

Bharti AXA Life Smart Invest Guaranteed Plan
A Non-Linked, Non-Participating, Life Insurance, Individual Savings Product

UIN: 130N108V02

Sales Literature

Life Insurance Coverage is available in this product

Bharti AXA Life Smart Invest Guaranteed Plan

With each life stage, your dreams and aspirations change and become bigger. The impulse to fulfill these dreams increases as you work harder every day and try to save for the future. Your future is unpredictable and one needs to be prepared for these uncertainties so as to ensure that the needs and wants of your loved ones are not compromised in case of any unfortunate event. A life insurance plan ensures that these situations are taken care of without compromising your family's future. To ensure this, what if not just you, but your money also works equally hard to fulfill the dreams and aspirations of your family when you are not around?

At Bharti AXA Life, we understand the importance of not only saving for the future but also taking the right steps to ensure protection from unfortunate incidents. Thus, presenting to you Bharti AXA Life Smart Invest Guaranteed Plan - a savings life insurance plan that offers life insurance coverage as well as a lumpsum maturity benefit to achieve milestones without any financial distresses in the future. The plan offers choice of single life or joint life coverage along with flexibility of choosing from different premium payment term and policy term combinations.

Key Highlights of Bharti AXA Smart Invest Guaranteed Plan

- **Insurance cover for financial security:** The product offers Life Insurance Cover during the policy term for the financial security of your family and loved ones.
- **Guaranteed Maturity Benefit:** Get guaranteed lumpsum benefit at maturity.
- **Single/Joint Life Cover:** Option to choose cover on Single Life or Joint Life basis
- **Flexibility to choose** life coverage options.
- **Enhance protection coverage through riders.**
- **Tax benefits** as per prevailing tax laws.

Plan at a Glance

Boundary conditions:

Parameter	Eligibility Criteria					
Plan Variant	a. Single Life coverage b. Joint Life Coverage (only under Single Premium mode) <p>a. Single Life coverage options are as follows – Option 1 – 1.25 times to 1.77 times sum assured multiple basis the entry age Option 2 – 10 times to 10.42 times sum assured multiple basis the entry age</p> -Option 1 & 2 are only available under single life coverage and for single premium policies.					
Premium Payment Term/ Policy Term/ Age at Entry/ Maturity Age	Policy Term (years)	Premium Payment Term (years)	Minimum Age at entry[^]# (years)	Maximum Age at entry[#] (years)	Minimum Maturity Age[#] (years)	Maximum Maturity Age[#] (years)
	5	Single Pay-Single Life	13	Option 1 - 60 Option 2 - 50	18	Option 1 - 65 Option 2 - 55
	10	Single Pay-Single Life	8	Option 1 - 60 Option 2 - 50	18	Option 1 - 70 Option 2 - 60
	5	Single Pay-Joint Life	Primary Life - 18, Secondary Life - 90 days	Primary Life- 60 Secondary Life- 50	Primary Life - 23, Secondary Life - 18	Primary Life- 65 Secondary Life- 55
	10	Single Pay-Joint Life	Primary Life - 18, Secondary Life - 90 days	Primary Life- 60 Secondary Life- 50	Primary Life - 28, Secondary Life - 18	Primary Life- 70 Secondary Life- 60
	5	5	13	50	18	55
	10	5	8	50	18	60
Minimum Sum Assured (Rs.)	Based on Minimum Premium					
	PPT	PT	Option/Death benefit Multiple	Minimum Sum Assured		
	1	5	Option 1	10,000		
	1	10	Option 1	10,000		
	1	5	Option 2	50,000		
	1	10	Option 2	50,000		
	1	5	Joint Life	First Death -10,000 Second death - 50,000		
	1	10	Joint Life	First Death - 10,000 Second death - 50,000		
	5	5	10.5	36,750		
	5	10	10.5	36,750		
Maximum Sum Assured (Rs.)	No Limit, subject to Board Approved Underwriting Policy. For policies sold through POS Channel, the maximum Sum Assured will be as per prevailing POS guidelines, as amended from time to time.					

Minimum Single / Annualized Premium^{&}	The minimum Premium is as below- Single premium is Rs. 8,000 for Option 1 and Joint Life: 5,000 for Option 2 Non Single Premium is Rs.3,500
Maximum Single / Annualized Premium^{&}	Maximum premium is subject to maximum Sum Assured.
Premium Payment Modes	Annual, semi- annual, quarterly* & monthly* modes available.

#All ages mentioned above are age as on last birthday

*Through ECS only

^In case of a minor life, the policy will vest on the Life Assured on attainment of age 18 years.

&Premium/Benefits will vary depending upon the Option chosen.

For Joint Life the older life age will be considered for all benefits. The age of the primary life should always be higher than secondary life.

Policies through POS channel will not require medicals, and will be underwritten as per BAUP & prevailing POS guidelines as amended from time to time. For policies sold through POS Channel, all boundary conditions will be as per the prevailing POS guidelines, as amended from time to time.

Benefits in detail

- 1) **Death Benefit:** In case of death of the Life Insured/s during the Policy Term, provided the Policy is in-force and all due premiums till the date of death have been paid, Lumpsum Death Benefit will be payable to the Nominee immediately on death.

Premium payment Option	Death Benefit
Single Pay	Sum Assured on Death
Non-Single Pay (Regular/Limited Pay)	Death Benefit is higher of: 1. Sum Assured on Death 2. 105% of the total premiums paid [#] till date of death

Where,

Sum Assured on Death is defined as

Single Premium Policies	Sum Assured Multiple (Option 1 or Option 2) * Single Premium
Non-Single Premium Policies (Regular/Limited Pay)	Sum Assured Multiple (10.5) * Annualized Premium
Joint Life Single Premium Policies	1.67X to 1.25X based on the age of Primary Life * Single Premium for first death 10.5X to 10X based on the age of Secondary Life * Single Premium for second death

The Sum Assured Multiples for Single Premium Policies are as follows:

Plan Option	Age	Sum Assured Multiple
Option 1	8-60 years	1.77 to 1.25 times decreasing every year by 0.01

Option 2	8-50 years	10.42 to 10 times decreasing every year by 0.01
Joint Life (First Death)	18-60 years	1,67 to 1.25 times decreasing every year by 0.01, as per the age of Primary Life
Joint life (Second Death)	0-50 years	10.50 to 10 times decreasing ever year by 0.01, as per the age of Secondary Life

- In case of Single life, on death of the Life Insured, the death benefit is paid and the policy shall terminate.
- In case of Joint life, the policy shall continue until the death of the last surviving Policyholder. The policy shall terminate on payment of the death benefit for the last surviving Policyholder and no further benefits will be payable. As Joint Life coverage is offered only under Single Premium mode, there will be no premium required to be paid after the first death in the policy.
- #. Total premiums paid means total of all the premiums paid under the base product, excluding any extra premium and taxes, if collected explicitly.
- Single Premium shall be the total Premium amount payable at inception, excluding applicable taxes, rider premiums, underwriting extra premiums, if any.
- Annualized premium shall be the premium amount payable in a year excluding taxes, rider premiums, underwriting extra premiums and loadings for modal premiums.

Death during Grace Period

In case of the death of the Life Insured/s during the Grace Period, the death benefit after deducting the unpaid due premium shall be payable. The nominee will not have any rights or obligations except to receive the benefits under the policy.

Death during Lapse Status

In case of the death of the Life Insured while the policy is in lapse status, no benefit shall be payable and the policy shall terminate.

The table below illustrates the death benefit payable in case the Policyholder & Life Insured are different and if the Policyholder & Life Insured are same.

Event	Benefits payable if Policyholder & Life Insured are different	Benefits payable if Policyholder & Life Insured are same
Death	<p>a) If the Life Insured is a minor, only the surviving parents or the surviving grandparents can be the Policyholder. On death of the Policyholder during the minority of the Life Insured, the legal guardian can be the Policyholder. The legal guardian may choose to continue to hold the policy or surrender the policy.</p> <p>b) In case the Life Insured is minor on date of death, the death benefits as mentioned above will be</p>	The death benefit is payable to the nominee and all benefits under the policy will cease to exist on payment of all the installments.

	<p>payable to the Policyholder and all benefits under the policy will cease to exist.</p> <p>c) In case the Life Insured is major on date of death, the death benefit as mentioned above will be payable to the Nominee and all benefits under the policy will cease to exist.</p>	
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2) Maturity Benefit: Upon survival of the Life Insured(s) till the end of the Policy Term and provided the Policy is in-force all due premiums have been paid, maturity benefits are payable in lumpsum on the date of maturity in the following manner:

Premium payment Option	Maturity Benefit
Non-Single Pay (Regular/Limited Pay)	Sum Assured on Maturity plus Guaranteed Additions accrued till the date of Maturity, where Sum Assured on Maturity is defined as 105% of (Annualized premium * Premium Paying term).
Single Pay	Sum Assured on Maturity is equal to the (1000/Premium Rate) multiplied by the Single Premium.

Guaranteed Additions are defined as a percentage of Annualized Premium, shall accrue at the end of the Premium Paying Term and shall be paid out as a lumpsum at Maturity of the Policy, subject to all due premiums under the policy being paid. Guaranteed Additions are not applicable for Single Premium Policies.

Guaranteed Additions vary by entry age, policy term and the applicable premium band. For details on premium rate and guaranteed addition factors refer to the corresponding illustration and Policy Document.

3) Tax Benefits: You may be eligible for tax benefits on the premiums paid as well as the benefits received as per the prevailing tax laws. The tax benefits are subject to change as per change in tax laws from time to time. GST shall be applicable on premium as per the prevailing Tax Laws.

Case Study

How does the plan work?

Siddharth is 45 years and has a 17-year-old daughter. He is looking to make an investment to cover the expenses of his daughter when she grows up, like marriage, education and for times when he is not around. Having evaluated the various options available to him, he decides to buy a savings life insurance product- it will offer him guaranteed returns, life insurance coverage as well as tax benefits.

Scenario 1- Single Life

Siddharth decides to buy Bharti AXA Life Smart Invest Guaranteed Plan and opts for a single premium payment and option 1(Lower Life cover) with a policy term of 5 years.

He wants to pay a premium of Rs. 1,00,000 (exclusive of applicable taxes, rider premiums, underwriting extra premiums, if any). The Sum Assured at Maturity under his Policy is Rs. 1,34,311.

The below cases illustrate the benefits that Siddharth would receive under this plan.

Case I: On survival till policy maturity

Siddharth pays all the due premiums and survives till the end of the Policy Term. At maturity, he receives a lumpsum Maturity Benefit of Rs. 1,34,311.



Total Premium Paid (Rs.)	1,00,000
Benefits Payable	Benefit Amount (Rs.)
Sum Assured on Death	1,40,000
Maturity Benefit at the end of 5 th Year	1,34,311

Case II: In case of death during policy term:

In case of death of Siddharth during the policy term in the 3rd year, his family would receive Death Benefit of Rs. 1,40,000 immediately on death and the policy will terminate.

Scenario 2- Joint Life

Siddharth and his wife, Nisha who is 40 years want life insurance coverage under the same plan. They decide to buy Bharti AXA Life Smart Invest Guaranteed Plan with the Joint life option. They opt for a single premium payment term with a policy term of 10 years now. They want to pay a premium of Rs. 5,00,000 (exclusive of taxes, rider premiums, underwriting extra premiums, if any). The Sum Assured at Maturity under this Policy is Rs. 8,37,505.

The below cases illustrate the benefits that Siddharth and his wife would receive under this plan.

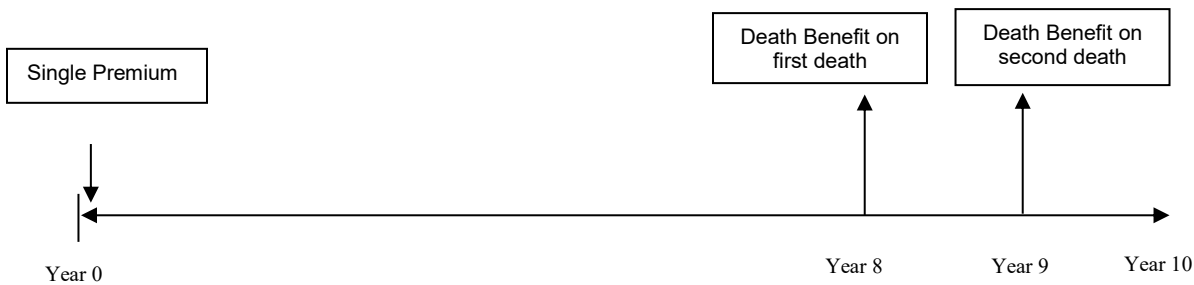
Case I: On survival till policy maturity

They pay the due premium and if he and his wife both survive till the end of 10th year, they will be entitled to receive a Maturity Benefit of Rs. 8,37,505



Case II: Death during Policy Term (First death)

In the example above, in case of Siddharth’s death during the policy term in the 8th year, his family would receive death benefit of Rs.7,00,000 immediately on his death. Further the policy continues for his wife.



Case III: Death during Policy Term (Second death)

In case of subsequent death of the wife in the 9th year, the nominee will receive death benefit of Rs. 50,50,000. And the policy will terminate.

All the above examples are for illustration purposes only.

What premiums do I need to pay?

Premium Rates vary by age, gender, premium payment term and policy term. In case of female life, a 3-year age set back would be applied on the male rates. Further, note that the female rate for the first three entry ages for each benefit option shall be set equal to the corresponding male rate at the minimum entry age.

Premium payment mode: You may choose monthly*, quarterly*, semi-annual or annual premium payment mode. The factors applicable for each mode are as given below.

Mode	Modal Factor
Annual	1 of Annualized Premium
Semi-Annual	0.5075 of Annualized Premium
Quarterly*	0.2558 of Annualized Premium
Monthly*	0.0857 of Annualized Premium

*Through ECS pay only

Advance Premium

For monthly premium payment mode policies, the Company may accept 3 months premium in advance only on the date of commencement of the policy.

In case of advance premium:

- Collection of advance premium shall be allowed within the same financial year for the premium due in that financial year
- The premium so collected in advance shall only be adjusted on the due date of the premium.

What happens if I am unable to pay premiums?

We recommend that you pay all your premiums on the respective due dates to enjoy the policy benefits. However, we also understand that sudden changes in lifestyle like an increase in responsibility or an unexpected increase in household expenses may affect your ability to pay future 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 after the premium due date, during which you may pay your premiums without any impact on the policy benefits. During the grace period, the Policy is in-force including risk cover under the Rider. The grace period is 15 days for monthly mode and 30 days for annual/ semi-annual/ quarterly premium payment modes. In case of the death of the Life Insured during the Grace Period, the death benefit after deducting the unpaid due premium shall be payable. During the Grace Period, the policy will be in force. The nominee will not have any rights or obligations except to receive the benefits under the policy.

Lapsation: If Policyholder does not pay the due premiums within the Grace Period and Policy has not acquired Surrender Value, the policy shall lapse with effect from the date of such unpaid premium.

If the Policy has not acquired Surrender Value:

If you stop paying premiums anytime in the first one year before completion of first policy year, your policy will lapse after the completion of Grace Period and your insurance cover will cease to exist. You can revive the policy within the period allowed for revival of the policy. At the end of the revival period if the policy is not revived, then the policy will be terminated and no benefits will be payable.

Note that in case of Single Pay, the Policy acquires surrender value immediately on payment of the single premium.

If the Policy has acquired Surrender Value:

After completion of first policy year provided one full year premium has been received, and further premiums have not been paid due to any reason, the Policy will automatically be converted into Paid up, on expiry of the Grace period after the completion of Grace Period and all the guaranteed benefits under the Policy would be reduced and calculated as given below. You have the option to revive the policy within the period given for revival of the policy. At the end of the revival period if the policy is not revived then the policy will continue in Paid-up status and only the Paid-up benefits will be payable. The timing of reduced benefits under a Paid up Policy remains unaltered. The manner of payout of the maturity benefit shall also remain unaltered.

The Paid-Up Benefits are defined as below:

Paid Up Benefits	Paid Up Benefits Payable	
Death Benefit	Paid up Factor * Sum Assured on Death	
Maturity Benefit	Paid up Factor * Sum Assured on Maturity Guaranteed Additions accrue only if the premiums of the policy are fully paid up.	
Surrender	Surrender Value shall be higher of Guaranteed Surrender Value and Special Surrender Value	
	GSV	SSV
	[GSV factor * Total premiums paid]	SSV Factor * [Paid up Factor * Sum Assured on Maturity]

Paid Up Benefits	Paid Up Benefits Payable
	The SSV factors are not guaranteed and may be changed in future subject to prior approval of the Authority.

Where,

Paid up Factor = Number of Premiums Paid / Number of Premiums Payable

Revival:

You have the flexibility to revive your lapsed/ paid-up policy within the revival period of five years after the due date of the first unpaid premium, subject to the terms and conditions the Company may specify from time to time.

For Revival, you will need to pay all the outstanding premiums and interest on the outstanding premiums and applicable taxes. The revival interest rate may be changed by the Company from time to time, subject to prior approval from IRDAI. The revival interest rate will be calculated on the 1st of April every year and will be derived as average of last six months 10-year G-Sec* yield of the immediate last financial year plus 2%. The current revival rate of interest for FY24-25 is 9.32% p.a. simple interest.

**The source of 10-year G-sec is The Clearing Corporation of India Ltd (ccilindia.com) Negotiated Dealing System – Order Matching (NDS-OM) Platform.*

Can I surrender my policy?

We would want you to pay premiums regularly till the end of your premium payment term 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 surrender value will be payable to you.

Surrender Value: In case of Single Pay, the Policy acquires surrender value immediately on payment of the single premium. In case of Limited Pay, the policy acquires a surrender value after completion of first policy year provided one full year premium has been received.

On surrender post the Policy acquires surrender value, you will receive the higher of:

- Guaranteed Surrender Value (GSV)
- Special Surrender Value (SSV)

The SSV shall become payable after completion of first policy year provided one full year premium has been received.

The policy acquires GSV after the payment of premium for at least two consecutive years.

The surrender benefit will be payable immediately on surrender.

Surrender Value shall be higher of Guaranteed Surrender Value and Special Surrender Value and is explained below

Option	GSV	SSV
Single Pay	GSV factor * Total premiums paid	SSV Factor *Sum Assured on Maturity
Non-Single Pay	[GSV factor * Total premiums paid] plus [GSV factor for Guaranteed Additions * Guaranteed Additions accrued till date of surrender, if any]	SSV Factor * [Paid up Factor * Sum Assured on Maturity] plus SSV Factor * [Guaranteed Additions accrued till date of surrender, if any.]

The SSV factors are not guaranteed and may be changed in future subject to prior approval of the Authority

For more details on the Surrender Benefit, please refer the Policy Document.

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

For added protection the following riders can be availed by paying additional premium along with Bharti AXA Life Smart Invest Guaranteed Plan

Rider	UIN	Scope of Benefits
Bharti AXA Life Term Rider	130B009V03	Under this rider the Policyholder can increase the life insurance coverage for a nominal premium.
Bharti AXA Life Hospi Cash Rider	130B007V05	This rider allows payment of a fixed benefit for each day of hospitalization subject to maximum of 40 days per year and also provides lump sum benefit in case of surgery
Bharti AXA Life Premium Waiver Rider	130B005V05	Under this rider, in case the Life Insured is diagnosed from any of the 11 critical illnesses covered under the rider, the future premiums are waived off and the benefits under the policy will continue
Bharti AXA Life Non-Linked Complete Shield Rider	130B011V02	Receive benefits for accidental death, accidental total and permanent disability, accidental permanent and partial disability, standard critical illnesses, comprehensive critical illnesses and cancer care.

Please refer to rider brochure for complete details on terms and conditions and exclusions before opting for the rider. In case the Policyholder opts for a Rider, the outstanding term of the Base Policy will be at least equal to 5 years. The Premium Payment Term of the Rider shall be less than or equal to the Policy Term of the Base Policy.

The Premium pertaining to health related or critical illness riders shall not exceed 100% of premium under the Base Policy, the Premiums under all other life insurance Riders put together shall not exceed 30% of premiums under the Base Policy and any benefit arising under each of the above mentioned Riders shall not exceed the Sum Assured under the Base Policy.

No riders applicable under for Joint Life coverage variant.

Loan against Policy: Financial burdens cannot be predicted and may arise any time. Thus this Policy gives You flexibility to take loan from the Company. This is only possible if Your Policy is in force, has acquired surrender value and shall be subject to the following terms and conditions:

1. The loan shall carry interest at the rate specified by the Company at the time of advancing the loan. The loan interest rate will be equal to the 10 year G-Sec* rate prevailing on 1st April each year plus 3% and will remain applicable for new as well as existing loans for that financial year. The interest rate in a Policy loan is not guaranteed and could be reviewed by the Company on 1st of April every year. The current rate of interest for FY 24 - 25 chargeable on Policy loans is 10.18% p.a. simple interest.
2. The Policyholder shall assign the Policy absolutely to, and be held by, the Company as security for repayment of the loan and interest thereon;
3. The interest shall be calculated on a daily basis and the Policyholder can choose the method and frequency of billing of the loan interest amount.
4. The loan amount plus the outstanding interest will be adjusted against any benefits payable to the Policyholder
5. In case the Policy results in a claim before the repayment of the loan in full with interest, the Company shall be entitled to recover the outstanding loan and interest from any monies payable under the Policy;
6. In case the policy is in Paid Up status, then the outstanding loan amount together with the interest shall not be equal to or exceed the Surrender Value of the Policy at any point of time. In case the outstanding loan amount with interest is greater than or equal to the Surrender Value, the policy shall stand terminated and all future benefits will cease to exist. The policyholders shall be adequately intimated through reminders to repay the loan amount before termination of the policy. In-force premium paying/fully paid up policy will never be cancelled for any contingencies arising from policy loan payments.

7. The minimum amount of loan for a Policy is Rs. 15,000.
8. The loan amount will not exceed 70% of the surrender value.

*The source of 10 year G-sec is The Clearing Corporation of India Ltd (ccilindia.com) Negotiated Dealing System – Order Matching (NDS-OM) Platform.

Any change in basis of determination of interest rate for policy loan can be done only after prior approval of the Authority.

Terms and conditions

Free-look option: - The Policyholder has a period of 30 days from the date of receipt of the policy document to review the terms and conditions of the policy and 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 30 days of receipt of the Policy Document. 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 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: For the purpose of computation of the said Free Look Period, the date of delivery of the e mail 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.

Suicide Exclusion

In case of death due to suicide within 12 months from the date of commencement of risk under the policy or from the date of revival of the policy, as applicable, the nominee or beneficiary of the Policyholder shall be entitled to at least 80% of the total premiums paid till the date of death or the surrender value available as on the date of death whichever is higher, provided the policy is in force.

For Joint Life Coverage, the suicide provision described above applies in the event of death due to suicide of both the lives (the Primary Life Insured and the Secondary Life Insured) during this period. The policy shall terminate on making such a payment and all rights, benefits and interests under the policy will stand extinguished. In case of death due to suicide of either one of the lives during this period, no benefit will be payable and the policy shall continue with the surviving Life Insured as per the terms and conditions of the policy.

Vesting of the Policy

In case the Life Insured is a minor, the ownership of policy will automatically vest on the Life Insured on attainment of majority. If the Life Insured is a minor, only the surviving parents or the surviving grandparents can be the Policyholder. In case of death of the Policyholder while the Life Insured is a minor, the legal guardian can be the Policyholder. The legal guardian may choose to continue to hold the policy or surrender the policy.

Availability of Product via online mode

Product will be available for sale through online mode.

Joint Life Policies

In case of Joint Life, there should be insurable interest between both the lives. Insurable interest will be established at the time of issuing the policy and as per underwriting norms of our Board Approved Underwriting Policy (BAUP).

Assignment and Nomination

Assignment: Assignment shall be in accordance with the provisions of sec 38 of the Insurance Act 1938 as amended from time to time.

Nomination: Nomination shall be in accordance with the provisions of sec 39 of the Insurance Act 1938 as amended from time to time.

Grievance Redressal

1. Customer Service

You can seek clarification or assistance on the Policy from the following:

- The Advisor through whom the Policy was bought
- The Customer Service Representative of the Company at toll free no. 1800 102 4444
- WhatsApp us 'Hi' at 02248815768
- SMS "SERVICE" to 56677
- Email: service@bharti.axa.com
- Mail to: Customer Service
Bharti AXA Life Insurance Company Ltd.
Spectrum tower, 3rd Floor,
Malad link road, Malad (west),
Mumbai 400064. Maharashtra

2. Grievance Redressal Procedure

Step 1: Inform us about your grievance

In case you have any grievance, you may approach our Grievance Redressal Cell at any of the below-mentioned helplines:

- Lodge your complaint online at www.bharti.axa.com
- Call us at our toll free no. 1800 102 4444
- Email us at complaints.unit@bharti.axa.com
- Write to us at:
Registered Office: Grievance Redressal Cell
Bharti AXA Life Insurance Company Ltd. Bharti AXA Life Insurance Company Ltd.
Unit No. 1902, 19th Floor, Parinee Crescenzo Spectrum tower, 3rd Floor,
'G' Block, Bandra Kurla Complex, BKC Road, Malad link road, Malad (west),
Behind MCA Ground, Bandra East, Mumbai 400064. Maharashtra
Mumbai -400051, Maharashtra
- Visit our nearest branch and meet our Grievance Officer who will assist you to redress your grievance/ lodge your complaint.

Step 2: Tell us if you are not satisfied

In case you are not satisfied with the decision provided or if you have not received any response post completion of 14 days, you may write to Head - Customer Service for resolution at the above mentioned address or email at: head.customerservice@bharti.axa.com:

You are requested to inform us about your concern (if any) within 8 weeks of receipt of resolution as stated above, failing which it will be construed that the complaint is satisfactorily resolved.

If you are not satisfied with the response or do not receive a response from us within 14 days, you may approach the Grievance Cell of the Insurance Regulatory and Development Authority (IRDA of India) of India on the following contact details:

IRDA of India Grievance Call Centre (IGCC) TOLL FREE NO:155255 or 18004254732
Email ID: complaints@irda.gov.in

You can also register your complaint online at <https://bimabharosa.irdai.gov.in/>

Address for communication for complaints by paper:

General Manager

Insurance Regulatory and Development Authority of India (IRDAI)

Policyholder's protection & Grievance Redressal Department – Grievance Redressal Cell.

Sy.No.115/1, Financial District, Nanakramguda,

Gachibowli, Hyderabad – 500 032.

Step 3: If you are not satisfied with the resolution provided by the Company

Where the redressal provided by the Company is not satisfactory despite the escalation above, the customer may represent the case to the Ombudsman for Redressal of the grievance.

For preferring a complaint before the Insurance Ombudsman, you may prefer to Insurance Ombudsman Rule, 2017(as may be amended from time to time).

To locate the nearest Ombudsman office, please visit <https://www.cioins.co.in/Ombudsman> or you may also locate the list our website - <https://www.bharti.axa.com>

SECTION 41 OF INSURANCE ACT 1938 as amended from time to time

(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 or property 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:

(2) Any person making default in complying with the provisions of this section shall be liable for a penalty which may extend to ten lakh rupees.”

SECTION 45 OF INSURANCE ACT 1938 as amended from time to time

Fraud or Misstatement or suppression of material fact would be dealt with in accordance with provisions of Sec 45 of the Insurance Act 1938 as amended from time to time.

About Us

Bharti AXA Life Insurance Company Limited is a wholly owned subsidiary of Bharti Life Ventures Private Limited (Bharti Group Company), a business group in India with interests in telecom, agri business and retail.

As we further expand our presence across the country with sa large network of distributors, we continue to provide a varied range of 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

- Life Insurance Coverage is available under this policy
- Bharti AXA Life Insurance is the name of the Company and Bharti AXA Life Smart Invest Guaranteed Plan is only the name of the non-linked, non-participating, life insurance, individual savings product 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.
- Riders are not mandatory and are available for an additional cost
 - Bharti AXA Life Term Rider (130B009V03) is the name of the traditional non-participating rider and does not in any way represent or indicate the quality of the Rider or its future prospects.
 - Bharti AXA Life Hospi Cash Rider (130B007V05) is the name of the traditional non-participating rider and does not in any way represent or indicate the quality of the Rider or its future prospects.
 - Bharti AXA Life Premium Waiver Rider (130B005V05) is the name of the traditional non-participating rider and does not in any way represent or indicate the quality of the Rider or its future prospects.
 - Bharti AXA Life Non Linked Complete Shield Rider (UIN 130B011V02) is the name of the traditional non-participating rider and does not in any way represent or indicate the quality of the Rider or its future prospects.
- Policyholder and Life Insured may be different in this product

- Tax benefits are as per the Income Tax Act, 1961, and are subject to any amendments made thereto from time to time

Bharti AXA Life Insurance Company Limited, IRDAI Registration No.: 130 dated 14/07/2006 [Life Insurance Business]

Registered Office: Unit No. 1902, 19th Floor, Parinee Crescenzo, 'G' Block, Bandra Kurla Complex, BKC Road, Behind MCA Ground, Bandra East, Mumbai -400051, Maharashtra



UIN: 130N108V02

CIN - U66010MH2005PLC157108

Advt. No.: II-Sep-2024-5464

BEWARE OF SPURIOUS PHONE CALLS AND FICTITIOUS//FRAUDULENT OFFERS!

IRDAI is not involved in activities like selling insurance policies, announcing bonus or investment of premiums. Public receiving such phone calls are requested to lodge a police complaint.

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*For Joint Life the older life age will be considered.

Appendix I : Section 45 – Policy shall not be called in question on the ground of mis-statement after three years

Provisions regarding Policy not being called into question in terms of Section 45 of the Insurance Act, 1938, as amended from time to time.

01. No Policy of Life Insurance shall be called in question **on any ground whatsoever** after expiry of 3 yrs from
 - a. the date of issuance of Policy or
 - b. the date of commencement of risk or
 - c. the date of revival of Policy or
 - d. the date of rider to the Policy
 whichever is later.
02. On the ground of fraud, a Policy of Life Insurance may be called in question within 3 years from
 - a. the date of issuance of Policy or
 - b. the date of commencement of risk or
 - c. the date of revival of Policy or
 - d. the date of rider to the Policy
 whichever is later.
 For this, the insurer should communicate in writing to the insured or legal representative or nominee or assignees of insured, as applicable, mentioning the ground and materials on which such decision is based.
03. Fraud means any of the following acts committed by insured or by his agent, with the intent to deceive the insurer or to induce the insurer to issue a life insurance Policy:
 - a. The suggestion, as a fact of that which is not true and which the insured does not believe to be true;
 - b. The active concealment of a fact by the insured having knowledge or belief of the fact;
 - c. Any other act fitted to deceive; and
 - d. Any such act or omission as the law specifically declares to be fraudulent.
04. Mere silence is not fraud unless, depending on circumstances of the case, it is the duty of the insured or his agent keeping silence to speak or silence is in itself equivalent to speak.
05. No Insurer shall repudiate a life insurance Policy on the ground of Fraud, if the Insured / beneficiary can prove that the misstatement was true to the best of his knowledge and there was no deliberate intention to suppress the fact or that such mis-statement of or suppression of material fact are within the knowledge of the insurer. Onus of disproving is upon the Policyholder, if alive, or beneficiaries.
06. Life insurance Policy can be called in question within 3 years on the ground that any statement of or suppression of a fact material to expectancy of life of the insured was incorrectly made in the proposal or other document basis which Policy was issued or revived or rider issued. For this, the insurer should communicate in writing to the insured or legal representative or nominee or assignees of insured, as applicable, mentioning the ground and materials on which decision to repudiate the Policy of life insurance is based.
07. In case repudiation is on ground of mis-statement and not on fraud, the premium collected on Policy till the date of repudiation shall be paid to the insured or legal representative or nominee or assignees of insured, within a period of 90 days from the date of repudiation.
08. Fact shall not be considered material unless it has a direct bearing on the risk undertaken by the insurer. The onus is on insurer to show that if the insurer had been aware of the said fact, no life insurance Policy would have been issued to the insured.
09. The insurer can call 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 of age of Life Insured. So, this Section will not be applicable for questioning age or adjustment based on proof of age submitted subsequently.

[Disclaimer: This is not a comprehensive list of amendments of Insurance Laws (Amendment), 2014 and only a simplified version prepared for general information. Policy Holders are advised to refer to Original Insurance Law (Amendment), 2014.]