

Publication: The Economic Times**Edition:** Mumbai**Date:** Mar 5, 2026**Page:** 12**THE ECONOMIC TIMES****FRESH DEMAND****Life Insurers
Sharpen Focus
on Annuity
and Pension
Products****Shilpy Sinha**

Mumbai: Life insurers are sharpening their focus on annuity and pension products, betting on an ageing population to drive long-term growth. Aditya Birla Sun Life Insurance is launching index-guaranteed annuity plan, while SBI Life Insurance and HDFC Life Insurance are planning deferred and variable annuity offerings.

The change comes with rising longevity, limited social security coverage and growing awareness around the need for stable post-retirement income.



Pension and annuity segments together consist of 18.87% of the total life insurance industry, as of March 2025. This segment is growing faster than the industry for most insurance companies.


Annuities offer sticky, capital-efficient business, but require careful pricing and hedging discipline in a volatile rate environment. SBI Life Insurance, which saw annuity and pension contributing 36% of individual new business in Q3FY26, is working on a deferred annuity product to address the demand for long term retirement solutions.

Publication: Fortune India**Edition:** Online**Date:** Feb 26, 2026**Page:** NA**FORTUNE**
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Aditya Birla Capital shares rise 2% as life insurance arm gets IRDAI nod for index-linked annuity

Chitranjan Kumar

February 26, 2026, 12:09 IST / 3 min read

 Summarise Share

Shares of **Aditya Birla Capital** rose nearly 2% on Thursday after its life insurance subsidiary, Aditya Birla Sun Life Insurance Company Limited (ABSLI), received approval from the Insurance Regulatory and Development Authority of India (IRDAI) to launch an index-linked annuity product.

The product, claimed to be the industry's first index-linked annuity offering, "Index Guaranteed Annuity Plus," is scheduled for launch in March 2026.

Following the announcement, shares of Aditya Birla Capital rose as much as 1.6% to ₹359.05 on the BSE, while its market capitalisation climbed to ₹93,010 crore.

The new plan is a single- or limited/regular-premium annuity product designed to provide lifetime retirement income through a combination of guaranteed and variable payouts. The variable component will be linked to the performance of the Nifty 50 benchmark index, ABSLI said in a statement.

"The plan offers flexibility to customise the proportion of guaranteed and variable annuity components, enabling policyholders to balance income stability with growth potential. Furthermore, policyholders will have the option to receive annuity income immediately or defer payouts based on individual retirement planning needs," the release said.

The product allows customers to choose the mix between guaranteed and index-linked annuity components, offering a balance between income stability and potential market-linked upside.

"We sincerely thank IRDAI for its concurrence on this unique product proposition, which we believe will benefit all stakeholders. At ABSLI, our focus is on empowering customers with solutions that support financial independence and security across life stages, including retirement. ABSLI Index Guaranteed Annuity Plus enables customers to tailor their lifetime retirement income through a combination of guaranteed and variable annuity payouts, helping them build a stable and personalised retirement solution," said Kamlesh Rao, MD & CEO of Aditya Birla Sun Life Insurance Company.

According to the company, ABSLI will offer three annuity options: Life Annuity; Life Annuity with Return of Purchase Price; and Deferred Life Annuity with Return of Premium. Premium payment options include single pay or limited/regular pay terms ranging from two to 10 years, with annuity payouts available on a monthly, quarterly, half-yearly or annual basis.

The product is aimed at individuals aged 40 to 80 years, depending on the chosen option. ABSLI said the plan seeks to address rising retirement concerns, including inflation and longevity risks, by combining guaranteed income with market-linked growth potential.

The company added that the newly approved index-linked annuity plan could potentially deliver higher payouts than a traditional fully guaranteed annuity, depending on market performance.

For instance, a 50-year-old customer who pays premiums for 10 years and opts for a 60:40 split between guaranteed and market-linked components could receive a higher first-year payout at age 60 compared with a regular guaranteed plan.

For comparison, ABSLI's existing fully guaranteed annuity offers a fixed lifetime rate of 8.91%. Under the new plan, the first-year annuity rate could be 11.64%, based on historical returns of the Nifty 50, a potential difference of 2.73 percentage points.

Publication: Café Mutual**Edition:** Online**Date:** Feb 25, 2026**Page:** NA[Insurance](#) > ABSL Life Insurance to launch a pension product which is market linked

ABSL Life Insurance to launch a pension product which is market linked

The insurer has received a go ahead from IRDAI.



Team Cafemutual Feb 25, 2026



Aditya Birla Sun Life Insurance Company has received approval from IRDAI to launch its first index linked annuity product, Index Guaranteed Annuity Plus, according to a company press release. The company plans to introduce the plan in March 2026.

The plan offers lifetime income through a mix of guaranteed annuity and index linked variable annuity. The variable component links to the performance of the Nifty 50. The aim is to provide regular income with potential upside to manage inflation.

Customers can choose life annuity, life annuity with return of purchase price or deferred life Annuity with Return of Premium. They can start regular income immediately or defer it. The plan allows single or limited/regular premium payment and offers monthly, quarterly, half-yearly or annual payouts.

Kamlesh Rao, MD & CEO, Aditya Birla Sun Life Insurance, said in the press release, "At ABSLI, our focus is on empowering customers with solutions that support financial independence and security across life stages, including retirement. ABSLI Index Guaranteed Annuity Plus enables customers to tailor their retirement income for lifetime through a combination of guaranteed and variable annuity pay-outs, helping them build a stable and personalised retirement solution.

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Aditya Birla Sun Life Insurance wins IRDAI nod for Nifty 50-linked annuity

The plan blends guaranteed and variable income components for lifetime retirement payouts.

Aditya Birla [Sun Life Insurance Company Limited](#) (ABSLI) has secured approval from the Insurance Regulatory and Development Authority of India to launch ABSLI Index Guaranteed Annuity Plus, a single or limited/regular premium index-linked annuity plan.

The product offers lifetime retirement income through a mix of guaranteed and variable annuity components linked to the Nifty 50. It is scheduled for launch in March.

Policyholders can choose the proportion of guaranteed and variable annuity and decide whether to receive income immediately or defer payouts.

Options include life annuity, life annuity with return of purchase price, and deferred life annuity with return of premium.

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 **ಕನ್ನಡಪ್ರಭ**

**ಆದಿತ್ಯ ಬಿರ್ಲಾ
ಸನ್ ಲೈಫ್
ಇನ್ಶೂರೆನ್ಸ್‌ನ
ಹೊಸ ಪ್ಲಾನ್**

 **ADITYA BIRLA
CAPITAL**
LIFE INSURANCE

ಆದಿತ್ಯ ಬಿರ್ಲಾ ಸನ್ ಲೈಫ್
ಇನ್ಶೂರೆನ್ಸ್ ಇಂಡೆಕ್ಸ್
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ಎಂದು ಕಂಪನಿ ತಿಳಿಸಿದೆ.

BENGALURU Edition

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Title: New Plan from Aditya Birla Sun Life Insurance.

આદિત્ય બિરલા સન લાઇફ ઇન્સ્યોરન્સને તેના પ્રકારની પ્રથમ ઇન્ડેક્સ લિંકેડ એન્યુઇટી પ્રોડક્ટ - "ઇન્ડેક્સ ગેરંટીડ એન્યુઇટી પ્લસ" માટે IRDAIની મંજૂરી મળી

ભારતની અગ્રણી ડાયવર્સિફાઇડ ફાઇનાન્શિયલ સર્વિસિઝ કંપની, આદિત્ય બિરલા કેપિટલની જીવન વીમા પેટાકંપની, આદિત્ય બિરલા સન લાઇફ ઇન્સ્યોરન્સ કંપની લિમિટેડ ("ABSLI") આજે જાહેરાત

કરી છે કે તેને ABSLI ઇન્ડેક્સ ગેરંટીડ એન્યુઇટી પ્લસ માટે IRDAIની મંજૂરી મળી છે, જે એક સિંગલ અથવા લિમિટેડ/રેગ્યુલર પ્રીમિયમ ઇન્ડેક્સ લિંકેડ એન્યુઇટી પ્લસ છે. આ પ્લસ ગેરંટીડ અને બદલાતી એન્યુઇટીના સંયોજન સાથે આજીવન નિવૃત્તિની આવક પ્રદાન કરવા માટે ખાસ તૈયાર કરવામાં આવ્યો છે, જે "નિફ્ટી ૫૦"

બેન્યમાર્ક ઇન્ડેક્સના પ્રદર્શન સાથે જોડાયેલો છે. આ પ્રોડક્ટનું લોન્ચિંગ માર્ચ ૨૦૨૬માં કરવાનું આયોજન છે. આ પ્લસ ગેરંટીકૃત અને બદલાતા એન્યુઇટી ઘટકોના પ્રમાણને કસ્ટમાઇઝ કરવા માટેની સુગમતા પ્રદાન કરે છે, જે પોલિસીધારકોને વૃદ્ધિની સંભાવના સાથે આવકની સ્થિરતાનું સંતુલન જાળવવા સક્ષમ બનાવે છે.

Title: Aditya Birla Sun Life Insurance receives IRDAI approval for first-of-its-kind Index Linked Annuity product

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సూర్య

ఆదిత్య బిర్లా సన్ లైఫ్ ఇండెక్స్ గ్యారంటీడ్ యాన్యుటీ ప్లస్



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ఆదిత్య బిర్లా సన్ లైఫ్ ఇన్సూరెన్స్ కు చెందిన “ఇండెక్స్ గ్యారంటీడ్ యాన్యుటీ ప్లస్” పథకానికి భారత బీమా నియంత్రణ మరియు అభివృద్ధి ప్రాధికార సంస్థ (ఐఆర్డీఏఐ) ఆమోదం లభించింది. ఇండెక్స్ ఆధారిత యాన్యుటీ తరహాలో ఇది మొదటి ఉత్పత్తిగా నిలిచింది. ఈ హైబ్రిడ్ రిటైర్మెంట్ పథకం జీవితకాలం పాటు గ్యారంటీడ్ ఆదాయంతో పాటు నెట్టి 50 సూచీ పనితీరుకు అనుసంధానమైన వేరియబుల్ ఆదాయాన్ని అందిస్తుంది. పాలసీదారులు గ్యారంటీడ్ మరియు వేరియబుల్ భాగాల నిష్పత్తిని తమ అవసరాలకు అనుగుణంగా ఎంచుకునే వీలుతో పాటు లైఫ్ యాన్యుటీ, రిటర్న్ ఆఫ్ పర్సెంట్ ఫ్రైస్, డిఫర్డ్ యాన్యుటీ వంటి ఎంపికలు అందుబాటులో ఉంటాయి. సింగిల్ ప్రీమియం లేదా 2--10 సంవత్సరాల చెల్లింపు విధానాలతో రూపొందించిన ఈ పథకం రిటైర్మెంట్లో స్థిరత్వం మరియు వృద్ధి అవకాశాలను మేళవించిన సరికొత్త పరిష్కారంగా 2026 మార్చిలో మార్కెట్లోకి రానుంది.

Title: Aditya Birla sun life index guaranteed annuity plus