

Publication: ET BFSI

Edition : Online

Date: Oct 18, 2025

Page: NA

ET BFSI
From The Economic Times

From safety net to health partner: The next chapter in term insurance

The world we live in today is very different. Lifespans are increasing, healthcare costs are climbing steadily, and incomes are becoming less predictable. Families face risks that are more complex and long-lasting than before. In this environment, term insurance is no longer just a backstop against loss. It is beginning to play a broader role, evolving into a partner in both financial security and personal well-being.



[Kamlesh Rao](#) • ETBFSI

Published On Oct 18, 2025 at 08:00 AM IST



Kamlesh Rao, MD & CEO, Aditya Birla Sun Life Insurance

For years, term insurance has been positioned as the simplest and purest form of protection. Its role was clear: provide financial support to a family if the insured person passed away during the coverage period. That promise mattered, but it was limited in scope.