

## Aditya Birla Sun Life Insurance launches **Anmol Akshaya**

*~Supports every stage of a child's education journey through milestone-based pay-outs~*

*~ Help families to achieve their future goals with medium to long-term savings~*

*~ Empowering today's women with smart savings and built in HER Benefits—Health Management Services, childbirth-linked payout, and cancer support ~*

**Mumbai, June 11, 2026:** Aditya Birla Sun Life Insurance Company Limited ("ABSLI"), the life insurance subsidiary of Aditya Birla Capital, India's leading diversified financial services company, today announced the launch of **ABSLI Anmol Akshaya**, a savings-oriented participating life insurance plan designed to help customers achieve future goals while safeguarding their families against life's uncertainties.

### Exclusive offerings of the Plan:

- 1. My Child:** Policyholders can choose milestone-based income pay-outs aligned to key stages of a child's educational journey, from undergraduate studies and professional courses to post-graduation and career beginnings.
- 2. My Savings:** Designed for customers looking to create a medium to long-term corpus for future goals such as daughter's marriage, buying a house, retirement planning etc., while also ensuring life insurance protection for their families.
- 3. HER Benefits:** For women, the plan offers attractive savings for future goals and exclusive HER Benefits in-built in the plan. The proposition includes complimentary Health Management Services, providing access to medical consultations, and health coaching, second medical opinions and personal medical care management to support proactive health management.

**ABSLI Anmol Akshaya** offers customers added flexibility through optional protection enhancements such as the Extended Life Cover (ELC) option that enables customers to continue their life insurance cover beyond Maturity up to the age of 75 or 85. Additionally, the Policy Continuance Benefit (PCB) helps safeguard long-term financial goals of the family by offering immediate death benefit, under specified conditions on death of the Life assured. Besides, this benefit also provides waiver of future premiums upon the death of the Life Insured while policy benefits continue till maturity.

**Mr. Kamlesh Rao, MD & CEO, Aditya Birla Sun Life Insurance Company Limited, said, "Financial planning today is increasingly centered around life goals rather than standalone products. From securing a child's future, family's future goal and a savings corpus to address the evolving financial and wellness needs of women, customers seek solutions that support them through different stages of life. With ABSLI Anmol Akshaya, we have created a proposition that combines savings and protection, along with meaningful benefits, helping customers pursue their aspirations with greater confidence and financial resilience"**

As a part of HER benefits offering of **ABSLI Anmol Akshaya** plan, it also features a Motherhood Benefit, under which eligible women can receive an accelerated payout equivalent to one annualized premium upon childbirth after certain policy duration. Further, the Cancer Care Benefit provides an accelerated payout of 25% of the Guaranteed Maturity Benefit upon diagnosis of a covered woman-specific cancer.

To know more about the product [click here](#).

**Disclaimer:** ABSLI Anmol Akshaya (UIN: 109NXXXV01) is a Non-Linked Participating Individual Savings Life Insurance Plan. Bonus-linked payouts are not guaranteed and depend on the participating fund's performance. 'HER' Benefits

# PRESS RELEASE



LIFE INSURANCE

*(including the Motherhood and Cancer Care accelerated payouts) apply only to in-force policies with annual premium of ₹75,000+, are available after 5 policy years, and are subject to age, eligibility and exclusion conditions — these payouts are accelerated and adjusted against future benefits. Tax benefits are subject to prevailing tax laws. For complete details on benefits, terms, conditions and exclusions, please refer to the product brochure and policy document before concluding a sale.*

## **About Aditya Birla Sun Life Insurance Company Limited:**

*Aditya Birla Sun Life Insurance Company Limited ("ABSLI") is a part of Aditya Birla Capital Ltd ("ABCL"). ABSLI was incorporated on August 4th, 2000, and commenced operations on January 17th, 2001. ABSLI is a 51:49 a joint venture between the Aditya Birla Group and Sun Life Financial Inc., an international financial services organization in Canada. ABSLI offers a range of products across the customer's life cycle, including children future plans, wealth protection plans, retirement and pension solutions, health plans, traditional term plans and Unit Linked Insurance Plans ("ULIPs").*

*As of March 31, 2026, total AUM of ABSLI stood at Rs.110,505 Cr. ABSLI recorded a gross premium income of Rs.24,779 Cr with Individual Business FYP with Single Premium at 10% of Rs. 4,725 Cr registering a growth of 15%. Renewal Premium grew by 17% with gross Individual and Group segment. ABSLI has a nationwide distribution presence through 450+ branches, 12 bancassurance partners, 6 distribution channels, over 70,000+ direct selling agents, other Corporate Agents, and Brokers through its website. The company has over 32,000+ employees and 29.57 lakh active customers. IRDAI Reg no. 109.*

## **About Aditya Birla Capital Limited:**

*Aditya Birla Capital Limited ("ABCL") is a listed systemically important non deposit taking Non-Banking Financial Company (NBFC) and the holding company of the financial services businesses. ABCL and its subsidiaries/JVs provides a comprehensive suite of financial solutions across Loans, Investments, Insurance, and Payments to serve the diverse needs of customers across their lifecycles. Powered by over 68,400 employees, the businesses of ABCL have a nationwide reach with over 1,740 branches and more than 200,000 agents/channel partners along with several bank partners. ABCL and its subsidiaries/JVs manage aggregate assets under management of about Rs. 5.91 Lakh Crore, and the consolidated lending book crossed Rs 2 Lakh Crore as of March 31, 2026.*

*Aditya Birla Capital Limited is a part of the US\$ 67 billion global conglomerate Aditya Birla Group, which is in the league of Fortune 500 and has a consolidated market cap of over US\$117 billion, as of Jan 1, 2026. Anchored by an extraordinary force of over 227,500 employees, the Group is built on a strong foundation of stakeholder value creation. With over seven decades of responsible business practices, the Group's businesses have grown into global powerhouses in a wide range of sectors - from metals to cement, fashion to financial services and textiles to trading. Today, over 40% of the Group revenues flow from overseas operations that span 41 countries across six continents with over 340 state-of-the-art manufacturing units.*

## **For media queries, please contact:**

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