Media Release

Bharti AXA Life Insurance launches 'Swabhimaan Retirement Plan' for assured lifelong income

A retirement-focused annuity plan that enables customers to shape their second innings with flexible premium payment terms of 2, 3 or 5 years under select options, along with deferment choices of up to 7 years, without the need for long payment commitments.

Mumbai, January 27th, 2026: Bharti AXA Life Insurance, one of India's leading private life insurers, today announced the launch of Bharti AXA Life Swabhimaan Retirement Plan, a non-linked, non-participating individual deferred annuity plan designed to provide assured and predictable lifelong income, helping individuals retire with confidence, independence and financial dignity.

The Swabhimaan Retirement Plan enables customers to plan early and lock in annuity rates at current levels, ensuring guaranteed income for life. The plan offers lifetime annuity payouts, with an option to continue the same assured income for the lifetime of the surviving spouse, ensuring income security for as long as either the policyholder or the spouse is alive. Designed around simplicity and flexibility, the Atmanirbhar option allows customers to withdraw in case of emergency. An important feature of the plan is increased pay-out after every 5 years to help customers beat inflation and structure retirement income in line with their financial goals, cash flow requirements, and life milestones. Tax benefits for retirement planning fall under Sections 80C, 80CCC which have an aggregate limit of ₹1.5 lakh.

Key features of the Bharti AXA Life Swabhimaan Retirement Plan include:

- **Flexible Premium Payment and Deferment Options:** Premium Payment Term (PPT) options of 2, 3 and 5 years under select annuity options, along with deferment options of up to 7 years, enabling customers to plan retirement with shorter payment commitments
- **Liquidity during financial exigencies:** Option to withdraw a part of the surrender value, subject to policy terms, once all premiums are paid
- **Guaranteed lifetime income:** Assured annuity payments for life once the annuity is purchased
- **Joint life annuity option:** Continued assured income for the spouse, should they outlive the policyholder
- **Premium payment flexibility:** Option to pay a single premium or choose shorter Premium Payment Terms (PPT) of 2 or 3 years under select annuity options
- **Flexible payout:** Monthly, quarterly, half-yearly, or annual pension payouts
- **Deferred annuity options:** Flexibility to decide when pension starts
- **Choice of annuity options:** Flexibility to select annuity structures aligned to individual retirement needs
- **'Save the Date' feature:** Facility to receive annuity payouts on a preferred date such as a birthday or anniversary
- **Tax benefits:** Premiums paid are eligible for tax benefits under prevailing tax laws

Commenting on the launch, **Mr. Prerak Parmar, Chief Growth Officer, Bharti AXA Life Insurance**, said, *"The Swabhimaan Retirement Plan is built around the evolving needs of today's retirees, combining flexibility in premium payment with the assurance of lifelong income. By offering shorter premium payment terms under select options, along with guaranteed payouts and joint-life continuity, the plan enables customers to plan their second innings with confidence, independence, and financial dignity."*

The Bharti AXA Life Swabhimaan Retirement Plan will be available for purchase across Bharti AXA Life Insurance's distribution channels, including branches, partner networks, and digital platforms.

This launch further strengthens Bharti AXA Life Insurance's product portfolio, reinforcing its commitment to offering long-term financial solutions that help customers plan confidently for life beyond work.

About Bharti AXA Life Insurance Company Ltd.

Bharti AXA Life Insurance Company Limited is a subsidiary of Bharti Life Ventures Private Limited (Bharti Group Company), a prominent business group in India with interests in telecom, agribusiness, and retail. Established in 2006, the company has a pan-India presence with over 200+ offices and offers a wide range of value-for-money and need-based insurance catering to individuals and groups. With 'Customer First' as one of its core values, the company is committed to providing a hassle-free experience to its customers at every level. For more information, please visit the website www.bhartiaxa.com