



## **Airtel launches NEW Rs. 179 Prepaid Bundle with built-in life insurance cover of Rs. 2 lakh**

***Introduced in partnership with Bharti AXA Life Insurance, the prepaid bundle offers unlimited calls, data & life insurance cover to customers***

***Partnership aims to leverage Airtel's innovation leadership and deep distribution reach to make insurance more accessible & affordable***

**New Delhi, January 19, 2020:** After the successful launch of its innovative prepaid bundles with built-in life insurance cover, Bharti Airtel today introduced its most affordable prepaid bundle with built in life insurance cover of Rs 2 lakh.

Priced at just Rs 179, Airtel's NEW prepaid bundle offers unlimited calling to any network, 2 GB data, 300 SMS along with a term life cover of Rs 2 lakh from Bharti AXA Life Insurance. The pack has a validity of 28 days.

At just Rs.179 for a month, Airtel new prepaid bundle sets a new benchmark in making a basic insurance cover even more accessible and affordable by coupling it with world-class telecom services. The pack is designed to serve entry level smartphone users and feature phone users in semi-urban and rural markets. It will give these customers a simple and highly convenient channel to secure themselves and their families financially every time they recharge their Airtel mobile numbers.

As per the IRDAI, insurance penetration in India is abysmally low at less than 4% while there are close to one billion mobile users in the country. This offers mobile operators and financial services providers the opportunity to collaborate and innovate for serving the financial security needs of hundreds of millions of Indians. The alliance also contributes to the Government's vision of financial inclusion.

"Our innovative prepaid bundles with built-in term insurance plans have got positive response from customers and this has encouraged us to take the solution even deeper to the masses. The Rs. 179 recharge will offer one of the simplest and most accessible platforms to hundreds of millions of Indians to financially secure themselves and their families while staying connected on Airtel's world-class network," said **Shashwat Sharma, Chief Marketing Officer, Bharti Airtel.**

Commenting on the partnership, **Mr. Vikas Seth, Managing Director and CEO, Bharti AXA Life Insurance,** said, "We are pleased to partner with Bharti Airtel and offer protection cover to its



customers. As a responsible life insurer, we always look to provide new layers of convenience and protection to the customers. Our partnership ensures life insurance cover to every customer with each recharge and helps them leverage its benefits. We are confident that the alliance will also strengthen insurance penetration in the country.”

The insurance cover is available to all customer aged 18-54 years and requires no paperwork or medical test. The policy or Certificate of Insurance will be instantaneously delivered digitally and a physical copy of the insurance can be provided on request.

The entire process is digitally delivered in a matter of few minutes at any Airtel retail store or on Airtel Thanks app. Airtel has over one million retail outlets, and its mobile network covers over 786,000 non-census towns and villages across India.

**About Bharti Airtel:**

Bharti Airtel Limited is a leading global telecommunications company with operations in 18 countries across Asia and Africa. Headquartered in New Delhi, India, the company ranks amongst the top 3 mobile service providers globally in terms of subscribers. In India, the company's product offerings include 2G, 3G and 4G wireless services, mobile commerce, fixed line services, high speed home broadband, DTH, enterprise services including national & international long distance services to carriers. In the rest of the geographies, it offers 2G, 3G, 4G wireless services and mobile commerce. Bharti Airtel had over 411 million customers across its operations at the end of September 2019. To know more please visit, [www.airtel.com](http://www.airtel.com)