

Aditya Birla Sun Life Insurance supports cancer screenings in Nagpur under **HER Insurance**-ABSLI's women-first insurance category

~ Provides free cervical or breast cancer screenings for 100 underprivileged women aged 21 to 65 ~

Nagpur, June 8th, 2026: Aditya Birla Sun Life Insurance Company Limited ("ABSLI"), the life insurance subsidiary of Aditya Birla Capital, India's leading diversified financial services company, has strengthened its **HER Insurance** category with a focused initiative supporting women's health and financial protection. As part of this initiative, ABSLI will support **cervical or breast cancer screenings for 100 underprivileged women in the Nagpur region.**

The screenings will include **awareness sessions, doctor consultations, physical examinations and diagnostic tests**, helping improve access to preventive healthcare and encouraging early detection. Through this initiative, ABSLI aims to address a critical yet often under-prioritised aspect of women's wellbeing, i.e, health preparedness, alongside broader conversations on financial protection.

HER Insurance is ABSLI's women-first insurance category, built on research and insights into women's real needs. It brings together solutions that address **life protection, women-specific health risks, guaranteed income and long-term financial planning**, offering flexibility to align with different life stages and priorities. One of the main rationale for supporting this activity is to create awareness about critical illness rider offered by ABSLI's Super Term Plan under HER Insurance category. This critical illness rider covers women specific cancers of specified severity. HER Insurance category reflects ABSLI's commitment to enabling women to take informed, proactive steps towards both their financial future and overall wellbeing.

Commenting on the initiative, **Mr. Kamlesh Rao, MD & CEO, Aditya Birla Sun Life Insurance Company Limited**, said, "HER Insurance is designed to address the evolving needs of women across different life stages, by offering solutions that combine financial protection with long-term security. Supporting cancer screenings under HER Insurance reflects our intent to go beyond awareness and contribute meaningfully towards women's health preparedness through early detection and access to care."

ABSLI's research across six key markets has highlighted a persistent protection gap, with many women not perceiving themselves as financially significant enough to be insured, and questioning the relevance of existing life insurance solutions for their health and long-term security needs. The findings also pointed to a growing preference for **simpler, more relevant insurance solutions aligned with women's life journeys**, leading to the creation of **HER Insurance** as a dedicated, women-first category.

Disclaimer:

Riders/benefits are subject to the policy terms, conditions, definitions and exclusions. For more details on risk factors, terms and conditions, please read the sales brochure carefully before concluding the sale. Super Term Plan is A Non-Linked Non-Participating Life Individual Pure Risk Premium Plan, UIN: 109N153V02.

PRESS RELEASE



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.

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