Media Release

Bharti AXA Life Announces ₹ 205 Crore Bonus, Underscoring Commitment to Policyholder Value

Mumbai, May 21, 2026: Bharti AXA Life Insurance, one of India's leading private life insurers, has announced a total bonus of ₹**205** crore for the financial year 2025–26. The bonus comprises a Revisionary Bonus (RB) of ₹145 crore, a Terminal Bonus of ₹20 crore, and a Cash Bonus of ₹**40** crore. This declaration will benefit approximately **2 Lacs policyholders** who have invested in the company's participating (with-profit) products, reinforcing its commitment to deliver consistent value to customers.

Policyholders with traditional participating policies in force as of March 31, 2026, will be eligible to receive the bonus. The announcement reflects Bharti AXA Life's prudent financial management and its focus on ensuring long-term wealth creation for policyholders.

Bharti AXA Life offers a comprehensive portfolio of participating products, including Bharti AXA Life Samriddhi, Monthly Income Plan+, Child Advantage, Monthly Advantage, and Unnati. These non-linked, participating individual life insurance savings plans are designed to provide flexibility and help customers meet diverse financial goals such as income planning, child education, and wealth accumulation.

Participating policies offer a balanced combination of protection and savings, enabling customers to benefit from bonuses while reducing exposure to market volatility associated with linked products. The declared cash bonuses enhance liquidity, support wealth accumulation, and contribute to the overall financial well-being of policyholders, alongside providing life insurance coverage throughout the policy term.

Bharti AXA Life Insurance continues to demonstrate strong growth momentum, emerging as one of the fastest-growing life insurers in FY26 with new business premium increasing by 44%. This robust performance, along with the bonus announcement reflects the company's disciplined approach to growth and its unwavering focus on delivering customer-centric solutions that offer security, stability, and long-term value to policyholders.

Speaking on this announcement, Mr. Parag Raja, MD & CEO, Bharti AXA Life Insurance, said, *"This bonus declaration showcases the prowess of our investment team and our steadfast discipline in managing policyholder funds. On behalf of our dedicated team, I extend heartfelt thanks to all our customers for their unwavering trust in us."*

Note: Bonuses are distributed at the time of policy maturity or exit, with applicable cash bonuses paid annually on the policy anniversary or as per the terms outlined in the policy document.

About Bharti AXA Life Insurance

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