcome kit' from the IR with the credentials to log on to the e-Insurance Account(e IA) or the delivery date of the email confirming the grant of access to the eIA or the delivery date of the email confirming the credit of the Insurance policy by the IR to the eIA, whichever is later shall be reckoned for the purpose of computation of the free look period.

2. On death of the Policyholder (where the Policyholder and Life Insured are different), the Legal heirs of the Policyholder may succeed the erstwhile Policyholder. If none of the Legal heirs are willing to become the Policyholder therein, then the surrender value, as applicable, will be paid in accordance with the relevant provisions of the Policy to the person/s entitled to receive the same as per law and accordingly all Policy benefits shall stand extinguished.
3. 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.
4. 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 higher of the Surrender Value or 80% of the premiums paid till the date of death.
5. This is a non-linked, non-participating traditional savings and protection oriented Life 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."

Disclaimers

- Bharti AXA Life Insurance is the name of the Company and Bharti AXA Life Elite Advantage is only the name of the traditional, non-participating, savings and protection oriented Life Insurance policy and does not in any way represent or indicate the quality of the policy or its future prospects
- This product brochure is indicative of the terms, conditions, warranties and exceptions contained in the insurance policy bond
- Life Insurance Coverage is available under this policy
- Insurance is the subject matter of solicitation
- Riders are available at an additional cost
- The tax benefits are subject to change as per change in tax laws from time to time
- Bharti AXA Life Insurance Company Limited, IRDA Registration No.: 130
Registered Office: Unit 601 & 602, 6th floor Raheja Titanium, Off Western Express Highway, Goregaon (E), Mumbai-400 063.

UIN: 130N060V01

BEWARE OF SPURIOUS PHONE CALLS AND FICTITIOUS/FRAUDULENT OFFERS

IRDA clarifies to public that:

- IRDA or its officials do not involve in activities like sale of any kind of insurance or financial products or invest premiums
- IRDA does not announce any bonus

Public receiving such phone calls are requested to lodge a police complaint along with details of the phone number.

Your Bharti AXA Life Advisor

Life insurance coverage is available in this product.

For any further queries or feedback, please contact your Financial Advisor or get in touch with us on:



Customer Care No.:

1800 200 0048



SMS SURAKSHA to 56677

We will get in touch within 24 hours to address your query.



For locating a branch near you, please visit

www.bharti-axalife.com

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