

Bharti Life Saral Jeevan Bima

A Non-Linked Non-Participating Individual Pure Risk Premium Life Insurance Plan

Disclaimer:

Waiting Period: means 45 days from the date of commencement of risk. During Waiting Period, the Policy will cover death due to accident only and in case of death of the life assured other than due to accident during the waiting period, an amount equal to 100% of all premiums received excluding taxes, if any, shall be paid and the Sum Assured shall not be paid.

Sales Literature

We all have certain goals, be it providing for our children's education and/or marriage or retirement goals for ourselves and our spouse, we all work hard to meet these goals and provide the best we can for our family. However, in the midst of this, what if something untoward were to happen to us? How do we ensure that our family's goals remain undisturbed irrespective of the circumstances we find ourselves in?

We at Bharti believe that every life is valuable and that every life ought to be protected. Understanding the destabilizing impact that a loss of life of the primary earner in one's family can have, we bring to you a simple term plan to protect your family's goals and ensure their well-being, even in the unfortunate case that something unfortunate were to happen to you. With its simple and easy-to-understand features and standardized options, this plan is perfect pure protection plan for both you and your family.

Key Features:

- 1) **Multiple combinations of Policy Term and Premium Payment Term:** The plan offers the choice of multiple policy terms and premium payment terms to suit your needs. The Policy Terms & applicable premium payment terms are as given below:

Premium Payment Option	Minimum Policy Term	Maximum Policy Term
Single Pay	5 years	40 years
Limited Pay (5 year & 10 year PPT)	5 year PPT – 6 years 10 year PPT – 11 years	
Regular Pay	5 Years	

- 2) **Death Benefit:**

- a. In the unfortunate event of death of the Life Insured during the waiting period and provided the Policy is in force, the Death Benefit amount that will be payable to the nominee/ beneficiary immediately upon death, payable as a lump sum, is:
 - i. In case of Accidental Death, for regular premium or limited premium payment policy, equal to Sum Assured on Death which is the highest of:
 - 10 times the Annualized Premium^, or
 - 105% of all premiums paid as on the date of death, or
 - Absolute amount assured to be paid on death.
 - ii. In case of Accidental Death, for single premium policy, equal to Sum Assured on Death which is the higher of:
 - 125% of Single premium or
 - Absolute amount assured to be paid on death.

iii. In case of death due to other than accident, the Death Benefit is equal to 100% of all Premiums paid excluding taxes, if any.

b. On death of the Life Assured after the expiry of Waiting Period but before the stipulated date of maturity and provided the Policy is in force, the Death Benefit amount that will be payable to the nominee/ beneficiary immediately upon death payable as a lump sum is:

- For Regular premium or Limited premium payment policy, Sum Assured on Death which is the highest of:
 - 10 times of annualized premium[^]; or
 - 105% of all the premiums paid as on the date of death; or
 - Absolute amount assured to be paid on death.
- For Single premium policy, "Sum Assured on Death" which is the higher of:
 - 125% of Single Premium or
 - Absolute amount assured to be paid on death.

[^]Annualized Premium shall be the premium amount payable in a year, excluding 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.

In case of the death of the Life Insured during the Grace Period, the policy will be inforce and the Death Benefit, after deducting the unpaid due premium for the policy year , shall be payable and the Policy will be terminated. In case of the death of the Life Insured while the Policy is in lapse status, no benefit shall be payable and the Policy will be terminated.

Payout of Death Benefit: 100% of the Death Benefit (as defined above) will be paid immediately on death as lumpsum.

No Maturity Benefit shall be payable on the Life Assured surviving the stipulated Date of Maturity.

3) Special rates for Females: Females get special rates with a preferential setback of 3 years in terms of premium rates as compared male lives.

Plan at a Glance

Parameter	Eligibility Criteria		
Min Age at Entry	18 years		
Maximum Age at Entry	65 years		
Maximum Maturity Age	70 years		
Policy Terms	5 – 40 years		
Policy Term & Premium Payment Term	Premium Payment Option	Minimum Policy Term	Maximum Policy Term
	Single Pay	5 Years	40 Years

	Regular Pay	5 Years	40 Years
	Limited Pay (5 years)	6 years	40 years
	Limited Pay (10 years)	11 Years	40 Years
Sum Assured	Min Sum Assured: 5,00,000 Max Sum Assured: 50,00,000 (SA in multiples of 50,000)		
Premium Payment Modes	Annual, semi-annual & monthly*		
Minimum Premium	As per Sum Assured chosen		
This Product is also available for sale through Online mode.			

* Through ECS (auto pay) only

Case study

35 year old Arjun is a salaried employee with a wife and two kids. Being the only earning member of his household, Arjun realizes the need to secure the financial future of his family and make sure their needs are met in the unfortunate event of his untimely death. He opts for Bharti Life Saral Jeevan Bima for a sum assured of Rs. 25 lacs.

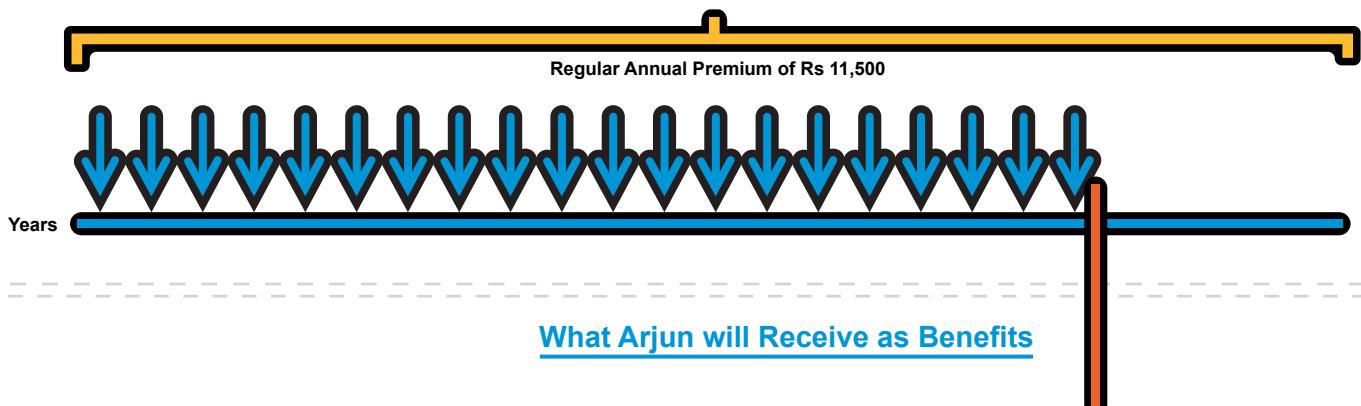
How does the plan work?

Arjun purchases Bharti Life Saral Jeevan Bima Plan for a policy term of 20 years with the regular pay option. He opts for a sum assured of Rs. 25 lacs for which he pays an annual premium of Rs. 11,500 (exclusive of taxes).

In case of death of Arjun during the policy term, his family would receive death benefit of Rs.25 lacs immediately on death.

What Arjun has to Pay

Policy Tenure 25 Years



What Arjun will Receive as Benefits

In case of his unfortunate death during the policy term, his family will receive the death benefit of Rs. 25 lac immediately

The above example is for offline illustration purpose only.

Sample Annual, Semi-Annual and Monthly Premium (in Rs)

Age	Sum Assured: Rs. 5 lacs			Sum Assured: Rs. 25 lacs		
	Annual	Semi-Annual	Monthly	Annual	Semi-Annual	Monthly
25	Rs. 1,390.00	Rs. 708.90	Rs. 120.51	Rs. 6,950.00	Rs. 3,544.50	Rs. 602.57
30	Rs. 1,520.00	Rs. 775.20	Rs. 131.78	Rs. 7,600.00	Rs. 3,876.00	Rs. 658.92
35	Rs. 1,835.00	Rs. 935.85	Rs. 159.09	Rs. 9,175.00	Rs. 4,679.25	Rs. 795.47
40	Rs. 2,480.00	Rs. 1,264.80	Rs. 215.02	Rs. 12,400.00	Rs. 6,324.00	Rs. 1,075.08
45	Rs. 3,895.00	Rs. 1,986.45	Rs. 337.70	Rs. 19,475.00	Rs. 9,932.25	Rs. 1,688.48
50	Rs. 6,365.00	Rs. 3,246.15	Rs. 551.85	Rs. 31,825.00	Rs. 16,230.75	Rs. 2,759.23
55	Rs. 9,695.00	Rs. 4,944.45	Rs. 840.56	Rs. 48,475.00	Rs. 24,722.25	Rs. 4,202.78
60	Rs. 14,010.00	Rs. 7,145.10	Rs. 1,214.67	Rs. 70,050.00	Rs. 35,725.50	Rs. 6,073.33

The premiums are calculated for males and for a policy term and premium payment term of 10 years. Premiums are exclusive of applicable taxes or cess (if any)

What premiums do I need to pay?

Premium applicable to you will depend on your age, gender, Policy Term, Premium Payment Term. Please note that the premiums applicable will be different for standard as well as substandard lives

Premium Payment Mode:

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

Mode	Modal Factor
Single	NA
Annual	1 of Annualized Premium
Semi – Annual	0.51 of Annualized Premium
Monthly (only through NACH /ECS)	0.0867 of Annualized Premium

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?

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 the 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. The grace period is 15 days for monthly mode and 30 days for annual/semi-annual premium payment modes. Grace Period is not applicable in case of Single Premium Policies. 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.

Lapsation: In case you do not pay the due premiums within your 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. In case of the death of the Life Insured while the Policy is in lapse status, no benefit shall be payable and the Policy will terminate.

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 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 cancel/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 the surrender value/Policy Cancellation value will be payable to you in the following cases:

Surrender/Policy Cancellation Value

- a)** Upon the Policyholder applying for the same before the stipulated date of maturity in case of Single premium Policy; or
- b)** Upon the Policyholder applying for the same before the stipulated date of maturity or at the end of revival period if the policy is not revived, in case of Limited Premium Payment Policies.

The amount payable shall be as follows:

- (i) **Single Premium Policies:** The Policy Cancellation Value acquires immediately after receipt of Single Premium and is calculated as follows:

$$70\% \times \text{Single Premium paid} \times (\text{Unexpired Policy Term} / \text{Original Policy Term})$$

Single Premium shall be inclusive of extra premium, if any.

- (ii) **Limited Premium Payment Term: 5 years or 10 years:** The Policy Cancellation Value acquires if at least two (2) consecutive full years' premiums are paid and is calculated as follows: =

$$70\% \times \text{Total Premiums paid} \times (\text{Unexpired Policy Term} / \text{Original Policy Term})$$

Total Premiums Paid shall be inclusive of extra premiums, if any.

No policy cancellation value shall be payable in respect of regular premium policies

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

No riders are allowed under this product

Loans against Policy:

Loan is not available.

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. 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 (eIA) or the delivery date of the e-mail conforming 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

a) Under Regular/Limited Premium Policy

This policy shall be void if the Life Assured commits suicide at any time within 12 months from the date of commencement of risk, provided the policy is inforce or within 12 months from the date of revival and the Company will not entertain any claim except for 80% of the premiums paid (excluding any extra amount if charged under the policy due to underwriting decisions, taxes and rider premiums, if any) till the date of death.

This clause shall not be applicable for a lapsed policy as nothing is payable under such policies.

b) Under Single Premium Policy:

In case the Life assured commits suicide at any time within 12 months from the date of commencement of risk, the policy will be void and the Company will not entertain any claim except 90 % of the Single Premium paid excluding any extra amount if charged under the policy due to underwriting decisions and rider premiums, if any.

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@bhartilife.com

- Mail to: Customer Service
Bharti 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.bhartilife.com
- Call us at our toll free no. 1800 102 4444
- Email us at complaints.unit@bhartilife.com
- Write to us at:

Registered Office:

Bharti 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 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@bhartilife.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.bhartilife.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 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 Life will offer the right financial solutions to help you achieve them.

Disclaimers

- Life Insurance Coverage is available under this policy

- Bharti Life Insurance is the name of the Company and Bharti Life Saral Jeevan Bima is only the name of the non-linked, non-participating individual Pure Risk Premium 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.
- No riders are allowed under 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 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

CIN - U66010MH2005PLC157108

UIN: 130N102V02

Advt No.: II-Sep-2024-5461

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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