

Bharti AXA Life Unnati **A Non-Linked, Participating, Individual, Savings Life Insurance Plan**

Sales Literature

You work hard to secure your family's future; all your dreams and goals are to ensure your loved ones are protected no matter what happens. While you plan to financially secure your family's future, life is full of uncertainties and may take an unfortunate turn. You need insurance to ensure that all these plans remain protected even in your absence. A Life Insurance plan helps you stay protected and ensures your family's future financial needs are taken care of in your absence and your family continues to maintain their lifestyle in case of any unfortunate incident that may happen with you.

At Bharti AXA Life, we understand this and have decided to act. We present to you Bharti AXA Life Unnati- a Life Insurance plan that provides life insurance coverage and benefits of a savings product. The product is designed to offer guaranteed and non-guaranteed benefits along with protection up to age 100 to ensure you meet all your financial goals and in case of an unfortunate event, your family's future is financially protected. The plan offers you to choose the flexibility to choose from multiple options that cater to your financial needs be it planning for retirement, legacy planning, protecting your child's future or meeting short term financial requirements.

Highlights of Bharti AXA Life Unnati

- Life Insurance Cover during the entire policy term
- Whole Life Cover: Option to stay protected up to age 100 years
- Protect your family with Waiver of Premium
- 15x Protection* throughout policy term: Avail option to opt for higher death benefit
- Meet your financial goals with multiple plan options:
 - a) Moneyback Option:
 - Get guaranteed moneyback equal to one annualized premium as early as end of 4th policy year and after every 4 years thereafter[#]
 - b) Immediate Income Option:
 - Get income from the end of the 2nd policy year as non-guaranteed Cash Bonus, if declared
 - c) Whole Life Income Option:
 - Get guaranteed income till age 100 years starting from 2nd policy year[^]
 - d) Endowment Option:
 - Get lumpsum benefit at maturity to meet your long term goals
- Flexibility to pay premiums, choice of multiple policy terms with limited premium payment terms
- Enhance your protection through riders
- Tax benefits may be applicable as per applicable tax laws

Plan at a Glance

Parameter	Eligibility Criteria						
Plan Options	1. Endowment Option a. Base Variant b. Higher Death Benefit Variant c. Waiver of Premium Variant 2. Money Back Option 3. Immediate Income Option 4. Whole life Income Option						
Premium Payment Term/ Policy Term/ Age at Entry/ Maturity Age	Plan Option	Policy Term	Premium Payment Term	Minimum Age at entry [^] (years)	Maximum Age at entry (years)	Minimum Maturity Age (years)	Maximum Maturity Age (years)
	Endowment Option (Base Variant)	15	5	3 (91 days)	50	18	65
		15	7		55		70
		20	10		60		80
		24	12		24		84
	Endowment Option (Higher Death Benefit Variant)	15	5	3 (91 days)	45	18	60
		15	7		50		65
		20	10		55		75
		24	12		60		84
	Endowment Option (Waiver of Premium Variant)	15	5	18	45	33	60
		15	7		50		65
		20	10		50		70
		24	12		42		74
	Money Back Option	16	8	2	45	18	61
		20	10	0	50	20	70
		24	12	(91 days)	55	24	79
	Immediate Income Option	15	7	3	55	18	70
		20	10	0	60	20	80
		24	12	(91 days)		24	84
	Whole Life Income Option	100 – Age at entry	5	0 (91 days)	45	100	100
			7		55		
			10				
			15				
	Minimum Annualized Premium	Endowment Option, Money Back Option & Immediate Income Option: Rs. 25,000 Whole Life Income Option: Rs. 35,000					
Minimum Sum Assured	Depends on the minimum annualized premium chosen, plan option, policy term, premium payment term, gender and age.						
Maximum Annualized Premium	No Limit, subject to Board Approved Underwriting Policy						
Maximum Sum Assured	No Limit, subject to Board Approved Underwriting Policy						
Premium Payment Modes	Annual, semi- annual, quarterly* & monthly*						

All ages mentioned above are age as on last birthday

*Through auto pay only

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

Premium rate will vary depending upon the Plan Option chosen.

*Available through Higher Death Benefit Variant under Endowment Option

#Moneyback is payable provided all due premiums have been paid and the policy is in force. Payment schedule is as mentioned in Guaranteed Survival Benefit Section

[^]Guaranteed Income (Whole Life Income Option) is payable provided the policy is in force

Key Benefits

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

A. Endowment Option

Base Variant & Higher Death Benefit Variant	Waiver of Premium Variant
<p>For death during the policy term, the death benefit is payable and the policy terminates.</p> <p>Death Benefit is higher of:</p> <ol style="list-style-type: none"> Sum Assured on Death; plus Simple reversionary bonus accrued till the date of death plus Terminal Bonus, if declared, will be payable. 105% of the Total Premiums paid[^] as on the date of death 	<p>For death during the policy term, the death benefit is payable.</p> <p>Death Benefit is higher of:</p> <ol style="list-style-type: none"> Sum Assured on Death; 105% of the Total Premiums paid[^] as on the date of death <p>Additionally, all future premiums will be waived off. The Simple Revisionary Bonus, if declared, shall continue to accrue at the end of each Policy Year until Maturity and the accrued Simple Reversionary Bonus shall be payable at maturity along with Sum Assured on Maturity and terminal bonus, if declared.</p>

B. Money Back Option

For death during the policy term, the death benefit is payable and the policy terminates.

Death Benefit is higher of:

- Sum Assured on Death; plus Simple reversionary bonus accrued till the date of death plus Terminal Bonus, if declared, will be payable.
- 105% of the Total Premiums paid[^] as on date of death

C. Immediate Income Option

For death during the policy term, the death benefit is payable and the policy terminates.

Death Benefit is higher of:

- Sum Assured on Death; plus Terminal Bonus, if declared, will be payable
- 105% of the Total Premiums paid[^] as on the date of death

D. Whole Life Income Option

For death during the policy term, the death benefit is payable and the policy terminates.

Death Benefit is higher of:

- Sum Assured on Death; plus Terminal Bonus, if declared, will be payable
- 105% of the Total Premiums paid[^] as on the date of death

Where,

Sum Assured on Death = Sum Assured Multiple * Annualized Premium

Where, Sum Assured Multiple is as below:

Plan Option	Sum Assured Multiple
Endowment-Base Variant	10.5
Endowment-Higher Death Benefit Variant	15.0

Endowment-Waiver of Premium Variant	10.5
Money Back Option	10.5
Immediate Income Option	10.5
Whole Life Income Option	10.5

Where, Annualized Premium shall be the premium *amount* payable in a year, excluding the taxes, rider premiums, underwriting extra premiums and loadings for modal premiums:-

^Total Premiums paid means total of all the premiums paid under the base product, excluding any extra premium, and taxes, if collected explicitly.

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 benefit will be 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 will be payable to the policyholder and all benefits under the policy will cease to exist.</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.

2) Maturity Benefit

I. Endowment Option (All Variants) & Money Back Option:

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 as lumpsum:

Maturity Benefit = Sum Assured on Maturity + Accrued Simple Reversionary Bonuses + Terminal Bonus, if declared

II. Immediate Income Option & Whole Life Income Option:

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 as lumpsum:

Maturity Benefit = Sum Assured on Maturity + Terminal Bonus, if declared

3) Guaranteed Survival Benefit

I. Endowment Option (All Variants) & Immediate Income Option:

No Survival Benefit is paid.

II. Money Back Option:

One Annualized Premium will be payable at the end of the below mentioned policy years, basis the chosen Premium Payment Term (PPT):

PPT (in years)	8	10	12
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POLICY YEAR	4	4	4
	8	8	8
	12	12	12
		16	16
			20

III. Whole Life Income Option:

Guaranteed Income will be paid at the end of each policy year starting from the 2nd policy year till maturity or death, whichever is earlier, as per the rates mentioned in below table:

PPT (in years)	Guaranteed Income as a % of 'Sum Assured on Maturity'
5	1.85
7	1.80
10	1.75
15	1.70

4) Simple Reversionary Bonus:

For Endowment Option (All Variants except Waiver of Premium Variant) and Money Back Options Policies, this bonus, if declared, shall accrue at the end of each Policy Year commencing from the first Policy Year until the Maturity or death, whichever is earlier.

The accrued Simple Reversionary Bonuses shall be payable at maturity or death, whichever is earlier.

*For Endowment Option (Waiver of Premium Variant), the Simple Reversionary Bonus, if declared, shall accrue at the end of each Policy Year commencing from the first Policy Year until Maturity and the accrued Simple Reversionary Bonus shall be payable at maturity.

The simple reversionary bonus, if declared, will be calculated as a percentage of Sum Assured on Maturity. The simple reversionary bonus rate declared by the Company is dependent on the performance of the participating fund.

5) Cash Bonus:

For Immediate Income and Whole Life Income Options, Cash Bonus, if declared, shall be payable at the end of each Policy Year starting from the end of the Policy Years as per the below table until Maturity Date:

Plan Option	PPT (in years)	Policy Term (in years)	Policy Year
Immediate Income	7	15	2
	10	20	2
	12	24	2
Whole Life Income	5	100 – Entry Age	6
	7		8
	10		11
	15		16

The cash bonus, if declared, will be calculated as a percentage of Sum Assured on Maturity.

The cash bonus rate declared by the Company is dependent on the performance of the participating fund.

- 6) **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.

Case Study

How does the plan work?

Scenario 1: Siddharth, age 35 year, decides to purchase Bharti AXA Life Unnati. He opts for **Endowment Option – Base Variant** considering he wants a lumpsum benefit at maturity and opts for a policy term of 24 years and premium payment term of 12 years.

He wants to pay a premium of Rs. 50,000 for p.a. (exclusive of taxes, rider premiums, underwriting extra premiums, if any). The Sum Assured on Maturity would be Rs. 8,62,830 and Sum Assured on Death would be Rs. 5,25,000

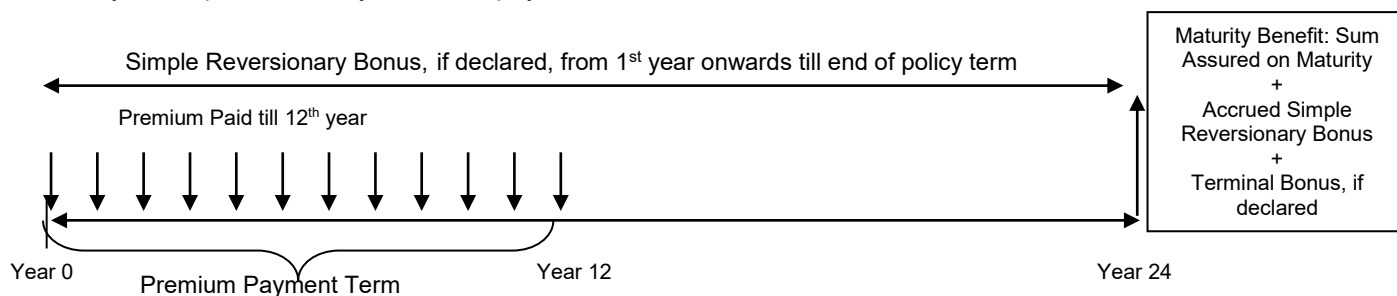
The below cases illustrate the benefits that Siddharth would receive in this Endowment Option - Base Variant.

Case I:

From the 1st policy year, Simple Reversionary Bonus, if declared, may accrue at the end of each policy year till the end of the policy term.

Siddharth pays the premiums for the entire duration of the premium payment term that is, 12 years.

At maturity, a lumpsum Maturity Benefit is payable.



Total Premium Paid (Rs.)	6,00,000
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Estimate Benefits Payable (Rs.)	Assumed @ 4% p.a.	Assumed @ 8% p.a.
Sum Assured on Maturity	8,62,830	8,62,830
Accrued Simple Reversionary Bonus, if any	62,124	4,18,300
Terminal Bonus, if declared	51,770	4,14,158
Maturity Benefit at the end of 24th Year	9,76,724	16,95,288

Case II:

In case of death of Siddharth during the policy term at the end of the 10th year, the death benefit would be Sum Assured on Death plus the accrued Simple Reversionary Bonus till the date of death, his family would receive death benefit immediately on death as follows:

Estimate Benefits Payable (Rs.)	Assumed @ 4% p.a.	Assumed @ 8% p.a.
Sum Assured on Death	5,25,000	5,25,000
Accrued Simple Reversionary Bonus, if any	25,885	1,74,292
Death Benefit	5,50,885	6,99,292

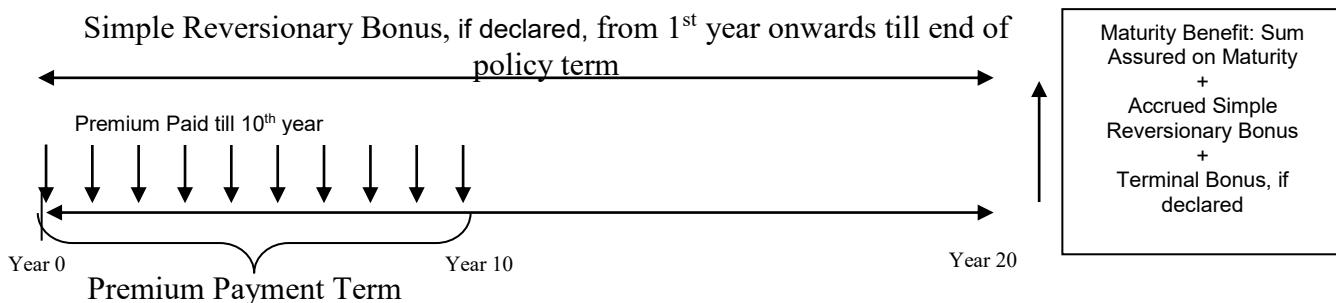
Scenario 2: Siddharth, age 35 year, decides to purchase Bharti AXA Life Unnati for a premium of Rs. 50,000 p.a. (exclusive of taxes, rider premiums, underwriting extra premiums, if any).

He opts for **Endowment Option – Waiver of Premium Variant** considering he wants to ensure that his child’s future is secure and receives the benefit at Maturity irrespective whether he survives or not and opts for a policy term of 20 years and premium payment term of 10 years. The Sum Assured on Maturity would be Rs. 6,54,400 and Sum Assured on Death would be Rs. 5,25,000.

The below cases illustrate the benefits that Siddharth would receive in this Endowment Option – Waiver of Premium Variant.

Case I: Siddharth pays the premiums for the entire duration of the premium payment term that is, 10 years. On Survival till end of the policy term, that is 20th policy year and provided all premiums have been paid, from the 1st policy year, Simple Reversionary Bonus, if declared, may accrue at the end of each policy year till the end of the policy term.

At maturity, a lumpsum Maturity Benefit is payable.



Total Premium Paid (Rs.)	5,00,000
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Estimate Benefits Payable (Rs.)	Assumed @ 4% p.a.	Assumed @ 8% p.a.
Sum Assured on Maturity	6,54,400	6,54,400
Accrued Simple Reversionary Bonus, if any	15,706	2,01,555
Terminal Bonus, if declared	32,720	2,61,760
Maturity Benefit at the end of 20th Year	7,02,826	11,17,715

Case II:

In case of death of Siddharth during the policy term in the 5th year, his family would receive death benefit immediately on death, the death benefit would be Sum Assured on Death i.e. Rs. 5,25,000. Additionally, all future premiums will be waived off and on Maturity, his nominee would receive benefit as follows:

Estimate Benefits Payable (Rs.)	Assumed @ 4% p.a.	Assumed @ 8% p.a.
Sum Assured on Maturity	6,54,400	6,54,400
Accrued Simple Reversionary Bonus, if any	15,706	2,01,555
Terminal Bonus, if declared	32,720	2,61,760
Maturity Benefit at the end of 20th Year	7,02,826	11,17,715

Scenario 3: Siddharth, age 35 year, decides to purchase Bharti AXA Life Unnati for a premium of Rs. 50,000 p.a. (exclusive of taxes, rider premiums, underwriting extra premiums, if any). The Sum Assured on Maturity would be Rs. 4,42,338 and Sum Assured on Death would be Rs. 5,25,000.

He opts for **Money Back Option** considering he wants to receive benefits at regular intervals and opts for a policy term of 24 years and premium payment term of 12 years. The Sum Assured on Maturity would be Rs. 4,42,812 and Sum Assured on Death would be Rs. 5,25,000.

The below cases illustrate the benefits that Siddarth would receive in this Money Back Option.

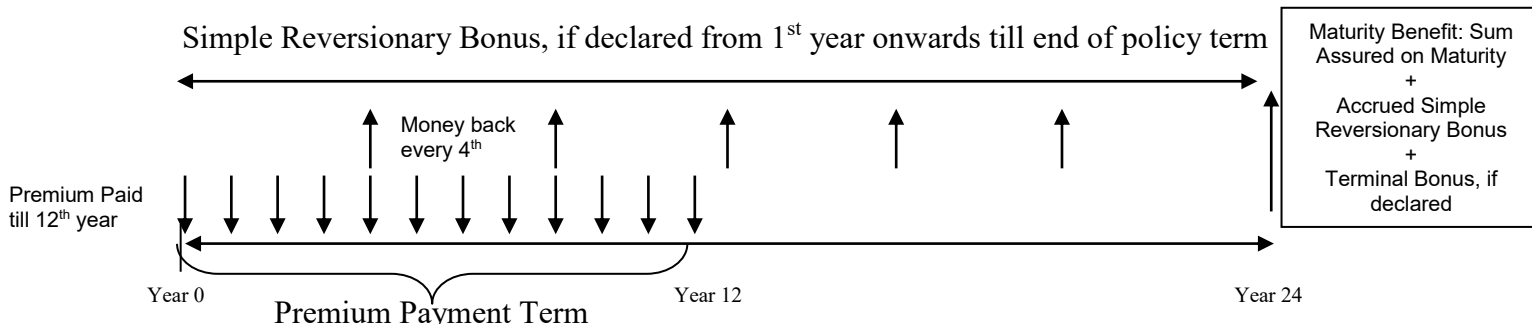
Case I:

From the 1st policy year, Simple Reversionary Bonus, if declared, may accrue at the end of each policy year till the end of the policy term.

Siddharth pays the premiums for the entire duration of the premium payment term that is, 12 years.

Siddharth receives an amount of Rs. 50,000 at the end of each 4 policy year till 20th policy year.

At maturity, a lumpsum Maturity Benefit is payable.



Total Premium Paid (Rs.)	6,00,000
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Estimate Benefits Payable (Rs.)	Assumed @ 4% p.a.	Assumed @ 8% p.a.
Sum Assured on Maturity	4,42,812	4,42,812
Accrued Simple Reversionary Bonus, if any	39,322	4,12,347
Terminal Bonus, if declared	35,425	2,12,549
Maturity Benefit at the end of 24 th Year	5,17,559	10,67,708

Case II:

In case of death of Siddharth during the policy term at the end of 4th year, the death benefit would be Sum Assured on Death plus the accrued Simple Reversionary Bonus till the date of death, his family would receive death benefit immediately on death as follows:

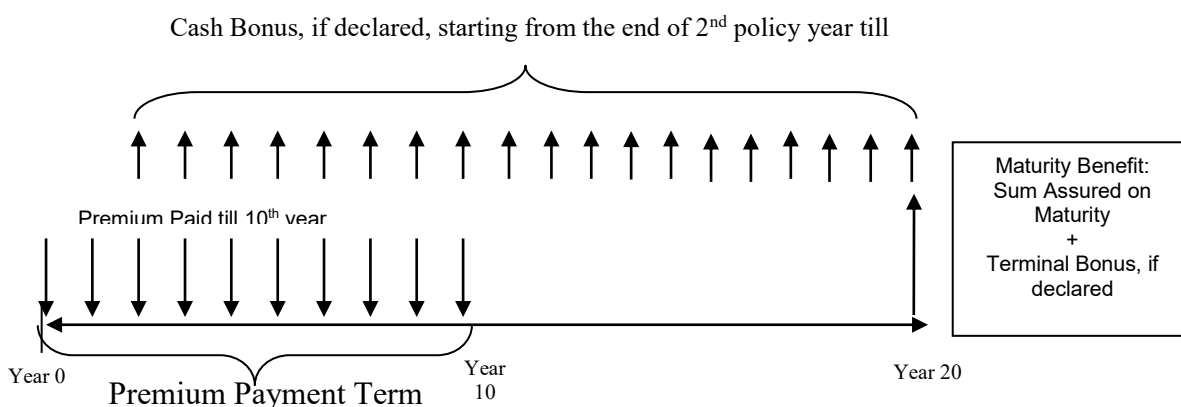
Estimate Benefits Payable (Rs.)	Assumed @ 4% p.a.	Assumed @ 8% p.a.
Sum Assured on Death	5,25,000	5,25,000
Accrued Simple Reversionary Bonus, if any	6,554	68,724
Death Benefit	5,31,554	5,93,724

Scenario 4: Siddharth, age 35 year, decides to purchase Bharti AXA Life Unnati for a premium of Rs. 50,000 p.a. (exclusive of taxes, rider premiums, underwriting extra premiums, if any).

He opts for **Immediate Income Option** considering he wants some income on regular basis and opts for a policy term of 20 years and premium payment term of 10 years. The Sum Assured on Maturity would be Rs. 6,57,660 and Sum Assured on Death would be Rs. 5,25,000.

The below cases illustrate the benefits that Siddharth would receive in this Immediate Income option.

Case I: Siddharth pays the premiums for the entire duration of the premium payment term that is, 10 years. On Survival till end of the policy term, that is 20th policy year and provided all premiums have been paid, Cash bonus, if declared, would start from the 2nd year till the end of 20th year



Total Premium Paid (Rs.)	5,00,000
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Estimate Benefits Payable (Rs.)	Assumed @ 4% p.a.	Assumed @ 8% p.a.
Cash Bonus, if declared, received each policy year	1,052	6,379
Total Cash Bonus over the policy term, if any	19,993	1,21,207
Sum Assured on Maturity	6,57,660	6,57,660
Terminal Bonus, if declared	26,306	2,36,758
Maturity Benefit at the end of 20 th Year	6,83,966	8,94,418

Case II: In case Siddharth dies during the policy term, death benefit equal to Sum Assured on Death would be payable. In the example above, in case of Siddharth's death during the policy term in the 10th year, his family would receive death benefit of Rs. 5,25,000 immediately on death.

Scenario 5: Siddharth, age 35 year, decides to purchase Bharti AXA Life Unnati for a premium of Rs. 50,000 p.a. (exclusive of taxes).

He opts for **Whole Life Income Option** considering he wants regular guaranteed income throughout the life time and opts for a premium payment term of 15 years.

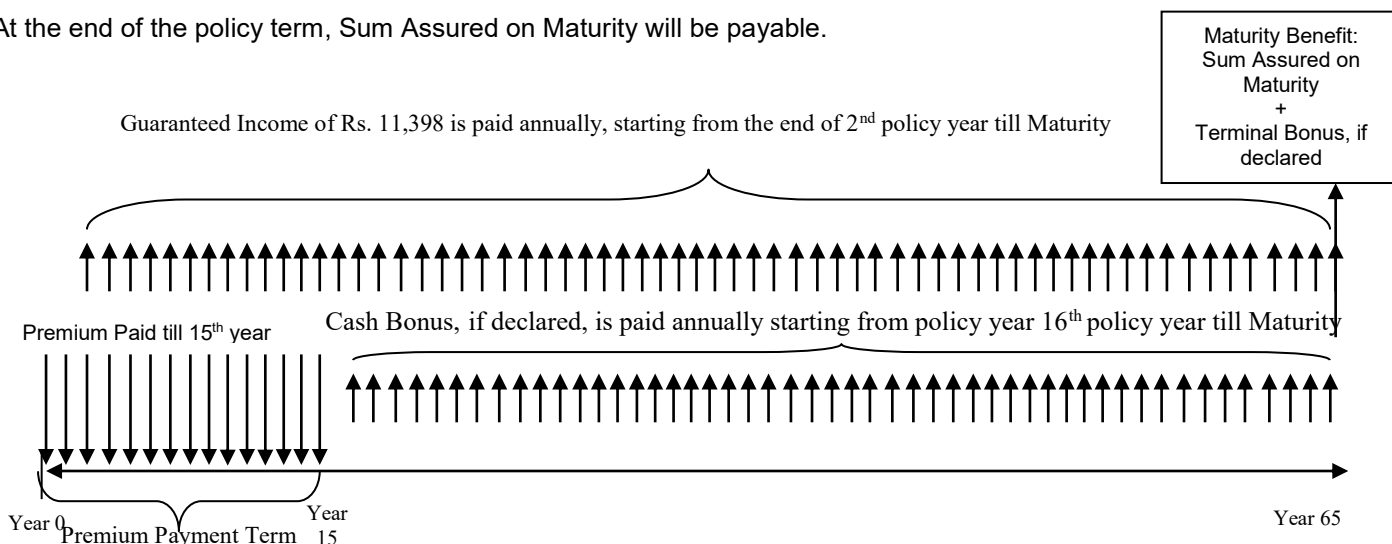
The guaranteed income would start from the end of 2nd policy year till maturity i.e. 65th policy year.

The below cases illustrate the benefits that Siddharth would receive in this Whole Life Income Option.

Case I: Siddharth pays the premiums for the entire duration of the premium payment term that is, 15 years. The Sum Assured on Maturity would be Rs. 6,70,485 and Sum Assured on Death would be Rs. 5,25,000.

On Survival till end of the policy term, that is 65th policy year and provided all premiums have been paid, Guaranteed Income would start from the 2nd policy year till the end of 65th policy year. Cash bonus, if declared, would start from the 16th policy year till the end of 65th policy year

At the end of the policy term, Sum Assured on Maturity will be payable.



Total Premium Paid (Rs.)	7,50,000
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Estimate Benefits Payable (Rs.)	Assumed @ 4% p.a.	Assumed @ 8% p.a.
Guaranteed Income received each policy year (from the end of the 2 nd year to the end of the policy term)	11,398	11,398
Total Guaranteed Income over the policy term	729,488	729,488
Cash Bonus, if declared, received each policy year (from the end of the r to the end of the policy term)	2,213	39,357
Total Cash Bonus, if any, over the policy term, if any	1,10,630	19,67,873
Sum Assured on Maturity	6,70,485	6,70,485
Terminal Bonus, if declared	9,70,728	21,79,076
Maturity Benefit at the end of 65 th Year	16,41,213	28,49,561

Case II: In case Siddharth dies during the policy term, death benefit equal to sum assured on death would be payable. In the example above, in case of Siddharth's death during the policy term in the 10th year, his family would receive death benefit of Rs. 5,25,000 immediately on death.

What premiums do I need to pay?

Premium applicable to you will depend on your age, gender, policy term, premium payment term and smoker status. Please note that the premiums applicable will be different for standard as well as substandard lives.

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
Monthly*	0.0867 of Annualized Premium
Quarterly*	0.26 of Annualized Premium
Semi-Annual	0.51 of Annualized Premium

*Through auto pay only

Premium Band: Your benefits in the policy vary basis the premium that you choose to pay, the following premium bands are offered in this product –

Premium Bands	Premium range* (in Rs)
Silver	25,000 [^] - 49,999
Gold	50,000 – 99,999
Platinum	100,000 – 199,999
Diamond	200,000 and above

*Premium excludes any taxes, underwriting extra and modal factors

[^] For Whole Life Income Option, minimum Annualized Premium is Rs. 35,000

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. Provided, the premium due in one financial year may be collected in advance in earlier financial year for a maximum period of three months in advance of the due date of the premium.
- 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?

While we recommend that all your premiums be paid on the respective due dates, 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 this period, the Death Benefit shall be payable after deducting the unpaid due Premium and the Policy will be terminated. During the Grace Period, the policy will be in force.

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 and the Policy will be terminated.

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:

In case you do not pay the premiums within the Grace Period, your policy will lapse 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.

If the Policy has acquired Surrender Value:

In case you do not pay the premiums within the Grace Period, your policy will be converted into paid up and all the 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 the paid up benefits will be payable.

Paid Up Benefits	Paid Up Benefits Payable
Death	<p>Endowment Option (All Variants except Waiver of Premium Variant) & Money Back Option: Death Benefit is:</p> <p style="padding-left: 40px;">Paid up Factor * Sum Assured on Death; <i>plus</i> Simple reversionary bonus accrued till date of paid up</p> <p>Endowment Option – Waiver of Premium Variant: Death Benefit is:</p> <p style="padding-left: 40px;">Paid up Factor * Sum Assured on Death;</p> <p>Additionally, Paid up Factor * Sum Assured on Maturity along with the accrued bonuses till date of paid up, if any, will be payable on the policy maturity date</p> <p>Immediate Income Option & Whole Life Income Option: Death Benefit is:</p> <p style="padding-left: 40px;">Paid up Factor * Sum Assured on Death; plus terminal bonus, if declared, will be payable</p>
Maturity	<p>Endowment Option (All Variants): Maturity Benefit shall be</p> <p style="padding-left: 40px;">Paid up Factor * Sum Assured on Maturity under the policy</p> <p>Which shall be paid out as a lump sum along with the simple reversionary bonus accrued till the date of paid up.</p> <p>Money Back Option: Maturity Benefit shall be</p> <p style="padding-left: 40px;">Paid up Factor * (Sum Assured on Maturity plus Total Survival Benefits payable under the policy) less Total Survival Benefit already paid, if any</p> <p>Which shall be paid out as a lump sum along with the simple reversionary bonus accrued till the date of paid up.</p> <p>Immediate Income Option & Whole Life Income Variant: Maturity Benefit shall be</p> <p style="padding-left: 40px;">Paid up Factor * Sum Assured on Maturity plus terminal bonus, if declared, will be payable</p> <p>This shall be paid out as a lump sum.</p>
Survival	<p>Endowment Option (All Variants) and Immediate Income Option: Not applicable</p> <p>Money Back Option: Nil Once the policies is in paid-up status, Survival Benefit are not payable</p> <p>Whole Life Income Option: Paid up Factor * Guaranteed Income</p>

Surrender	<p>Surrender Value shall be higher of Guaranteed Surrender Value and Special Surrender Value</p> <p>Guaranteed Surrender Values under the Policy are defined as below:</p> <p>Paid up Factor = (No of premiums paid / No of Premiums payable)</p> <p><u>Endowment Option (All Variants):</u> Guaranteed Surrender Value (GSV) = [Guaranteed Surrender Value Base factor * Total premiums paid#] + [Guaranteed Surrender Value Bonus factor * simple reversionary bonuses accrued till date of paid up]</p> <p><u>Money Back Option:</u> Guaranteed Surrender Value (GSV) = [Guaranteed Surrender Value Base factor * Total premiums paid#] + [Guaranteed Surrender Value Bonus factor * simple reversionary bonuses accrued till date of paid up] less Survival Benefit already paid, if any</p> <p><u>Immediate Income Option:</u> Guaranteed Surrender Value (GSV) = [Guaranteed Surrender Value Base factor * Total premiums paid#] less Total Survival Benefit already paid</p> <p>Total Survival Benefit = Total Cash Bonuses, paid till the date of paid up</p> <p><u>Whole Life Income Option:</u> Guaranteed Surrender Value (GSV) = [Guaranteed Surrender Value Base factor * Total premiums paid#] less Total Survival Benefit already paid</p> <p>Total Survival Benefit = Total Guaranteed Income paid till the date of surrender</p>
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Total of Premiums Paid means total of all the premiums paid under the base product, excluding any extra premiums and taxes, if collected explicitly.

Revival: You have the flexibility to revive your lapsed 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 0.5%. The current revival rate of interest for FY 24-25 is 7.82% p.a. Once the policy is revived, you are entitled to receive all benefits under your policy.

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: The policy acquires a surrender value after completion of first policy year provided one full year premium has been received. Surrender Value shall be higher of Guaranteed Surrender Value and Special Surrender Value

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

The policy acquires Guaranteed surrender value after the payment of premiums for at least two consecutive years.

The surrender benefit will be payable immediately on surrender.

Guaranteed Surrender Values and Special Surrender Values under the Policy are defined as below:

Paid up Factor = (No of premiums paid / No of Premiums payable)

Endowment Option (All Variants):

Guaranteed Surrender Value (GSV) = [Guaranteed Surrender Value Base factor * Total premiums paid] + [Guaranteed Surrender Value Bonus factor * simple reversionary bonuses accrued till date of surrender]

Special Surrender Value (SSV) = Special Surrender Value Base Factor * [(Paid up Factor * Sum Assured on Maturity) plus simple reversionary bonuses accrued till date of surrender]

Money Back Option:

Guaranteed Surrender Value (GSV) = [Guaranteed Surrender Value Base factor * Total premiums paid] + [Guaranteed Surrender Value Bonus factor * simple reversionary bonuses accrued till date of surrender] less total Survival Benefit already paid, if any

Special Surrender Value (SSV) = Special Surrender Value Base Factor * {[Paid up Factor * Total Guaranteed Benefits Payable under the policy] less Total Survival Benefit already paid, if any plus simple reversionary bonuses accrued till date of surrender}

Total Guaranteed Benefits Payable under the policy = Sum Assured on Maturity *plus* Total Survival Benefits payable under the policy

Immediate Income Option:

Guaranteed Surrender Value (GSV) = [Guaranteed Surrender Value Base factor * Total premiums paid] less Total Survival Benefit already paid, if any

Total Survival Benefit = Total Cash Bonuses, paid till the date of surrender

Special Surrender Value (SSV) = Special Surrender Value Base Factor * [Paid Up Factor* Sum Assured on Maturity]

Whole Life Income Option:

Guaranteed Surrender Value (GSV) = [Guaranteed Surrender Value Base factor* Total premiums paid] less Total Survival Benefit already paid

Total Survival Benefit = Total Guaranteed Income plus Cash Bonuses, paid till the date of surrender

Special Surrender Value (SSV) = [Special Surrender Value Base factor * Paid up Factor * Sum Assured on Maturity] plus [Special Surrender Value Income factor * Paid up Factor * Guaranteed Income]

For all the options, terminal bonus, as applicable will be payable.

The Special Surrender Value (SSV) factors are not guaranteed and may be changed from time to time, subject to prior approval from IRDAI.

. Special Surrender Values are non-guaranteed and may be changed from time to time, subject to prior approval from IRDAI.

For all the options, terminal bonus, if declared will be payable.

For more details on the surrender benefit, please refer to the policy document.

The Surrender Value payable will be subject to any statutory or any other restrictions as may be applicable. Surrender of the policy shall extinguish all the rights and benefits under the Policy.

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

To enhance your protection, you may customize your policy by opting for the following Riders.

Riders Available

For added protection the following riders can be availed by paying additional premium along with Bharti AXA Life Unnati.

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	This rider offers benefits for accidental death, accidental total and permanent disability, accidental permanent and partial disability, standard critical illnesses, comprehensive critical illnesses and cancer care.

The rider/s shall be offered in compliance with the provisions of IRDAI Regulation, 2017 (Protection of Policyholders' Interests, Operations and Allied Matters of Insurers) Regulation, 2024 and Master Circular on Life Insurance Products (Ref: IRDAI/ACTL/MSTCIR/MISC/89/6/2024).

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.

Loans against 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 and shall be subject to the following terms and conditions:

1. The loan shall carry simple 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 GSec* 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.

2. The Policyholder shall assign the Policy absolutely to the Company and the Policy will 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. 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 under this 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.

Terms and conditions

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 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.

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.

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.

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@bhartiata.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.bhartiata.com
- Call us at our toll free no. 1800 102 4444
- Email us at complaints.unit@bhartiata.com
- Write to us at:

Registered Office:

Bharti AXA Life Insurance Company Ltd.
Unit No. 1902, 19th Floor, Parinee Crescenzo
'G' Block, Bandra Kurla Complex, BKC Road,
Behind MCA Ground, Bandra East,
Mumbai -400051, Maharashtra

Grievance Redressal Cell

Bharti AXA Life Insurance Company Ltd.
Spectrum tower, 3rd Floor,
Malad link road, Malad (west),
Mumbai 400064. 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@bhartiata.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.

Consumer Affairs Department

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.bhartiata.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 a 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
- Bharti AXA Life Insurance is the name of the Company and Bharti AXA Life Unnati is only the name of the non-linked, participating, individual, savings, life insurance plan 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 (130B009V02) is the name of the traditional non-linked, non-participating individual life insurance 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 (130B007V04) is the name of the traditional non-linked, non-participating individual health insurance 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 (130B005V04) is the name of the traditional non-linked, non-participating individual life insurance 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 (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.
- 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: 130N106V02

CIN - U66010MH2005PLC157108

ADVT No.: II-Sep-2024-5467

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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