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Report shows limited life insurance adoption among youth: How insurers can bridge the gap

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A new report by Aditya Birla Sun Life Insurance (ABSLI) highlights a significant gap in life insurance adoption among India's youngest demographic. As of March 31, 2025, only 3.2% of ABSLI's active customer base falls under the age of 25, despite the age group forming a large part of the country's population.

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