

Bharti AXA Life Cover Plus Linked Term Rider

A Non-Linked, Non- Participating Individual Life Insurance Rider

As the cost of living increases and the shifting demands of rising costs and life's milestones – marriage, parenthood, parents' retirement, etc. requires a shift in the need for protection. We all strive to protect our family's financial well-being, now and in the years ahead, by planning for every eventuality.

At Bharti AXA Life, we understand these evolving priorities. That's why we've introduced the **Bharti AXA Life Cover Plus Linked Term Rider**, a cost-effective, non-linked, non-participating term insurance rider designed to enhance your existing coverage. For a small additional premium, you gain an extra layer of financial security alongside your base policy benefits. While your current plan addresses various financial goals, this rider offers an affordable way to significantly boost its core protection.

Benefits of Bharti AXA Cover Plus Linked Term Rider

- Financial protection against Death:**

In the event of death of Life Insured, the Sum Assured under the Rider will be paid to the Policyholder/nominee in addition to the Sum Assured under the base policy and the rider will cease to exist.

- Multiple Premium Payment terms and Policy Terms:**

The rider offers single pay, limited pay and regular pay options of premium payment with a wide range of policy terms.

- Tax Benefits:**

You may be eligible for tax benefits on the premiums paid subject to the prevailing provisions under the Income Tax Act, 1961. The tax benefits are subject to change as per change in Tax laws from time to time.

There is no Maturity Value applicable under this rider.

Who can avail coverage under this Rider?

Parameter	Eligibility Criteria		
Minimum age at entry	18 years		
Maximum age at entry	60 years		
Maximum age at maturity	100 years		
Rider Premium Payment/ Policy Term	Payment Option	Premium Payment Term	Policy Term
	Single Pay	1	10, 15, 20, 25, 30, 35, 40
	Limited Pay	5, 6, 7, 10, 12, 15	10, 15, 20, 25, 30, 35, 40
	Regular Pay	10, 15, 20, 25, 30, 35, 40	10, 15, 20, 25, 30, 35, 40
Minimum Sum Assured (Rs.)	Rs. 25,000/-		
Maximum Sum Assured [#] (Rs.)	No Limit. The maximum premium shall be subject to the Company's Board Approved Underwriting Policy.		
Premium Payment Modes	Single, Annual, semi- annual, quarterly* & monthly*		
Minimum Premium	Based on the minimum Rider Sum Assured.		

*Through auto pay only

[#]The Rider Premiums and the maximum rider sum assured shall comply with Master Circular on Life Insurance Products (Ref: IRDAI/ACTL/MSTCIR/MISC/89/6/2024) and any subsequent changes as may be applicable. The Company shall comply with the extant regulations amended from time to time.

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	1.0000
Monthly*	0.0867
Quarterly*	0.2600
Semi-Annual	0.5100

*Through auto 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:

- o Collection of advance premium shall be allowed within the same financial year for the premium due in that financial year
- o 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 rider 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 rider 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 rider 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. Grace Period is not applicable for Single Pay policies.

In case of a rider event during the Grace Period, the rider sum assured after deducting the unpaid due premium shall be payable.

Lapsation: In case you do not pay the due premiums within your Grace Period, in the first two years, the policy shall lapse with effect from the date of such unpaid premium ('lapse date'). If a rider in lapsed status is not revived within the revival period, the rider shall be terminated and no benefits shall be payable.

Surrender Benefit:

Premium Payment Term	Surrender Benefit
Single Pay Option	<p>The policy shall acquire Unexpired Risk Premium immediately on payment of the Single Rider Premium</p> $\text{Unexpired Risk Premium} = (\text{URPF}) \times P \times (U/T)$ <p>URPF = The Unexpired Risk Premium Factor (URPF) of 70%</p> <p>P = Single Rider Premium excluding applicable tax and underwriting extra, if any</p> <p>U = Outstanding Rider Term (in months)</p> <p>T = Rider Term (in months)</p> <p>The unexpired risk premium will be payable immediately on surrender.</p>
Limited Pay option	<p>The policy acquires Unexpired Risk Premium after payment of two full years' Annualized Rider Premium. On early exit of the policy, the Unexpired Risk Premium shall be as per the following formula</p> $\text{Unexpired Risk Premium} = (\text{URPF}) \times P \times (U/T) \times (P/PP)$ <p>where:</p> <p>URPF = The Unexpired Risk Premium Factor (URPF) of 70%</p> <p>P = Premiums paid till date of surrender excluding applicable tax, and underwriting extra, if any</p> <p>U = Outstanding Rider Term (in months)</p> <p>T = Rider Term (in months)</p> <p>PP = Total Premiums payable excluding applicable tax, modal loadings and underwriting extra, if any.</p> <p>The unexpired risk premium will be payable immediately on surrender.</p>
Regular Pay Option	No Unexpired Risk Premium shall be payable for Regular Pay policy.

Revival: You have the flexibility to revive your lapsed/paid-up policy within the revival period. The Revival Period and revival rate applicable to the rider will be same as that of the base product.

The Rider cannot be revived if the Policyholder has requested the Company to discontinue the Rider or if the Policyholder has not revived the Base Policy.

Termination:

The Rider will terminate on the earliest of the following:

- a) On the Life Insured attaining Age 100;
- b) When the Base Policy ceases to exist or is Lapsed;
- c) When You discontinue to pay the Rider Regular Premium/Rider Limited Premiums, but continue to pay the Base Policy premiums;
- d) On the date of Surrender of this Rider;
- e) On the Expiry or Maturity Date
- f) Acceptance of Free Look request by Us; or
- g) Rider Benefits in as mentioned above are paid which result in the termination of cover for the Life Insured under this Rider.

General Terms & Conditions

Free-look option: - If Policyholder disagrees with any of the terms and conditions of the Policy or otherwise, 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. Irrespective of the reason, the Policy will 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 provided the policy is in force.

Availability of Rider via online mode

Rider will be available for sale through online mode.

Loan

Not available under the Rider.

Grievance Redressal

1. Customer Service

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

- The nearest branch office
- 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
- 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:

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@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>

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.

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 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

- Riders are not mandatory and are available for a nominal extra cost
- Bharti AXA Life Insurance is the name of the Company and Bharti AXA Life Cover Plus Linked Term Rider is only the name of the Non-Linked, Non- Participating Individual Term Insurance Rider and does not in any way represent or indicate the quality of the policy or its future prospects.
- This rider brochure is indicative of the terms, conditions, warranties and exceptions contained in the insurance policy bond.
- 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: 130A034V01. CIN - U66010MH2005PLC157108. ADVT No.: II-May-2025-5669

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.